



Bajaj Allianz Life Insurance Co. Ltd., one of India's leading private life insurers, is a joint venture between Bajaj Finserv Limited, one of the most diversified non-banking financial institutions in India, and Allianz SE, one of world's leading global insurer and asset manager. We began operations in August 2001 from our headquarters in Pune, Maharashtra (India).

With a focus on getting Life Goals DONE. Bajaj Allianz Life is committed to offer value-packed and innovative products, which are simple to understand and purchase. They are designed to meet long-term life goals of customers, ranging from protection, wealth creation to retirement solutions and more. These are backed by a suite of tech-enabled services and service touchpoints to ensure we are always available for our customers to manage their Life Goals with us.

To ensure enhanced customer engagement, we have built an extensive distribution network across the country. With 505 branches, over 1,39,006 agents (as on 31 October, 2023), along with several partnerships with key banks, including AXIS, Bandhan, IDFC First amongst others, and a large network of Corporate Agents, we are present where our customers are. Our digital eco-system is also built and strengthened over time to ensure we are available, literally, on the palms of our customers.

With innovation and customer-centricity as our guiding values, we have transformed to being one of the fastest growing life insurers in India. Today, we are the life goals enablers to over 4.49 crore# individuals and have over Rs. 101,094 crore Assets Under Management, with a AAA\$ Rating that signifies highest degree of safety regarding timely servicing of financial obligations and Claims Settlement Ratio at 99.04%.

Over the last five years, we have disrupted the life insurance industry in several ways, to ensure that our customers enjoy the several benefits their life insurance policy(ies) provide. From introducing first-of-their-kinds product features to innovative services for our customers, ICs and partners alike (e.g. SmartAssist, comprehensive set of services on Whatsapp Business account, QR-code enabled branch services, etc.), several milestones mark our transformation journey this far.

As a brand, Bajaj Allianz Life has also strengthened the trust quotient it enjoys amongst its stakeholders and customers. Our endearing campaigns built on deep customer insights and right marketing analytics have helped build a strong brand recall. We have been recognized thrice for the mega Plankathon event where we broke records for most number of people performing the abdominal plank, simultaneously.

All these achievements have been possible due to the passion of over 23K team members working towards enabling life goals of our customers.

Awards & Recognitions for 2022 & 2023

Kincentric Best Employer Award 2021 – 25th February 2022

Bajaj Allianz Life has been certified as 'Best Employer Award 2021'. It recognizes the efforts undertaken by company to embark on a cultural transformation journey, enhancing its people practices to help build an environment fostering growth and innovation.

FinTech India Innovation Awards 2022 – 25th March 2022

Bajaj Allianz Life has won 'Best Fraud Prevention Platform' at the 'FinTech India Innovation Awards 2022'. The award recognizes fraud predictive model which helps create a profile of suspicious customers based on customer and geographical demographics, historical fraudulent claims and cases.

Great Place To Work[®] India – 21st September 2022

Bajaj Allianz Life has been recognized for the second consecutive year as a 'Great Place To Work[®] India' for September 2022- September 2023. It recognizes the inclusive value driven culture with employee care and safety policy followed by the company.

Top Riser Brand in Kantar BrandZ – 21st September 2022

Bajaj Allianz Life has emerged as the top riser brand across industries in the latest Kantar BrandZ India 2022 Report. The Report features the Most Valuable Indian Brands based on financial value and overall brand contribution. This is the fourth time in a row that Bajaj Allianz Life Insurance has been featured in this prestigious list. Bajaj Allianz Life Insurance rose to the 45th from the 71st in the prestigious India's top 75 Valuable Indian Brands Rankings with an increase in brand value of 257%.

14TH GLOBAL INSURANCE SUMMIT & AWARDS – 24th November 2022

Bajaj Allianz Life won the 'Highest Growth Award' in the Life Insurance category by ASSOCHAM (Associated Chambers of Commerce and Industry of India) at their 14th Global Insurance Summit & Awards. The award recognizes the Company's strong growth witnessed across its business during FY22.

SAMMIE Awards 2022 – 15th December 2022

Best Social Media Brand (Insurance) at the SAMMIE Awards 2022, for the third time. The award recognizes the brand's creative and innovative campaigns to strengthen its user engagement across social media platforms.

ET Brand Equity's – India DigiPlus Awards 2023 – 8th February 2023

Bajaj Allianz Life Insurance won 2 Gold and 2 Silver awards at the ET Brand Equity's India DigiPlus Awards 2023. Bajaj Allianz Life Insurance won the award the initiatives – 'Super Star After Retirement' (Gold – BFSI Category & Use of video Category, Silver – User Generated Content Category) and '#PlanktoThank Indian Armed Forces' (Silver – BFSI Category).

ETBFSI Excellence Awards – 17th February 2023

Bajaj Allianz Life Insurance has won the 'BEST USE OF EMERGING TECGNOLOGY for BUSINESS GROWTH Award in the Insurance Category at the ETBFSI Excellence Awards for the initiative - Humanoid (Voice BOT)'.

13th India Digital Awards 2023 by IAMAI – 22nd February 2023

Bajaj Allianz Life Insurance has won 2 Gold and 1 Silver at the '13th India Digital Awards 2023' by IAMAI (Internet and Mobile Association of India). The initiatives 'Plank to Thank' won a Gold and a Silver award under the categories 'In-house Content Campaign' and 'Best User-Generated Content Used for a Campaign' respectively. 'Superstar After Retirement' bagged a Gold under the category 'Best Online Interactive Marketing'.

Kincentric Best Employer India 2022 & India Best Employer Club 2023 – 24th February 2023

Bajaj Allianz Life has won the Kincentric 'Best Employer India 2022' and 'India Best Employer Club 2023'. It strongly reflects the people- first culture at the workplace created through organizational agility, engaging leadership, and talent focus.

India Insurance Summit & Awards 2023 – 3rd March 2023

Tarun Chugh has been recognised as the CEO of the Year, in the Life Insurance category at the India Insurance Summit & Awards 2023. He was recognised for his transformational leadership that has enabled Bajaj Allianz Life Insurance become one of the leading life insurers in the country.

Future of Insurance Summit & Award 2023 – 11th April 2023

Bajaj Allianz Life won 'Best Life Insurance Company of the Year' at the second edition of Future of Insurance Summit and Awards 2023 organised by UBS Forums Pvt. Ltd. It recognises company's overall business performance. Tarun Chugh has been awarded as the 'CEO of the Year' for his visionary leadership and guidance that has been essential in empowering employees and customers to pursue and attain their life goal.

FICCI Insurance Industry Awards – 13th April 2023

Bajaj Allianz Life has won 'Best Insurance Campaign – Life Category at the FICCI Insurance Industry Awards 2022 for the campaign 'Yeh Bhi Sahi Hai'.

Digixx Award 2023 – 14th April 2023

Bajaj Allianz Life Insurance has won 2 Gold awards at the 7th edition of DIGIXX Awards 2023, organised by Adgully. The company won the awards under the categories' BFSI Services (Life Insurance)' and 'Best use of video(BFSI)'for 'Superstar After Retirement' campaign.

Best Marketing Technology Stack of the Year & Best Use of Conversational Bot / Tool to Enhance Customer Experience at the 16th edition of Customer Fest Show 2023 (CX Special Edition).

Bajaj Allianz Life Insurance has won the awards for the Best Marketing Technology Stack of the Year & Best Use of Conversational Bot / Tool to Enhance Customer Experience at the 16th edition of Customer Fest Show 2023 (CX Special Edition). Thanks to the team for their hard work and dedication. The company is committed to continuing its efforts to provide our customers enhanced experiences.

Best Contactless Service Experience & Best Use of Webchats / AI / Robotics to Enhance Customer Experience at the 16th edition of Customer Fest Show 2023 (CX Special Edition)

Bajaj Allianz Life has won the awards for the Best Marketing Technology Stack of the Year & Best Use of Conversational Bot / Tool to Enhance Customer Experience at the 16th edition of Customer Fest Show 2023 (CX Special Edition). These awards are a testament to the commitment in providing seamless experience to its customers and we will continue to push the boundaries of innovation for the same.

Express BFSI Technology Awards 2023 – 9th May 2023

Bajaj Allianz Life Insurance has won the 'AI' category award at the Express BFSI Technology Awards 2023 for the 'Humanoid Ai Project'.

6th Annual Insurance India Summit & Awards 2023 – 11th May

Tarun Chugh has won the CEO of the Year Award (Life Insurance) at the 6th Annual Insurance India Summit & Award 2023, recognizing his transformative leadership and significant contribution to Bajaj Allianz Life Insurance's growth.

6th Annual Insurance India Summit & Awards 2023 – 11th May

Bajaj Allianz Life Insurance won the Best Life Insurance Company Award (Life Insurance) at the 6th Annual India Summit & Award 2023, recognizing the company's growth.

ASSOCHAM Leaders Meet 2023 & Excellence Awards – 2nd June

Bajaj Allianz Life was awarded for the Best Use of Technology Category for Project 'Humanoid (Conversational AI based Voice bot)' at the Insurance Leaders Meet 2023 & Excellence Awards by Assocham.

APAC Region's Insurer Innovation Award 2023 – 30th June

Bajaj Allianz Life was awarded for the APAC Region's Insurer Innovation Award 2023 for the Whatsapp Conversational Platform at the The World's Digital Insurance Awards organized by The Digital Insurer.

DATAMATIXX Awards 2023 – 3rd August

Bajaj Allianz Life was awarded for Gold for Excellence in User-Generated Content Utilization at DATAMATIXX Awards 2023 an initiative by AdGully.

OUTDOOR ADVERTISING AWARDS 2023 – 3rd August

Silver at Outdoor Advertising Awards 2023 for outdoor innovation – Countdown Timer to promote Tax Free Returns.

Insurance Asia Awards 2023 – 10th August

Bajaj Allianz Life won Domestic Life Insurance Of the Year – India & Social Media Initiative of the year – India at the Insurance Asia Awards 2023.

CII DX Digital Transformation 2023 Awards – 30th September

Won 2 gold and one silver for a Whatsapp Platform, customer 360 initiative and Humanoid respectively at the CII DX Digital Transformation 2023 Awards.

Pitch BFSI Marketing Summit & Awards 2023 – 12th October

Won 2 golds and one silver in the most innovative marketing campaign, most effective experiential marketing and most effective customer engagement category at the Pitch BFSI Marketing Summit & Awards 2023.

Top 10 Leaders in the Banking & Finance 2023 by CEO Insights – 3rd November

Our MD & CEO, Tarun Sir was recognised as one of the top 10 Leaders in the Banking & Finance 2023 by CEO Insights.

World's Digital Insurance Award 2023 – 8th December

Our innovative WhatsApp AI conversational platform won World's Digital Insurance Award 2023 under Insurer Innovation category.