

## PRESS RELEASE

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### LIC TIES UP WITH AU SMALL FINANCE BANK FOR BANCASSURANCE

Life Insurance Corporation of India, the Country's largest life insurer has tied up with AU Small Finance Bank one of India's leading small finance bank under Corporate Agency arrangement.

The partnership was officially launched through a joint webcast held on 14<sup>th</sup> July, 2025, attended by senior leadership teams from both organisations.

The event marked a significant step toward greater financial inclusion and the expansion of insurance penetration, especially in underserved and rural segments where AU Small Finance Bank has a strong presence. Through this tie-up, AU Small Finance Bank will distribute LIC's wide range of life insurance products including Annuity, ULIP, Term Insurance and Savings category-across its branches and digital channels. This will empower AU Bank's customers to access trusted, comprehensive protection and long-term savings solutions under one roof.

Through combined strength of a vast network of more than 3600 Branches and Satellite Offices of LIC and nearly 2500 touch point of AU Small Finance Bank, the penetration of life insurance across the country would be made easier and this will go a long way towards the vision of "Insurance for all by 2047".

With this collaboration both institutions reaffirm their commitment to promoting financial inclusion and delivering best insurance solutions across India.

Dated at Mumbai on July 14<sup>th</sup>, 2025.

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