



MEDIA RELEASE

BHARTI AXA LIFE INSURANCE BAGS ASSOCHAM EXCELLENCE AWARD

MUMBAI/NEW DELHI: March 25, 2019: Bharti AXA Life Insurance, a joint venture between Bharti Enterprises, one of India's leading business groups, and AXA, one of the world's largest insurance companies, has been conferred with the 'Corporate Communication Team Award 2019' by the ASSOCHAM, one of the apex trade associations of India.

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) honored Bharti AXA Life Insurance with the prestigious recognition for its excellence and contribution to the life insurance sector during the recently-held Insurance Leaders Meet 2019 (Regulation, Disruption and Product Dynamics) and Excellence Awards in Kolkata.

Connecting with Bharat in its different languages and building trust among people across India helped the company win the ASSOCHAM Award, which recognizes efficacy, excellence and contribution in the insurance industry annually.

Commenting on the company's feat, **Mr. Vikas Seth, Managing Director and Chief Executive Officer, Bharti AXA Life Insurance**, said, 'It is a moment of great honour to be recognized for our communication endeavours and strategies, connecting people across the country. With our customer-centric communication initiatives, based on national, regional and vernacular medium, we aimed to reach remotest parts of the country and educate people about the benefits of life insurance. We would continue to do so and help consumers take informed decisions and meet their long-term financial goals.'

Receiving the ASSOCHAM Award for excellence in corporate communication, **Mr. Sanjiv Kumar, Vice President and Head, Corporate Communications, Bharti AXA Life Insurance**, said, 'Like life insurance, trust is also the most essential ingredient in effective communication and the foundational principle that holds all relationships. For us, communication is all about the human connection. Keeping this in mind, we tried to bring understanding about the importance of life insurance and financial security to people in their own languages.'

The company has been consistently recognized for its excellence across metrics at various award forums.

Bharti AXA Life Insurance registered a 40 per cent growth in its new business premium to Rs 617 crore during the April-December period of 2018-19 from Rs 442 crore in the corresponding period of 2017-18. It added 10,000 insurance advisors and 50 new branches during the current fiscal.



Bharti AXA Life Insurance Company Ltd.

www.bharti-axalife.com

Bharti AXA Life Insurance is a joint venture between Bharti, one of India's leading business groups with interests in telecom, agriculture business and retail, and AXA, one of the world's leading organizations with interests in financial protection and wealth management. The joint venture company has a 51% stake from Bharti and 49% stake of AXA. The company has pan-India presence through its 236 offices and offers a wide range of value for money and need-based insurance products targeted at individual and groups.

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