



MEDIA RELEASE

BHARTI AXA LIFE INSURANCE BRINGS #GotYouCovered FOR HEALTHCARE WORKERS ON UNIVERSAL HEALTH COVERAGE DAY

- ***Supports Primero Skills & Training to support healthcare workers to mask them against life and health risks during ongoing COVID pandemic***

NEW DELHI: December 12, 2020: 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 launched **#GotYouCovered** campaign, a special initiative to appreciate frontline healthcare workers who are striving to protect people from the COVID-19 pandemic.

Observing the **Universal Health Coverage Day**, which is promoted by the World Health Organisation, and urges all nations to provide affordable and quality healthcare to citizens, the company aims at spreading awareness on the importance of protecting life and health against all uncertainties.

Bharti AXA Life Insurance has joined hands with Primero Skills & Training, a skill development organisation imparting free skills and training programmes to youth under the Atmanirbhar Bharat initiative of the Government of India, to support its healthcare workers by masking them against life and health risks during the ongoing COVID pandemic.

The company will promote **#GotYouCovered** initiative and encourage people to acknowledge the efforts of frontline healthcare workers. With every share of this initiative on social media, Bharti AXA will extend one face mask to each healthcare worker or student registered with Primero Skills.

On the launch of the campaign, **Mr Parag Raja, Managing Director and Chief Executive Officer, Bharti AXA Life Insurance**, said, "The COVID pandemic has claimed millions of lives and affected health of people across the globe. On the positive note, this crisis has made people aware of the significance of life protection and health to sail through any financial hardships. The **#GotYouCovered** campaign educates people to build a safer and healthier future by investing in life and health insurance that protect all of us."

As part of the **#GotYouCovered** campaign, Primero Skills & Training distributed masks donated by Bharti AXA Life Insurance among the newly-trained healthcare workers and students at Delhi



Police Station at Chitaranjan Park during a felicitation programme on the Universal Health Coverage Day.

"We are very happy to partner with Bharti AXA Life Insurance for its #GotYouCovered initiative. In fact, health and life risks during the COVID pandemic have been very challenging for all of us. Creating awareness about life protection with healthy initiatives is the need of the hour. 'One Share-One Mask' initiative is a positive gesture of acknowledgement and gratification which will motivate our youth and healthcare workers," said Mr. Jayanta Das, Managing Partner and Director, Primero Skills and Training.

With this campaign, Bharti AXA Life Insurance aims to engage with about a million Indians on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) and create awareness about a secured and healthier future.

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

For media queries, please contact:

Sanjiv Kumar

sanjiv.kumar10@bharti.axa.com

+91 9312456677