Axis Max Life opens 50 New Agency Offices as 'Bharose ka Address' including in Tier 2 and 3 markets

New Delhi, March 5, 2026: Axis Max Life Insurance Limited ("Axis Max Life" / "Company"), formerly known as *Max Life Insurance Company Limited*, has announced the expansion of its distribution network by opening 50 new agency offices across Tier 2 and Tier 3 markets, specifically across Uttar Pradesh, Odisha, West Bengal, and Assam, while strengthening its footprint in key metros like New Delhi-NCR and Bengaluru.

This initiative acts as a catalyst for the IRDAI's 'Insurance for All by 2047' mission, evolving life insurance from a "push-product" into a grassroots necessity. By expanding its agency footprint into India's emerging economic corridors, Axis Max Life aims to serve as a critical last-mile enabler, bridging the protection gap and driving financial inclusion.

Sumit Madan, Managing Director and Chief Executive Officer, Axis Max Life, said, *"Our commitment is to ensure financial protection reaches every corner of India, starting with a tangible presence where customers are underserved. The addition of 50 offices reflects our focus on Tier 2 and Tier 3 markets to respond directly to the protection needs of emerging India. By nurturing local advisory talent, we are creating a* ***'Bharose Ka Address'*** *that empowers communities and enables us to meaningfully contribute to IRDAI's vision of Insurance for All by 2047."*

Beyond insurance coverage, the '**Bharose Ka Address'** offices will unlock significant employment opportunities for the local communities. Each branch is supported by a structured recruitment and empowerment program, equipping new advisors with the digital tools and training necessary to deliver relevant financial advice. This hyperlocal approach ensures that financial advice is culturally resonant and seamlessly integrated into the unique financial journeys of households across the country.

While this rollout is a key FY26 milestone, 'Bharose Ka Address' represents a long-term commitment to India's protection ecosystem. This expansion serves as the foundational infrastructure required to support a future-ready agency network, capable of delivering consistent, high-quality protection solutions.

About Axis Max Life Insurance Limited (https://www.axismaxlife.com)

Axis Max Life Insurance Limited, formerly known as Max Life Insurance Company Limited, 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 annual audited financials for FY2024-25, Axis Max Life has achieved a gross written premium of INR 33,223 Cr.

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