

Max Life Insurance's AUM Crosses Rs 1.5 Lakh Cr; 20% Growth YoY

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Assets Under Management (AUM) of Max Life Insurance Company has reached Rs 1.5 lakh crore as on 31 March 2024, registering over 20 per cent growth rate year-on-year (YoY). The achievement reflects a 1.5 times growth in AUM from September 2021.

The rapid AUM growth has been primarily driven by a focus on customer-centricity, robust distribution channels, and product innovation supported by a tech-first strategy. Apart from Government Securities, Corporate Bonds, and Equities, Max Life has added new asset classes such as Commercial Real Estate, Alternative investments funds (AIF), Infrastructure investments trust (InvITs), Real Estate Investment Trusts (REITS). However, sovereign papers and AAA-rated securities account for more than 95 per cent of debt investments.

With a strategic commitment to sustainable investing, the Company has also integrated ESG criteria into its investment strategy.

Sachin Bajaj, Executive Vice President, Head-Investments, Max Life said, "The landmark accomplishment of Rs 1.5 lakh crore in AUM is evidence of Max Life's sustainable growth mindset, which has helped us deliver great value to our stakeholders. We feel delighted to have accomplished this important milestone in our journey. As we continue to expand our offerings and reach, we shall double down on our strengths and customer obsession focus. We remain committed to upholding investor and customer trust, on the back of our clearly defined investment strategies and strong processes."