



## MAX LIFE INSURANCE

### FACT SHEET – As on February 28th, 2017

FOUNDED	2000
STARTED OPERATIONS	April 2001
HEADQUARTERS	New Delhi, India
CHAIRMAN EMERITUS	Analjit Singh
EXECUTIVE VICE CHAIRMAN & MANAGING DIRECTOR	Rajesh Sud
PAID-UP CAPITAL	Rs. 1,987 Crore
SUM ASSURED IN-FORCE (incl Group)	Rs. 3,78,841 Crore
ASSET UNDER MANAGEMENT	Rs. 42,693 Crore
NUMBER OF OFFICES	210
NUMBER OF CITIES	143
NUMBER OF POLICIES IN FORCE (INDIVIDUAL)	38, 22,340
NUMBER OF POLICIES IN FORCE (GROUP)	600
EMPLOYEES	9,364
AGENT ADVISORS	51,192
TRAINERS	199
NUMBER OF PRODUCTS (INDIVIDUAL)	18
NUMBER OF RIDERS/OPTIONS (INDIVIDUAL)	5
NUMBER OF PRODUCTS (GROUP)	4
NUMBER OF RIDERS/OPTIONS (GROUP)	4
MDRTs (2016)	163
13th MONTH PERSISTENCY	81.56%
CONSERVATION RATIO	89.1%