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## PRESS NOTE

### **Bharti AXA Life increases focus in tier II and tier III markets**

- *Sandeep Ghosh, Managing Director and CEO, Bharti AXA Life visits Nagpur to strengthen the market presence*

**Mumbai, 5<sup>th</sup> February 2015:** Bharti AXA Life Insurance, the private life insurance joint venture between Bharti Enterprises and AXA, one of the world's largest insurance companies, is focused on increasing their growth and footprint in tier II and tier III markets in India. Maharashtra, being a crucial growth center has a fair share of such cities. Nagpur given its growth potential is an integral part of company's growth strategy. Bharti AXA Life has prominent presence in city since Jan 2008. Nagpur is the regional hub for central Maharashtra and with current strength of 170+ agents; the company has aggressive growth plans for the city and its adjoining areas.

During his visit to Nagpur, **Sandeep Ghosh, MD & CEO, Bharti AXA Life Insurance** said, "Today Tier II and Tier III markets hold a strong potential for financial products given the rising income levels, shift in consumption patterns and changing customer mindsets. At Bharti AXA Life, we have observed faster growth in these markets signaling the next wave of growth area for us. Going forward, we plan to strengthen our presence in these markets by further strengthening our distribution network and enhancing the service experience."

Bharti AXA Life Insurance started their business in the year 2006, since then the focus has been on providing customer centric products and service.

### **About Bharti AXA Life Insurance Company Ltd**

Bharti AXA Life Insurance Company Ltd. is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti Enterprises and 26% stake of AXA Asia Life.

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