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Understanding India's Mental Health Mindset: Insights from **ॐ-Nishchit Index 2.0** by Aditya Birla Sun Life Insurance

~ 81% of Indians believe mental health issues are rising across society, while nearly 80% hesitate to seek therapy or counselling ~

~ Survey of 3583 respondents across 20 cities show attitudes to mental health vary sharply by region and gender ~

~ ABSLI and [Mpower](#) offer grief counselling to families of deceased policyholders ~

Mumbai, October 09, 2026: Aditya Birla Sun Life Insurance Company Limited ("ABSLI"), the life insurance subsidiary of Aditya Birla Capital, India's leading diversified financial services company, today released findings from its **ॐ-Nishchit Index 2.0** ahead of World Mental Health Day on October 10.

The findings point to growing awareness of mental health concerns in India, alongside persistent hesitation around seeking professional support. They also show that there is no single mental health story in the country, with attitudes towards therapy and the concerns people face varying significantly across regions and genders.

Key Findings:

- **81% of Indians believe mental health issues are rising across society**, while nearly **80%** hesitate to seek therapy or counselling
- **East India is the most hesitant.** **25%** of respondents in the East said they would hesitate to see a therapist, compared with **22%** in the North, **21%** in the West and **14%** in the South
- **Men are more hesitant than women in East.** In the East, **27%** of men were hesitant compared with **24%** of women
- **The East is most worried about rising mental-health problems.** **26%** of respondents in the East expressed this concern
- **In the North and West, women worry more than men.** **25%** of women and **22%** of men are concerned about the growing prevalence of mental-health problems
- **Parents in the east worry most about their children.** **25%** of parents in the East are concerned about their children's ability to cope with setbacks, against a national average of **21%**

Mpower's analysis of the findings underscores the need to move beyond recognising mental health concerns towards making early help seeking more normal and accessible. With barriers to seeking support varying across regions and genders, the findings highlight the importance of creating support pathways that are accessible, relevant and easier to navigate. For ABSLI, this insight also reinforces the importance of extending support beyond financial protection to the emotional needs of families during difficult life experiences.

In line with this approach, ABSLI, in partnership with [Mpower](#), provides grief counselling to the families and loved ones of deceased policyholders. The service connects them with trained counsellors who provide professional guidance and emotional support through bereavement. Each nominee is eligible for two complimentary grief counselling sessions, helping families access professional support during a difficult period.

Mr. Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance, said, "The Index shows that attitudes to mental health in India are shaped by region, gender and family circumstances, so our response has

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to account for those differences. At ABSLI, we see protection as more than financial cover. Our grief counselling service, run with Mpower, supports families after the loss of a loved one, when they need emotional support as much as financial support. We want asking for help to become an ordinary thing to do."

Adding further, **Mr. Amit Gupta, CFO - Aditya Birla Education Trust, Head – Operations, Mpower**, "The findings point to an important gap, people may recognise that mental-health concerns are rising, yet recognising distress in oneself or a loved one and knowing when to seek professional help remain very different things. Grief is a powerful example of it, as it is often deeply buried, with its impact surfacing in professional productivity, family relationships and physical health, while the need for support goes unrecognised. This reinforces the need to build mental-health literacy early and embed it in school curricula, so that recognising distress and seeking help become part of everyday life."

About the 3T-Nishchit Index 2.0:

The survey was conducted by Drshti Strategic Research Services Pvt. Ltd among 3583 respondents aged 22-60, across 20 cities in July - Oct 2025. The study maps 49 statements across 11 parameters, covering economic and financial instability, environmental and climate concerns, health and medical risks, digital and cybersecurity threats, government policies, career and employment, family and social responsibilities, retirement and ageing, and children's education and growth, alongside income, debt and financial planning. Mental health was examined as an integral part of this broader uncertainty landscape, exploring concerns around the rising prevalence of mental health issues, the ability to cope with stress, and social and personal barriers to seeking therapy. To read the complete 3T-Nishchit Index 2.0 report, [click here](#).

Disclaimer:

This information is based on findings from a research study commissioned by Aditya Birla Sun Life Insurance Company Limited and data-validated by Drshti Strategic Research Services Pvt. Ltd. The findings are based on perception-based responses collected from the stated sample, locations and survey period and should not be treated as representative of every individual or region. The information contained herein is provided solely for general informational and research purposes and is based on perception-based responses at a specific point in time. Nothing herein constitutes investment, financial, insurance, tax, or legal advice, nor an offer or solicitation of any product. Readers are advised to seek independent professional advice before making any financial or insurance decisions. Aditya Birla Sun Life Insurance Company Limited and Drshti Strategic Research Services Pvt. Ltd. disclaim any liability arising from reliance on this information.

About Aditya Birla Sun Life Insurance Company Limited:

Aditya Birla Sun Life Insurance Company Limited ("ABSLI") is a part of Aditya Birla Capital Ltd ("ABCL"). ABSLI was incorporated on August 4th, 2000, and commenced operations on January 17th, 2001. ABSLI is a 51:49 a joint venture between the Aditya Birla Group and Sun Life Financial Inc., an international financial services organization in Canada. ABSLI offers a range of products across the customer's life cycle, including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and Unit Linked Insurance Plans ("ULIPs").

As of June 30, 2026, total AUM of ABSLI stood at Rs. 117,487 Cr. ABSLI recorded a gross premium income of Rs. 4,743 Cr with Individual Business FYP with Single Premium at 10% of Rs. 952 Cr registering a growth of 20%. Renewal Premium grew by 19% with gross Individual and Group segment. ABSLI has a nationwide distribution presence through 450+ branches, 11 bancassurance partners, 6 distribution channels, over 63,000+ direct selling agents, other Corporate Agents, and Brokers through its website. The company has over 29,000+ employees and 22.93 lakh active customers. IRDAI Reg no. 109.

About Aditya Birla Capital Limited:

Aditya Birla Capital Limited ('ABCL') is a listed systemically important, Upper Layer Non-Deposit taking Non-Banking Financial Company (NBFC-ICC) and the holding company of the financial services businesses. ABCL and its subsidiaries/JVs provide a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 66,500 employees, the

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businesses of ABCL have a nationwide reach with over 1,759 branches and more than 200,000 agents /channel partners along with several bank partners. ABCL and its subsidiaries/JVs manage aggregate assets under management of about Rs. 7.53 Lakh Crore, and the consolidated lending book crossed Rs. 2.19 Lakh Crore as of June 30, 2026.

Aditya Birla Capital Limited is a part of the US\$ 67 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500 and has a consolidated market cap of over US\$117 billion, as of Jan 1, 2026. Anchored by an extraordinary force of over 227,500 employees, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 40% of the Group revenues flow from overseas operations that span 41 countries across six continents with over 340 state-of-the-art manufacturing units.

For more information, visit www.adityabirlacapital.com

About Mpower

Mpower, an initiative of Aditya Birla Education Trust is a pioneering social enterprise dedicated to transforming India approach to mental health. Founded 9 years ago, Mpower has emerged as a leading force in spreading awareness, reducing stigma, and delivering holistic mental health care.

With a robust team of over 200 trained professionals, Mpower impacts more than 121 million lives across seven cities, including Mumbai, Bengaluru, Kolkata, Delhi and Pune. Operating through five key verticals—Movement, Clinical Care, Outreach, Academia, and Mpower 1 on 1—Mpower offers a comprehensive range of services. The Movement focuses on changing cultural perceptions and alleviating stigma. Clinical Care provides world-class mental health services through the Centre, the Foundation, and the Cell, catering to various needs from holistic care to affordable support for the underprivileged. The Outreach vertical drives awareness and capacity-building through IGNITE Programs for schools, colleges, NGOs, and corporates. Academia equips individuals and professionals with skills to handle mental health crises and foster empathy. The Helpline offers 24/7 multilingual support, while special projects like Samvedana enhance mental health care in primary health centres.

Mpower's integrated approach and collaboration with government agencies underscore its commitment to creating a supportive and stigma-free mental health landscape. For more information, visit <https://mpowerminds.com/>

For media queries, please contact:

Paulami Roy
Aditya Birla Capital Limited
Email: paulami.roy@adityabirlacapital.com
Phone: (+91) 9845804056

Mihir Dani
Aditya Birla Sun Life Insurance Company Limited
Email: mihir.dani@adityabirlacapital.com
Phone: (+91) 7738012080