

Ref. No.CO:CS:RC:2022-23:106

July 11, 2023

BSE Limited  
Listing Department,  
P J Towers,  
1<sup>st</sup> floor Dalal Street.  
Mumbai 400 001

**Scrip Code: 532772**

National Stock Exchange of India Limited  
Listing Department,  
Exchange Plaza, 5<sup>th</sup> floor, Plot No. C/1, G Block,  
Bandra – Kurla Complex,  
Bandra (East), Mumbai 400 051

**NSE Symbol: DCBBANK**

Dear Sirs,

**Sub: Press release captioned – “Max Life partners with DCB Bank Ltd. to offer a comprehensive range of life insurance solutions”**

Please find attached the press release captioned “Max Life partners with DCB Bank Ltd. to offer a comprehensive range of life insurance solutions”.

Please take the above on your record in compliance with the regulatory requirements.

Thanking you,

Yours faithfully,  
For DCB Bank Limited

Rubi Chaturvedi  
Company Secretary &  
Compliance Officer

Encl: As above

**DCB Bank Limited**

Corporate & Registered Office: 6th Floor, Tower A, Peninsula Business Park, Senapati Bapat Marg, Lower Parel, Mumbai - 400013  
CIN: L99999MH1995PLC089008 Tel: +91 22 66187000 Fax: +91 22 66589970 Website: www.dcbbank.com

**Max Life partners with DCB Bank Ltd. to offer a comprehensive range of life insurance solutions**

- *DCB Bank customers now have a variety of Max Life Insurance plans to select from, including term, savings, and retirement policies*
- *With 427 banking touchpoints of DCB Bank, the partnership shall help in further strengthening Max Life's distribution network*

**New Delhi, July 11, 2023:** Max Life Insurance Company Ltd. ("**Max Life**" / "**Company**") announces its partnership with DCB Bank Ltd. (**DCB Bank/ the Bank**), a new-generation private sector bank in India. Through this collaboration, Max Life and DCB Bank will provide a variety of life insurance products to the Bank's customers, including term, savings, and retirement plans, allowing them to protect their financial future and expand their investment portfolio.

DCB Bank is a new-generation private sector bank with 427 branches across India with contemporary technology and infrastructure, including state-of-art internet banking for personal and business banking services. The business tie-up will offer Bank customers access to Max Life's protection and long-term savings solutions, offering financial stability for themselves and their families.

**V. Viswanand, Deputy Managing Director, Max Life** said, *"We are delighted to join forces with DCB Bank as part of our growing Bancassurance network. DCB Bank's customer-centric approach and widespread reach make them an ideal partner for Max Life. Through this collaboration, we aim to provide superior customer experience by offering top-notch products, digital servicing, and an omni-channel approach."*

**Mr. Praveen Kutty, Head Retail Banking, DCB Bank**, said, *"DCB Bank's tie-up with Max Life will pave the way for adaptable, and varied life insurance products for our customers. Through this partnership, we aim to empower our customers by providing them with innovative and flexible life insurance products that cater to their needs. We are confident that Max Life's bouquet of customized need-based products, along with the Bank's growing reach and strong technology capabilities, shall improve insurance penetration across the branch network."*

**About Max Life Insurance**

Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited. Max Financial Services Ltd. is a part of Max Group. Max Life offers comprehensive protection and long-term savings life insurance solutions, through its multi-channel distribution including agency and third-party distribution partners. Max Life 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 FY2022-23, Max Life has achieved a gross written premium of INR 25,342 Cr.

For more information, please visit the Company's website at [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com)

**About DCB Bank**

DCB Bank is a new generation private sector bank with 427 branches (as on 31<sup>st</sup> March 2023) across India. It is a scheduled commercial bank regulated by the Reserve Bank of India. It is professionally managed and governed. DCB Bank has contemporary technology and infrastructure including state of the art internet banking and mobile banking for personal as well as business banking customers. DCB Bank's business segments are Retail, micro-SME, SME, mid-Corporate, Agriculture, Commodities, Government, Public Sector, Indian Banks, Co-operative Banks and Non-Banking Finance Companies (NBFC). DCB Bank has approximately one million customers.

For details, please visit [www.dcbbank.com](http://www.dcbbank.com)

**For media enquiries:**

Gaurav Mehta, Marketing, PR and Corporate Social Responsibility & ESG

DCB Bank Limited

Email: [gauravm@dcbbank.com](mailto:gauravm@dcbbank.com)

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