Bajaj Finserv Rebrands Insurance Businesses as Bajaj General Insurance & Bajaj Life Insurance

- *Unveils new brand identity, launches campaign:*
  '100% Bajaj. Made in India. Made for India. Made by India', signifying the Bajaj Group's commitment to the large family of policyholders and business partners, as also to driving insurance penetration across India
- *Receives requisite regulatory approvals from the ROC, CCI, and IRDAI, for acquiring Allianz's 26% interest in its insurance joint ventures and rebranding the two companies*

Mumbai/Pune, October 7, 2025: Bajaj Finserv Ltd., one of India's largest and most diversified financial services groups, today announced the rebranding of its insurance businesses as Bajaj General Insurance and Bajaj Life Insurance, with immediate effect, marking a significant milestone in the journey of its insurance businesses.

The transition is a pivotal moment in the execution of the Share Purchase Agreement (SPA) signed by the Bajaj Group early this year to acquire Allianz SE's 26% interest in its general and life insurance joint ventures, taking the Bajaj Group's ownership to 100% from the current 74%.

100% Bajaj. Made in India. Made for India. Made by India

The rebranding unveils a new identity and campaign - *'100% Bajaj. Made in India. Made for India. Made by India'* - signifying the Bajaj Group's renewed commitment to shaping the future of insurance in India. The new logo reflects the enduring values the Bajaj Group stands for – trust, fairness to customers, transparency and a deep dedication to supporting the nation's growth.

Sanjiv Bajaj, Chairman & Managing Director, Bajaj Finserv, said, "The rebranding goes beyond a mere change of name. It brings to life Bajaj Finserv's vision of giving wings to every Indian to fulfil their aspirations while remaining financially protected. At the core, lies our belief in building responsible businesses that are *'Made in India. Made for India. Made by India'*. This is a defining moment in the strategic transformation of both our insurance businesses. The journey towards being '100% Bajaj' reaffirms our long-standing commitment to supporting the nation's growth and making financial protection accessible and inclusive for all. We thank the regulators and all authorities for their support."

The Bajaj Group has received all requisite regulatory approvals, including approvals from the Registrar of Companies, Competition Commission of India and the Insurance Regulatory and Development Authority of India. The acquisition of shares in accordance with the terms of the SPA, is expected to be completed in the coming months, making both insurance entities wholly owned by the Bajaj Group.

For close to a quarter of a century, Bajaj General Insurance and Bajaj Life Insurance have served millions of customers, backed by a wide range of life, asset and health protection solutions, strong partnerships and a digital-first approach. The companies are harnessing technology, specifically artificial intelligence, to create deeper engagement and meaningful value for customers.

The joint venture agreements between the Bajaj Group and Allianz SE in respect of insurance businesses will stand terminated upon the completion of the initial first tranche of acquisition of at least 6.1% and reclassification of Allianz from being a Promoter to Investor.

About Bajaj Finserv

Bajaj Finserv Ltd (BFS), an unregistered Core Investment Company (Unregistered CIC) under Core Investment Companies (Reserve Bank) Directions, 2016, as amended, is one of India's leading promoters of financial services businesses with consolidated revenue of over ₹ 1,33,822 crore (USD 15.66 billion) for FY2024-25.

BFS and its subsidiaries have served over 308 million customers with a diversified portfolio that helps meet financial needs and build financial resilience of individuals and businesses. Its suite of financial solutions includes consumer and commercial loans, mortgages, auto financing, fixed deposit products, payments, securities brokerage services, general and life insurance, and investments.

BFS is focused on continuous innovation through smart use of technology, data and analytics to drive seamless, simplified and personalized experiences for its customers. BFS is included in the benchmark BSE Sensex and Nifty 50 index of large cap stocks.

Bajaj Finserv is committed to driving equitable and inclusive opportunities for youth and children through its social impact initiatives. Its social responsibility programmes in the areas of skilling, health, education, protection, and inclusion for people with disability (PwD) are life-transformative and aimed at solving the most pressing issues of society. So far, BFS and its group of companies have touched over 2 million lives across the country. The company's flagship self-implemented skilling programme called the Certificate Programme in Banking, Finance & Insurance (CPBFI), enables young graduates from small towns secure employment in the financial services industry.

To know more, visit https://www.bajajfinserv.in