

### **Aditya Birla Sun Life Insurance organised Insurance & Financial Literacy Drive in *Amravati, Maharashtra***

**Amravati, 09 July 2025:** Aditya Birla Sun Life Insurance Company Limited (“ABSLI”), the life insurance subsidiary of Aditya Birla Capital, one of India’s leading, well-diversified financial services provider, announced the successful completion of a multi-district Insurance and Financial Awareness initiative in Amravati, Maharashtra. The primary objective of the initiative was to create awareness about the importance of life insurance and its role in securing the financial future of families.

The initiative was held as part of the Maharashtra State Insurance Awareness Plan, allocated by the Insurance Regulatory and Development Authority of India (IRDAI), with ABSLI being appointed as the lead life insurer for the State. Over the course of several weeks, ABSLI organised awareness sessions in various Gram Panchayats across Amravati district, covering locations such as Davargaon and Nandgaon. To ensure the sessions were relatable and engaging, ABSLI introduced a gamified learning tool, a life-sized Snakes and Ladders board, to help villagers grasp insurance concepts in a simple and enjoyable manner.

**Mr Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance Company Limited said,** “At Aditya Birla Sun Life Insurance, we are deeply committed to driving insurance inclusion at the grassroots level. Through our efforts, we are not just spreading awareness, we are fostering a culture of financial responsibility and long-term security. It is our belief that every individual, regardless of where they live, deserves access to the knowledge and tools that can safeguard their family’s future”

The event was attended by local students, teachers, and community members, who participated with great enthusiasm. Inside classrooms decorated with educational charts, students listened attentively as ABSLI representatives explained insurance concepts in a simple and relatable manner. The sessions were marked by curiosity and active engagement, reinforcing ABSLI’s commitment to supporting IRDAI’s vision of ‘Insurance for All by 2047’



## **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 March 31, 2025 total AUM of ABSLI stood at 99,496 Cr. ABSLI recorded a gross premium income of Rs. 20,639 Cr and registering a y-o-y growth in Gross Premium with Individual Business FYP with Single Premium at 10% of Rs. 4115 Cr at 34%. ABSLI has a nationwide distribution presence through 430 branches, 12 bancassurance partners, 6 distribution channels, over 65,500+ direct selling agents, other Corporate Agents and Brokers through its website. The company has over 30,000+ employees and 20.03 lakh active customers.*

## **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 60,000 employees, the businesses of ABCL have a nationwide reach with over 1,623 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 over Rs. 5.11 Lakh Crore with a consolidated lending book of over Rs 1.57 Lakh Crore as of March 31, 2025.*

*Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, 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 50% of the Group's revenues flow from overseas operations that span over 40 countries in North and South America, Africa, Asia, and Europe.*

*For more information, visit [www.adityabirlacapital.com](http://www.adityabirlacapital.com).*

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