

December 13, 2024

The Manager
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai - 400 021

The Manager
National Stock Exchange of India Ltd.
Exchange Plaza Bandra -Kurla
Complex, Bandra (E), Mumbai 400
051

Scrip Code: 500271

Name of Scrip: MFSL

Dear Sir/ Madam,

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

This is in continuation to our earlier disclosure made on October 22, 2024, regarding the proposal for the inclusion of the word "Axis" as part of the corporate name and brand identity of Max Life Insurance Company Limited (Former name), a material subsidiary of the Company.

Following the necessary corporate & regulatory approvals, the corporate name of Max Life has been changed to "**Axis Max Life Insurance Limited**" ("**Axis Max Life**").

The Registrar of Companies has accorded its approval for the said change of name and issued a 'Fresh Certificate of Incorporation consequent upon change of Name' on December 12, 2024.

Additionally, Axis Max Life has been rebranded to **Axis Max Life Insurance**, marking a pivotal milestone in its brand evolution.

We believe that the integration of two trusted names (Max Life and Axis) in the financial services sector will empower Axis Max Life to achieve its long-term growth aspirations through strategic expansion beyond metros and tier 1 cities and carry forward legacy of trust and expertise of Max identity, adding confidence and familiarity of Axis and thereby benefit the stakeholders of the Company in value creation.

The disclosure made by Axis Max Life to the National Stock Exchange of India and the media/press release to be issued in this regard shortly, are enclosed for your records.

Request you to kindly arrange to disseminate this information to the public.

Thanking you,

Yours faithfully
For **Max Financial Services Limited**

Piyush Soni
Company Secretary & Compliance Officer

Encl: As above



December 13, 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, intimating change of name of the Company to "Axis Max Life Insurance Limited"

Dear Sir/ Madam,

This is in continuation to our earlier disclosure made on October 22, 2024 regarding proposal for change in the corporate name of the Company with the inclusion of the word 'Axis' as a part of its corporate name.

We are happy to inform that following the necessary corporate & regulatory approvals, the corporate name of the Company has been changed from "Max Life Insurance Company Limited" to "**Axis Max Life Insurance Limited**".

The Registrar of Companies has accorded its approval for the said change of name and issued a 'Fresh Certificate of Incorporation consequent upon change of Name' on December 12, 2024, which is enclosed herewith as **Annexure I** for the record.

Additionally, the Company has been rebranded to **Axis Max Life Insurance**, marking a pivotal milestone in its brand evolution.

The Company strongly believes that the integration of two trusted names (Max Life and Axis) in the financial services sector will empower the Company to achieve its long-term growth aspirations through strategic expansion beyond metros and tier 1 cities and carry forward legacy of trust and expertise of Max identity, adding confidence and familiarity of Axis.

The press release being issued by the Company in this regard is enclosed herewith as **Annexure II** for your kind information.

You are requested to take the same on record.

Your faithfully,

For Axis Max Life Insurance Limited

ANURAG Digitally signed by
ANURAG CHAUHAN
CHAUHAN Date: 2024.12.13
15:48:40 +05'30'

Anurag Chauhan
General Counsel and Company Secretary

Encl: As above



सत्यमेव जयते

**GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS**

Office of the Central Processing Centre

Plot No. 6,7, 8, Sector 5, IMT Manesar, Manesar, Haryana, India, 122050

Certificate of Incorporation pursuant to change of name

[Pursuant to rule 29 of the Companies (Incorporation) Rules, 2014]

Corporate Identification Number (CIN): **U74899PB2000PLC045626**

I hereby certify that the name of the company has been changed from MAX LIFE INSURANCE COMPANY LIMITED to AXIS MAX LIFE INSURANCE LIMITED with effect from the date of this certificate and that the company is Company limited by shares.

Company was originally incorporated with the name MAX NEW YORK LIFE INSURANCE COMPANY LIMITED

Given under my hand at ROC, CPC this TWELFTH day of DECEMBER TWO THOUSAND TWENTY FOUR

Document certified by DS CPC 1
<VIVEK.MEENA@GOV.IN>

Digitally signed by
DS CPC 1

Date: 2024.12.12 16:47:01 IST

M.Yadubhushana Rao

Assistant Registrar of Companies/ Deputy Registrar of Companies/ Registrar of Companies

Central Processing Centre

Note: The corresponding form has been approved by M.Yadubhushana Rao, Central Processing Centre, and this order has been digitally signed by the Registrar of Companies through a system generated digital signature under rule 9(2) of the Companies (Registration Offices and Fees) Rules, 2014.

Mailing Address as per record available in Registrar of Companies office:

AXIS MAX LIFE INSURANCE LIMITED

419, Bhai Mohan Singh Nagar, Railmajra, NA, Tehsil Balachaur, Nawan Shehar- 144533, Punjab, India

Note: This certificate of incorporation is in pursuance to change of name by the Company and does not affects the rights and liabilities of stakeholders pursuant to such change of name. It is obligatory on the part of the Company to display the old name for a period of two years along with its new name at all places wherever a Company is required to display its name in terms of Section 12 of the Act. All stakeholders are advised to verify the latest status of the Company and its Directors etc and view public documents of the Company on the website of the Ministry www.mca.gov.in/MCA21





Max Life Insurance Rebrands to Axis Max Life Insurance Championing the spirit of Double Bharosa

New Delhi, 13th December 2024: Axis Max Life Insurance Ltd. formerly known as Max Life Insurance Company Ltd. (**"Axis Max Life"/ "Company"**), has announced the inclusion of 'Axis' in its corporate name following the Corporate & Regulatory approvals. Additionally, the Company has been rebranded to **Axis Max Life Insurance**, marking a pivotal milestone in its brand evolution. The integration of two trusted names in the financial services sector will empower the Company to achieve its long-term growth aspirations through strategic expansion beyond metros and tier 1 cities.

The refreshed brand identity is reflected in a new logo through the inclusion of Axis's iconic 'A' and burgundy shade. The refreshed brand identity, including the new corporate name and logo, is the result of comprehensive marketing research with key stakeholders. The predominant Blue symbolizes trust, responsibility, loyalty, and calmness while the incorporation of Burgundy reflects a distinctive character, modern appeal and forward-thinking approach. Furthermore, the visual integration of "Axis" and "Max" in the refreshed brand identity conveys enhanced trust in the brand, encapsulating the spirit of **Double Bharosa (enhanced trust)**.

Axis Max Life marks this significant milestone in its brand journey with the launch of an **integrated marketing campaign 'Double Bharosa' featuring its brand ambassador, Indian cricket team captain Rohit Sharma, and his spouse, Ritika Sajdeh**. The campaign emphasizes the dual promise of trust and reliability, showcasing the combined strengths of Max Life and Axis in the life insurance and financial services industries, offering customers enhanced assurance and protection.

Campaign link – <https://youtu.be/jTdjohkRzS0>

Prashant Tripathy, Managing Director and Chief Executive Officer, Axis Max Life Insurance said, "The refreshed identity represents more than a change in our brand name—it is a bold step forward in our commitment to redefine the life insurance landscape. Our renewed identity embodies our firm promise to deliver exceptional value to all our stakeholders. With Axis now an integral part of our identity, we are well-positioned to capitalize on new opportunities and accelerate our growth by expanding our distribution network, enhancing customer touchpoints, and delivering digitally empowered services. Together, we are confident in achieving our vision of ranking among the top three life insurers in India."

Since FY24, as part of its growth strategy, Axis Max Life has significantly enhanced its proprietary channels by opening over 90 new offices in Tier 2 cities and beyond. Additionally, Axis Max Life has actively expanded its distribution ecosystem, onboarding 41 new partners in FY24 and an additional 20 partners in H1 FY25. This expansion aligns with the brand refresh, enabling the company to deepen its penetration in these high-potential markets and collaborate with a diverse range of partners while sustaining long-term growth.

Rajiv Anand, Deputy Managing Director, Axis Bank and Chairman, Axis Max Life Insurance said, "The coming together of the Axis and Max brands marks a new chapter in our longstanding partnership built on shared vision. This change is not just symbolic but a reflection of our aspiration of addressing India's diverse financial security needs. This milestone sets the stage for deeper collaboration as we work towards securing brighter future for millions across the country."



About Axis Max Life Insurance Limited

Axis Max Life Insurance Limited, formerly known as Max Life Insurance Company Ltd., is a Joint Venture between Max Financial Services Limited (“MFSL”) and Axis Bank Limited. Axis Max Life Insurance offers comprehensive protection and long-term savings life insurance solutions through its multi-channel distribution, including agency and third-party distribution partners. It 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 the annual audited financials for FY2023-24, Axis Max Life Insurance has achieved a gross written premium of INR 29,529 Cr.

For more information, please visit the company website at www.maxlifeinsurance.com