

INTIMATION

VAKRANGEE ANNOUNCES STRATEGIC TIE-UP WITH ADITYA BIRLA HEALTH INSURANCE TO OFFER HEALTH INSURANCE PRODUCTS

MUMBAI, February 25, 2025: Vakrangee Limited (IRDA Registration Code CA0249), is proud to announce a strategic corporate agency tie-up with Aditya Birla Health Insurance Company Limited (ABHICL), the health insurance arm of Aditya Birla Capital. This strategic collaboration aims to expand the reach of comprehensive health insurance solutions across the extensive Vakrangee Kendra network, particularly in underserved and remote regions.

Established in 2016, Aditya Birla Health Insurance is committed to transforming health insurance with a "**Health First**" approach. With a strong focus on **wellness, preventive care, and innovative health solutions**, ABHICL offers comprehensive insurance plans that go beyond financial coverage to actively encourage healthier lifestyles. Through industry-first initiatives like **HealthReturns®**, chronic care management, and digital health assessment offerings, ABHICL empowers individuals to take charge of their well-being.

Through this alliance, Vakrangee Kendra outlets will offer a diverse portfolio of health insurance products, ensuring enhanced accessibility, affordability, and financial security for millions of customers. The initiative underscores Vakrangee's commitment to democratizing essential services for the nation's most remote communities.

Commenting on this partnership, **Mr. Vedant Nandwana, Managing Director, Vakrangee Ltd.** said, *"We are delighted to partner with Aditya Birla Health Insurance Company Limited. This collaboration aligns with our vision to make essential services more accessible to the underserved and remote regions of the country."*

By offering a comprehensive range of health insurance products through our extensive Vakrangee Kendra network, we aim to empower customers with financial security and promote overall well-being. Our Kendras serve as a one-stop solution for local communities, ensuring unparalleled convenience and reinforcing our commitment to bridging the urban-rural service gap. Together with Aditya Birla Health Insurance, we look forward to making quality healthcare protection accessible to every household across India."

With an extensive network of over 12,000+ hospitals and presence across 5000+ cities, ABHICL provides cashless healthcare services across India. The company's commitment to strategic partnerships further strengthens its mission to expand access to quality healthcare, bridge the gap between insurance and wellness, and create a truly customer-first ecosystem. By constantly innovating and evolving, Aditya Birla Health Insurance is shaping the future of health insurance, where individuals are not just protected but truly empowered to lead healthier lives.

Vakrangee Kendra are exclusive Branded format outlets offering a comprehensive range of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance and Total Healthcare. With 81% of Vakrangee Kendra outlets in Tier-4 to 6 locations, this association will enable Vakrangee to allow its customers to get access to insurance services in the most remote parts of the country.

We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to all their needs. We are aspiring to be the most trustworthy physical as well as online convenience store across India and positively moving towards Vakrangee Kendra's new brand philosophy of '**AB Poori Duniya Pados Mein**'.

Note: Vakrangee Limited (IRDAI Reg. No: CA0249) is a Corporate Agent of Aditya Birla Health Insurance Co. Limited and does not underwrite the risk or act as an insurer.

T&C Apply.

About Vakrangee Limited

(BSE Code: 511431; NSE Code: VAKRANGEE)

Incorporated in 1990, Vakrangee has emerged as one of India's largest Last Mile Distribution Platform with a Physical as well as Digital Eco-system in place with a PAN INDIA Presence. We are delivering real-time banking & Financial Services, ATM, insurance, e-Governance, e-Commerce (including Healthcare services) and logistics services to the unserved rural, semi-urban and urban markets and enabling Indians to benefit from financial, social and digital inclusion.

Vakrangee has emerged as the "Go To Market Platform" for various Business verticals including Fintech and Digital platforms. The Assisted Digital Convenience stores (Physical Outlets) are called as "Vakrangee Kendra" which acts as the "One-stop shop" for availing various services and products and Digital platform is called as BharatEasy Mobile Super app.

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