

PRESS RELEASE

Aditya Birla Sun Life Insurance partners with Equitas Small Finance Bank to expand Life Insurance Accessibility

Mumbai, May 22, 2025: Aditya Birla Sun Life Insurance Company Limited ("ABSLI"), the life insurance subsidiary of Aditya Birla Capital, India's leading, well-diversified financial services provider has partnered with Equitas Small Finance Bank, a leading Small Finance Bank. The collaboration aims to enhance financial protection by making ABSLI's comprehensive suite of life insurance solutions accessible to the bank's customers serviced through its expansive branch network.

Strengthening organizational commitment to financial inclusion and long-term security, this partnership aims to enable the bank's customers to seamlessly integrate life insurance into their financial planning ensuring protection, wealth creation and post-retirement security.

Aditya Birla Sun Life Insurance has a suite of best-in-class products and services across protection, savings, retirement, that are aligned with the unique needs and aspirations of Indians across the corporate sector as well as rural India.

This collaboration, opens a range of opportunities for both new and existing bank customers to access ABSLI's diverse product offerings tailored to their life stages, including the recently introduced protection and savings offerings like [Salaried Term Plan](#), [Nishchit Aayush Plan](#), [Assured Savings Plan](#) etc.

Mr. Kamlesh Rao, MD & CEO Aditya Birla Sun Life Insurance said, *"At ABSLI, we believe in empowering individuals with the right financial solutions for every stage of life. Our partnership with Equitas Small Finance Bank will help us extend our insurance expertise to more customers, ensuring they have access to robust financial protection that aligns with their aspirations. Moreover, this partnership will enable ABSLI to further expand the arch of financial inclusion and align its efforts with the industry agenda of Insurance for All by 2047."*

Commenting on the partnership with Aditya Birla Sun Life Insurance, Mr. Murali Vaidyanathan, Senior President and Country Head, Equitas Small Finance Bank, said, *"Equitas Small Finance Bank believes in building strong partnerships that deliver greater value to our customers. To add to our range of saving products across segments, we collaborate with third-party providers to offer insurance cover to our customers through open market architecture. ABSLI and Equitas will offer products that encompass diverse plans that range from protection, savings, endowment and ULIP. We hope this tie-up will enable our customers to access the depth and range of financial services without any hassle".*

Key features

- I. **Leading Small Finance Bank:** Equitas Small Finance Bank is a key player in India's banking sector, catering to individuals, small businesses, and underserved communities.
- II. **Simplified Access to Insurance:** Customers can now avail of ABSLI's life insurance products directly through Equitas Small Finance Bank's extensive branch network, making the process hassle-free.
- III. **Wide Range of Insurance Solutions:** Equitas Bank customers will gain access to ABSLI's life insurance products, covering protection, wealth creation, and retirement planning.
- IV. **Reaching the Underserved:** With a strong presence in semi-urban and rural markets, Equitas serves millions of customers who previously had limited access to formal financial services.

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 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 March 31, 2025 total AUM of ABSLI stood at 99,496 Cr. ABSLI recorded a gross premium income of Rs. 20,639 Cr and registering a y-o-y growth in Gross Premium with Individual Business FYP with Single Premium at 10% of Rs. 4115 Cr at 34%. ABSLI has a nationwide distribution presence through 430 branches, 12 bancassurance partners, 6 distribution channels, over 65,500+ direct selling agents, other Corporate Agents and Brokers through its website. The company has over 30,000+ employees and 20.03 lakh active customers.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is a listed systemically important non-deposit taking Non-Banking Financial Company (NBFC) and the holding company of the financial services businesses. ABCL and its subsidiaries/JVs provides 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 60,000 employees, the businesses of ABCL have a nationwide reach with over 1,623 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 over Rs. 5.11 Lakh Crore with a consolidated lending book of over Rs 1.57 Lakh Crore as of March 31, 2025.

Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, 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 50% of the Group's revenues flow from overseas operations that span over 40 countries in North and South America, Africa, Asia, and Europe.

For more information, visit www.adityabirlacapital.com.

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