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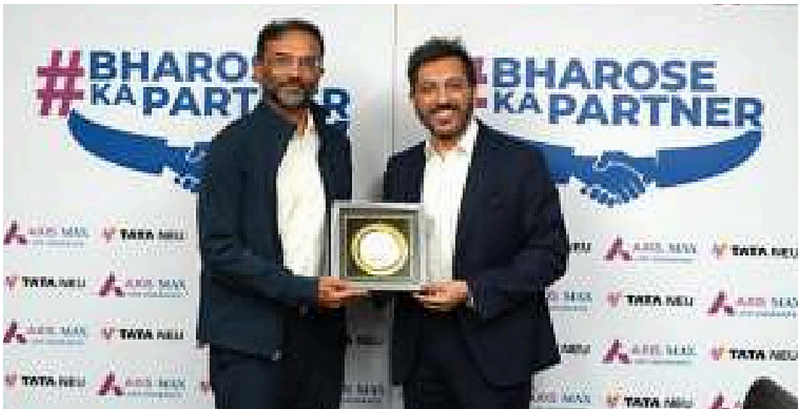
Axis Max Life Partners with Tata Digital Group Company to Make Life Insurance More Accessible



Chennai, 16 Oct 2026: Axis Max Life Insurance Limited, formerly known as Max Life Insurance Company Limited (“Axis Max Life” / “Company”), has partnered with Tata Fintech, a subsidiary of Tata Digital, to expand the portfolio of life insurance solutions on Tata Neu, India's omni channel loyalty and financial services app.

Through the associa tion, customers will be able to explore and purchase select Axis Max Life protection and long-term savings solutions on the plat form. The proposition combines Axis Max Life’s life insurance expertise with Tata Digital’s connected digital ecosystem, creating a simpler route for customers to act on important financial priorities.

The collaboration is designed to place life insurance within a platform that custo mers use for a range of financial and lifestyle needs. By reducing the distance between financial intent and action, Axis Max Life and Tata Digital aim to make protection and long-term planning more accessible, rele vant and convenient.

Sumit Madan, Managing Director and CEO, Axis Max Life, said “Our partnership with Tata Digital reflects a shared life insurance more accessible, relevant, and intuitive for millions of Indians within the ecosystems they already trust and engage with. By bringing Axis Max Life’s protection and long-term savings solutions onto Tata Neu, we aim to em power individuals and families to make informed financial choices and plan with greater confidence for the future.

This association advances our vision of widening insurance penetration through digital innova tion while helping more Indians build a stronger foundation for long-t erm financial security.”

The association reflects a shared focus on using technology and ecosystem-led distribution to improve access to life insu rance. Customers will be able to explore relevant protection and long-term savings solu tions and take meaning ful steps towards securing their families and preparing for future financial goals through Tata Neu.