

MEDIA NOTE

Bajaj Allianz Life creates milestone by crossing Rs 70,000 crores Assets Under Management

- **Customers' trust key to rapid growth**

Pune, January 12, 2021: Bajaj Allianz Life, one of India's leading private life insurers, achieved a significant milestone by crossing Rs. 70,000 crores of Assets Under management (AUM) as on 31st December 2020. This is a significant milestone for the Company as it has recorded a steady growth amidst the uncertainty due to the pandemic. With value-add product innovations and meaningful improvements across customer services, the Company has seen a significant growth of 79% in its AUM in the last ten years and recorded Rs 70,295 crore AUM as on YTD December 2020.

Mr. Tarun Chugh, MD & CEO, Bajaj Allianz Life Insurance said, "This milestone is a reflection of the customers' trust in the brand, and the collective efforts of the team to ensure that our customers' life goals are on track, pandemic or no pandemic. Our experts within the investment team have also ensured that despite the fluctuations in the markets due to COVID-19, our funds continued to deliver strong risk-adjusted returns. I am confident that in the new calendar year, with all the learnings from last year and the new business environment that has emerged, we will only strengthen the trust amongst our customers and emerge a more trusted brand."

About Bajaj Allianz Life Insurance

Bajaj Allianz Life is one of the leading private life insurance companies in India. The Company is a partnership between two powerful and successful entities in their own right – Bajaj Finserv Limited, one of India's most diversified non-banking financial institution and Allianz SE, one of world's leading asset manager and insurer.

Commencing its operations in 2001, Bajaj Allianz Life has in less than two decades expanded its presence across the country. It serves millions of customers through its 511 branches, 70,000+ agents (as on 31 December 2020), and comprehensive set of trusted partners and via its online sales channel. The Company's brand promise of Life Goals.Done. Drives it to launch innovative insurance solutions, including the revolutionary RoMC (Return of Mortality Charges), a feature in some of its new-age ULIPs, and thereby becoming the first company to do so. Bajaj Allianz Life has constantly transformed to offer tech-enabled state-of-the-art services to enhance customer delight. The Company continues to engage with customers through several unique platforms, and has secured a place in the Guinness Book of World Records with the Bajaj Allianz Life Plankathon 2020.

LIFE GOALS. **DONE.**



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