



October 22, 2024

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 021

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East)
Mumbai – 400 051

Scrip Code: 500271

Scrip Code: MFSL

Dear Sir/ Madam,

Sub.: Disclosure under the extant SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 regarding proposal for the inclusion of the word “Axis” as part of the corporate name and brand identity of Max Life Insurance Company Limited

The Board of Directors of Max Life Insurance Company Limited ('Max Life'), a material subsidiary of the Company, has approved the proposal for the inclusion of the word “Axis” as part of its corporate name and brand identity, subject to requisite corporate and regulatory approvals.

In this regard, the Board of Directors of the Company vide a resolution passed on October 22, 2024 has issued a No-objection/ permission for usage of the word 'MAX' by Max Life in the proposed new name.

The disclosure made by Max Life to the National Stock Exchange of India in this regard is enclosed for your information.

You are requested to take the aforesaid on record.

Thanking you,

Yours faithfully

for **Max Financial Services Limited**

Piyush Soni
Company Secretary & Compliance Officer

Encl: As above

MAX FINANCIAL SERVICES LIMITED

CIN: L24223PB1988PLC008031

Corporate Office: L20M, Max Towers, Plot No. C-001/A/1, Sector 16B, Noida 201301 | P 0120 4696000 | www.maxfinancialservices.com
Regd. Office: 419, Bhai Mohan Singh Nagar, Village Railmajra, Tehsil Balachaur, Dist. Nawanshahr, Punjab – 144 533, India



October 22, 2024

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

Ref: ISIN - INE511N08016

Subject: Disclosure under the extant SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 regarding proposal for change in the corporate name of Max Life Insurance Company Limited ("Company") with the inclusion of the word 'Axis' as a part of its corporate name and brand identity

The Board of Directors of the Company has approved the proposal for the inclusion of the word "**Axis**" as part of its corporate name and brand identity, subject to requisite corporate and regulatory approvals.

In this regard, consent of Axis Bank Limited and Max Financial Services Limited have been received by the Company. The Board of Directors of the Company, vide a resolution passed on October 22, 2024 has authorized its officials to move requisite applications to the Ministry of Corporate Affairs and Insurance Regulatory and Development Authority of India.

The press release to be issued by the Company in this regard is enclosed herewith for your kind information.

You are requested to take the same on record.

Your faithfully,

For **Max Life Insurance Company Limited**

ANURAG

CHAUHAN

Anurag Chauhan

General Counsel and Company Secretary

Digitally signed by
ANURAG CHAUHAN
Date: 2024.10.22
19:16:01 +05'30'

MAX LIFE INSURANCE CO. LTD.

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Corporate Identity Number (CIN): U74899PB2000PLC045626. IRDAI Reg. No – 104

Registered office: 419, Bhai Mohan Singh Nagar, Railmajra, Tehsil Balachaur, District Nawanshahr, Punjab – 144 533.



Max Financial Services reports 30% growth in consolidated revenue[^] in H1 FY 25 rising to ₹25,178 crore; In Q2 Max Life Insurance's total APE grew 31% and VNB by 23%

Max Life to Refresh Corporate Name and Brand Identity with 'Axis' inclusion, strengthening its Market Position to Accelerate Growth

Max Life H1 FY25 Highlights:

- New Business Premium*: ₹5,091 crore, up 19%; Proprietary channels APE grew by 51%
- Gross Written Premium: ₹13,137 crore, up 14% YoY
- Embedded Value at ₹23,338 crore, grows 30%: Operating RoEV of 16.8%
- Individual New Business Sum Assured grew by 40%
- Assets Under Management (AUM) at ₹1,70,144 crore, up 27%

Noida, October 22, 2024: Max Financial Services Limited has recorded consolidated revenue[^] of ₹25,178 crore in H1 FY25, a 30% growth buoyed by higher investment income. The consolidated revenue excluding investment income at ₹12,820 crore grew by 14% year-on-year during Q2 FY25.

In H1 FY25, Max Life Insurance Co. Ltd.'s (Max Life/ the Company) New Business Premium (Individual and Group) grew by 19% to ₹5,091 crore and Individual Adjusted First Year Premium grew by 31% to ₹3,309 crore leading to private market share gain by 51 bps to 9.3%. Number of new retail policies grew by 23%. Further, the renewal premium rose by 12% to ₹8,046 crore, taking the Gross Written Premium to ₹13,137 crore, an increase of 14% over the previous financial year.

During the second quarter, Max Life registered a strong growth in Value of new business which grew by 23% to ₹513 crore in Q2 FY25 and by 16% to 766 crores in H1 FY25. Further, the Total Annualized Premium Equivalent (APE) rose by 31% to ₹2,170 crore in Q2 FY25 and by 31% to ₹3,623 crore in H1 FY25. Max Life's Embedded value grew by 30%, standing at ₹23,338 crore, and Operating RoEV is at 16.8% with a positive operating variance.

With over 2-decades of business association with Max Life, Axis Bank came on board as a co-promoter in 2021, unlocking new opportunities to strengthen brand and deliver shareholder value. In order to leverage the strengths of the reputation of the two partners, the Boards of Max Life, Max Financial Services Ltd. and Axis Bank have approved the inclusion of 'Axis' as part of Max Life's corporate name and brand identity, which will be launched in due course, subject to requisite corporate and regulatory approvals.

Mr. Prashant Tripathy, CEO and Managing Director, Max Life, said, "The H1 FY25 strong business results affirm our strategic focus on expanding proprietary channels, deepening partnerships, and unlocking new customer opportunities. Our continued investments and strong execution capabilities have resulted in sustained momentum across all our channels. In Q2 FY25 we outperformed both private sector and the overall industry growth on the back of strong growth in our Individual Adjusted First Year Premium sales while reporting healthy profitability outcomes. As we continue on this growth trajectory, we are excited about the new refreshed identity powered by the synergy between Axis Bank and Max Life that will further enable us to go beyond urban and tier 1 cities. This new identity will harness the strengths of both partners, reinforcing the 'Bharosa' we inspire in our customers, employees, investors, and stakeholders as we move into the future."

In H1 FY25, Max Life's Proprietary Channels Annual Premium Equivalent (APE) grew by 51% on Y-o-Y basis secular growth driven within Agency, Cross-sell and E-commerce. The

[^] Includes investment income

* New business premium includes individual and group premium

contribution of Proprietary channels to total new sales increased from 40% in H1 FY24 to 46% in H1 FY25. The company maintained leadership position in overall E-commerce business in both online Protection, and online Savings. The new business growth was fuelled by strong growth in Protection & Health, ULIP and Group Credit Life. Protection & Health grew by 54%, Group Credit Life grew by 34% in H1 FY25. Additionally, Max Life has successfully on-boarded 20 new partners in Q2 FY25, including India Post Payments Bank.

In Q2 FY25, in order to be compliant with IRDAI's surrender regulations Max life successfully relaunched 98% of its products for sale without any impact on new business. Continuing on product innovation, Max Life launched another Nifty 500 momentum 50 fund predominantly for the E-Commerce Customers in Q2 FY25 designed to capitalize increasing interest in Index funds. Retirement is Max life's one of the strategic focus areas. In this direction, Max life recently launched the findings of the 4th edition of its flagship retirement study - India Retirement Index Study (IRIS 4.0) which gauges India's retirement preparedness. The IRIS 4.0 findings reveals that Urban India's retirement preparedness has increased from 47 points in IRIS 3.0 to 49 points in IRIS 4.0, driven by greater awareness and proactive steps in both health and financial planning.

In Q2 FY25, Max Life's persistency performance has continued to improve with a leadership position maintained in 13-month persistency (basis number of policies) at 85.3%.

Key Financial Summary of Max Life:

₹ Crore	H1 FY'25	H1 FY'24	YoY
Financial performance Summary			
Total APE	3,623	2,766	31%
Renewal Premium	8,046	7,215	12%
Gross Written Premium	13,137	11,496	14%
Number of Policies (000's)	356	290	23%
Individual New business Sum Assured	3,309	2,525	31%
Assets Under Management	1,70,144	1,34,161	27%
Profit Before Tax	267	260	3%
Embedded Value	23,338	17,911	30%
Value of new business	766.334	663	16%
Solvency	198%	188%	14%

About Max Financial Services Limited

Max Financial Services Limited (MFSL) is part of India's leading business conglomerate - the Max Group. Focused on Life Insurance, MSFL owns and actively manages an ~81% majority stake in Max Life Insurance, India's largest non-bank, private life insurance company.

The company is listed on the NSE and BSE. Besides a 3.3% holding by Analjit Singh and sponsor family, some of the other group shareholders include MSI, Ward ferry, New York Life, Capital, GIC, Baron, Vanguard, Jupiter, Blackrock, and the Asset Management Companies of DSP, Nippon, HDFC, ICICI Prudential, UTI, Motilal Oswal, Canara Robeco, Sundaram, Aditya Birla Sun Life, Mirae, and Kotak.

About Max Life Insurance Company Limited

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Max Financial Services Ltd. is a part of the Max Group. Max

^ Includes investment income

* New business premium includes individual and group premium



Life offers comprehensive protection and long-term savings life insurance solutions, through its multi-channel distribution including agency and third-party distribution partners. Max Life has built its operations over two decades through a need-based sales process, a customer-centric approach to engagement and service delivery and trained human capital. As per annual audited financials for FY2023-24, Max Life has achieved a gross written premium of INR 29,529 Cr.

For more information, please visit the Company's website at www.maxlifeinsurance.com

[^] Includes investment income

^{*} New business premium includes individual and group premium