

## Aditya Birla Sun Life Insurance introduces **HER Insurance**, a customer centric insurance category shaped by real life insights

~ A comprehensive women-centric insurance category, HER insurance encourages women to prioritise financial and health security to safeguard long-term independence ~

~ Launches #WomenShouldCoverThemselves with life cover campaign, to drive awareness on women's financial protection ~

**Mumbai, March 05, 2026:** Aditya Birla Sun Life Insurance Company Limited ("ABSLI"), the life insurance subsidiary of Aditya Birla Capital, India's leading diversified financial services company, today announced the launch of HER Insurance, a customer-centric category built using research and insights into women's real needs, thereby defining insurance solutions needed for women. HER Insurance brings together a suite of existing ABSLI products with features and benefits well suited to women's life protection, women specific health risks, guaranteed income and long-term financial planning. This category offers flexibility to align with different life goals and priorities.

ABSLI's research across six key markets revealed a persistent protection gap, with many women not perceiving themselves as financially significant enough to be insured and questioning the relevance of existing life insurance solutions for their health and long-term security needs. The findings also highlighted an increasing preference for simpler, more relevant insurance aligned with women's life journeys, leading to the creation of HER Insurance as a dedicated, women-first category.

Commenting on the launch, **Mr. Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance Company Limited**, said, "At ABSLI, we believe financial protection is a critical enabler of confidence and independence. HER Insurance is our response to a long-standing gap in how women are addressed within the life insurance ecosystem. By grounding this category in consumer research and real insights, we aim to empower women to take ownership of their financial security and plan with confidence across every stage of life."

To drive awareness around HER Insurance, ABSLI has launched the **#WomenShouldCoverThemselves** with life cover campaign, encouraging women to prioritise their own financial protection. The initiative includes the **#IWillCoverMyself** pledge and two digital films that reframe a familiar phrase to highlight the importance of insurance designed around women's unique needs.

- **Film 1 – Lift:** Set in a residential lift, a casual exchange between an older woman and a young professional reframes the phrase "cover yourself" to highlight the importance of financial preparedness and protection across different stages of a woman's life.

**Link:**

[https://youtube.com/playlist?list=PLF2or\\_dJ0YGQA00Rek0fkVYfLU6D\\_N\\_Ia&si=OC5q4r\\_etKD44PYe](https://youtube.com/playlist?list=PLF2or_dJ0YGQA00Rek0fkVYfLU6D_N_Ia&si=OC5q4r_etKD44PYe)

- **Film 2 – Office:** In a workplace setting, a young professional receives an unexpected suggestion from her senior, leading to an empowering realisation about proactively securing her financial future through protection designed specifically for women.

**Link:**

[https://youtube.com/playlist?list=PLF2or\\_dJ0YGQA00Rek0fkVYfLU6D\\_N\\_Ia&si=OC5q4r\\_etKD44PYe](https://youtube.com/playlist?list=PLF2or_dJ0YGQA00Rek0fkVYfLU6D_N_Ia&si=OC5q4r_etKD44PYe)

# PRESS RELEASE



**Note:** All insurance solutions under this category are underwritten by Aditya Birla Sun Life Insurance Company Limited and are subject to policy terms and conditions, please read sales prospectus before concluding a sale.

## **About Aditya Birla Sun Life Insurance Company Limited:**

*Aditya Birla Sun Life Insurance Company Limited ("ABSLI") is a part of Aditya Birla Capital Ltd ("ABCL"). ABSLI was incorporated on August 4th, 2000, and commenced operations on January 17th, 2001. ABSLI is a 51:49 a joint venture between the Aditya Birla Group and Sun Life Financial Inc., an international financial services organization in Canada. ABSLI offers a range of products across the customer's life cycle, including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and Unit Linked Insurance Plans ("ULIPs"). As of December 31, 2025 total AUM of ABSLI stood at Rs.110,048 Cr. ABSLI recorded a gross premium income of Rs.15,471 Cr with Individual Business FYP with Single Premium at 10% of Rs. 3,076 Cr registering a growth of 18.6%. Renewal Premium grew by 18% with gross Individual and Group segment. ABSLI has a nationwide distribution presence through 445+ branches, 12 bancassurance partners, 6 distribution channels, over 65,400+ direct selling agents, other Corporate Agents, and Brokers through its website. The company has over 31,000+ employees and 29.05 lakh active customers. IRDAI Reg no. 109.*

## **About Aditya Birla Capital Limited:**

*Aditya Birla Capital Limited ("ABCL") is a listed systemically important non deposit taking Non-Banking Financial Company (NBFC) and the holding company of the financial services businesses. ABCL and its subsidiaries/JVs provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 66,000 employees, the businesses of ABCL have a nationwide reach with over 1,742 branches and more than 200,000 agents/channel partners along with several bank partners. ABCL and its subsidiaries/JVs manage aggregate assets under management of about Rs. 6 Lakh Crore with a consolidated lending book of over Rs 1.90 Lakh Crore as of Dec 31, 2025. Aditya Birla Capital Limited is a part of the US\$ 67 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500 and has a consolidated market cap of over US\$117 billion, as of Jan 1, 2026. Anchored by an extraordinary force of over 227,500 employees, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 40% of the Group revenues flow from overseas operations that span 41 countries across six continents with over 340 state-of-the-art manufacturing units.*

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