

Media Release

Bharti AXA Life Insurance and Equitas Small Finance Bank Announce Strategic Bancassurance Partnership

Mumbai, February 3rd, 2026: Bharti AXA Life Insurance, a subsidiary of Bharti Life Ventures Private Limited (Bharti Group Company), has entered into a strategic bancassurance partnership with Equitas Small Finance Bank. The partnership marks a significant step toward deepening life insurance penetration across India, especially within semi-urban and rural markets.

Through this partnership, Bharti AXA Life Insurance will offer its range of protection, savings and retirement plans to customers of Equitas Small Finance Bank, enabling financial security and long-term wealth planning for individuals and families across India. Customers can access these solutions seamlessly through Equitas SFB's robust network spanning over 1,042 banking outlets across 18 states and Union Territories, with a strong footprint in Tamil Nadu, Karnataka, Kerala and Maharashtra

Commenting on the partnership, **Mr. Nitin Mehta, Chief Distribution Officer – Partnership Distribution and Head Marketing, Bharti AXA Life Insurance**, said: *"Equitas Small Finance Bank has built a strong and differentiated franchise with a proven track record in serving underbanked, semi-urban, and rural communities through its wide branch network and digital capabilities. We are pleased to partner with the Bank, as this collaboration will further strengthen our partnership distribution footprint and enable us to reach customers at scale through its extensive phygital presence. The partnership aligns with our objective of simplifying insurance and making it more accessible, while also supporting IRDAI's vision of 'Insurance for All' by 2047."*

Speaking on the collaboration, **Mr. Murali Vaidyanathan, Senior President & Country Head – Liabilities, Wealth Management and Digital Banking, Equitas Small Finance Bank**, said: *"Enhancing the quality and breadth of services we offer to our customers remains a key priority for us, and this partnership with Bharti AXA Life Insurance is a step in that direction. Through this collaboration, we are strengthening our product portfolio by providing customers access to a comprehensive range of life insurance solutions that complement their banking needs and long-term financial planning requirements."*

By combining Equitas Small Finance Bank's distribution strength with Bharti AXA Life Insurance's life insurance expertise, the partnership aims to drive wider adoption of life insurance and strengthen long-term financial preparedness among customers.

About Bharti AXA Life Insurance Company Ltd.

Bharti AXA Life Insurance Company Limited is a subsidiary of Bharti Life Ventures Private Limited (Bharti Group Company), a prominent business group in India with interests in telecom, agribusiness, and retail. Established in 2006, the company has a pan-India presence with over 200+ offices and offers a wide range of value-for-money and need-based insurance catering to individuals and groups. With 'Customer First'

as one of its core values, the company is committed to providing a hassle-free experience to its customers at every level. For more information, please visit the website www.bharti.axa.com

About Equitas Small Finance Bank Limited [ESFB]

Equitas Small Finance Bank is one of the largest small finance banks in India. As a new-age bank, we offer a bouquet of products and services tailored to meet the needs of our customers – individuals with limited access to formal financing channels, as well as affluent and mass affluent, Small & Medium Enterprises (SMEs) and corporates. Our firmly entrenched strategy focuses on providing credit to the unbanked and underbanked micro and small entrepreneurs, developing products to address the growing aspirations at the 'bottom of the pyramid', fuelled by granular deposits and 'value for money' banking relationships. Visit our website <https://equitas.bank.in/>