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MEDIA RELEASE

BHARTI AXA LIFE INSURANCE APPOINTS VIKAS SETH AS MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER

Mumbai/New Delhi, November 1, 2017: 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, today announced the appointment of **Vikas Seth** as **Managing Director and Chief Executive Officer** of the company.

The appointment is subject to requisite IRDAI approval.

Announcing the appointment, **Sam Ghosh, Managing Director, Financial Services, Bharti Enterprises**, said, "We are delighted to have Vikas on board. His experience in the Life insurance industry will prove to be a great asset for us as we look forward to expand and build a profitable business over the next few years."

In his new role, Vikas will be responsible for managing the overall business, driving new partnership tie-ups as well as the growth roadmap of the organisation.

Vikas said, "It gives me immense pleasure to be a part of Bharti AXA Life Insurance. In my new role, I look forward to strengthening our product portfolio, distribution reach and creating a sustainable customer value in the rapidly changing marketplace."

Vikas brings with him over 21 years of experience in diverse industries including Life insurance, Telecom and FMCG. Prior to joining Bharti AXA Life Insurance, he was with the Aditya Birla Group, where he worked for nearly 10 years in different roles. He served as the Chief Distribution Officer for Birla Sun Life Insurance responsible for Agency Sales Force, Bancassurance, Corporate Agency and Broker channels.

He began his career with the ESSAR Group followed by Amway, before moving to ICICI Prudential Life Insurance in 2001, where he began his career in the financial services sector.

Bharti AXA Life Insurance Company Ltd.

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 186 offices and offers a wide range of value for money and need-based insurance products targeted at individual and groups.