



# Financial Inclusion

## UN SDGs impacted



ATUL JAIN

Managing Director, Bajaj Housing Finance Ltd.

Affordable housing is a fundamental block for financial inclusion. Our home loan solutions in the affordable housing space are enabling people who hitherto had no access to finance to own a home. For many, this is their first experience of homeownership."

# Making Inclusion Sustainable

At Bajaj Finserv, we view financial inclusion as a catalyst for economic empowerment and a core pillar of our sustainable business model. Our goal is to integrate our business models with sustainability to provide meaningful access to financial services by leveraging technology, innovation, and targeted solutions that address real customer needs. Through our extensive branch network and presence across India, we are bringing financial services closer to underserved communities, integrating inclusion with impact.

## BAJAJ FINANCE

**4,263 locations**

Urban: 1,582 | Rural/smaller towns: 2,681

**2,32,000+ POS**

Active point of sale

## BAJAJ HOUSING FINANCE LIMITED

**174 locations**

**216 branches**

## BAJAJ ALLIANZ LIFE INSURANCE

**597**

Branches

**161,000+**

Individual agents

**400+**

Corporate agents and brokers

**~3,500**

Proprietary Sales Force

## BAJAJ ALLIANZ GENERAL INSURANCE

**221**

Branches

**66,000+**

Individual agents

**200+**

Corporate agents and banks

**85,600+**

POS

## BAJAJ FINSERV HEALTH

**100,000+**

Doctors

**15,000+**

Hospitals

**5,000+**

Labs

## BAJAJ FINSERV DIRECT

**96**

Partners in Bajaj Markets

**Expansion to Middle East and US markets on Tech services**



## FINANCIAL INCLUSION

As part of our strategic expansion, Bajaj Finserv is focused on increasing access to financial services in underpenetrated regions across India:

Our lending subsidiary, Bajaj Finance Ltd. (BFL) has facilitated this through:

# 3.45 lakh+ 418

Women provided with Group Lending loans      Microfinance branches

across 25,000  
villages

in 131  
districts

spanning 10  
states



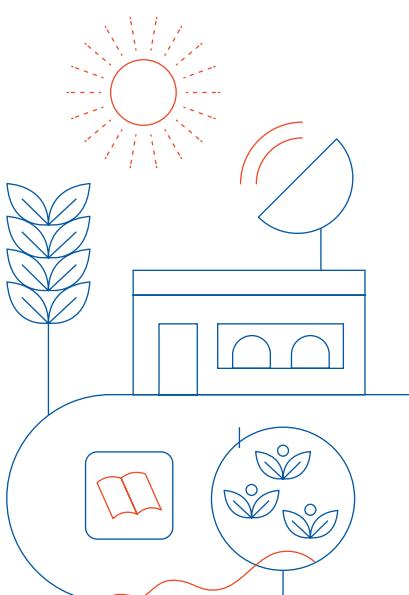
**200+**

Branches of BAGIC and BALIC operating in Tier 2 and Tier 3 towns helping bridge insurance access gaps in smaller cities

**BAGIC has launched a multi-line vertical called 'GEO', specifically designed to reach remote and underserved areas where insurance awareness and access remain low as well as to deepen insurance penetration.**

# Empowering Communities through Financial Access

During FY2025, the following key initiatives were undertaken by group companies as part of commitment towards financial inclusion, which forms a part of the Company's leadership mindset to deliver beyond expectations for their customers.



## Catering to Lives and Livelihood

Our rural expansion drives tangible economic impact by creating both direct and indirect employment, supporting individual livelihoods and fostering community development. The Bajaj Finserv ecosystem offers a diverse range of products and services designed to support sustenance and livelihood generation across rural India.

During the year, we added following physical points of rural presence, in addition to thousands of digital ones:

**218**

Microfinance branches set up by BFL

**13**

Additional branches by BAGIC and BALIC in Tier 2 and Tier 3 towns

## Promoting Savings through Access to Finance

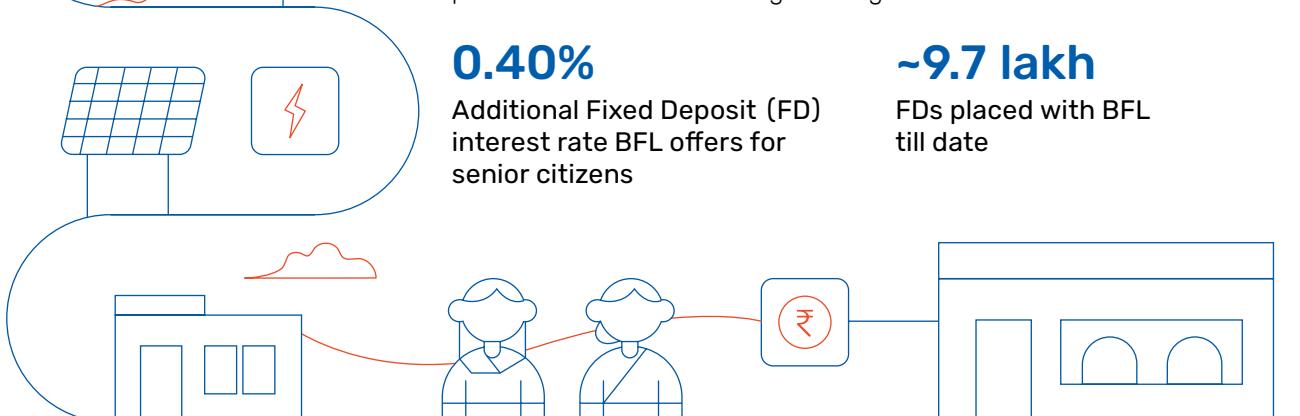
**Improved Savings:** As a responsible financial partner, BFL actively promotes a culture of savings among customers.

**0.40%**

Additional Fixed Deposit (FD) interest rate BFL offers for senior citizens

**~9.7 lakh**

FDs placed with BFL till date





## FINANCIAL INCLUSION

### Mutual Fund

Mutual funds encourage regular savings through options like SIPs, helping individuals grow wealth over time. By promoting disciplined investing, mutual funds support financial security and long-term goals.

### ~8,000 customers

have invested in last three years via our subsidiary BFinsec (Bajaj Financial Securities Ltd.)

### ~2.40 lakh customers

have active SIPs through our AMC (Bajaj Finserv Asset Management Co. Ltd.). Of this 46% of customers were outside of the top 30 cities.

### ₹170 crore+

Invested in Mutual Funds via our subsidiary BFinsec (Bajaj Financial Securities Ltd.)

### ~₹1,219 crore+

Invested in Mutual Fund SIPs via our AMC (Bajaj Finserv Asset Management Co. Ltd.). Of this 34% of the AUM was outside of the top 30 cities.



### Pension Scheme

Our subsidiary, BFinsec (Bajaj Financial Securities Ltd.), is registered with the Pension Fund Regulatory and Development Authority (PFRDA) as a Point of Presence – Online (PoP-Online), enabling the distribution and servicing of the National Pension Scheme (NPS) through a digital platform. This aligns with our commitment to expanding access to government-backed social security and investment solutions.

### >2,000

NPS accounts distributed and services till date

- ◆ Loans are available up to ₹30 lakh, making it suitable for a wide range of affordable housing needs.
- ◆ The offering aligns with government programmes aimed at promoting affordable housing for all. This reflects our commitment to inclusive financial access and long-term community development.
- ◆ We remain focused on maintaining robust risk and compliance frameworks, including responsible lending practices and customer-centric policies.



### Life Protection

BALIC offers diverse micro insurance products such as Bajaj Allianz Life Group Sampoorna Suraksha Kavach and Bajaj Allianz Life Group Sampoorna Jeevan Suraksha. These products provide financial assistance to families in the event of the member's death.

### ~4.90 crore

Lives covered by BALIC in last three years under the micro insurance segment

### Affordable Housing

Our lending subsidiaries, BFL & BHFL launched its Affordable Housing Loan business to provide long-term, affordable credit solutions and support homeownership for underserved and low-income communities.

- ◆ Our business is built on the pillars of Accessibility, Affordability and Inclusion.
- ◆ We aim to address the unmet demand for formal housing finance for individuals with irregular income patterns, cash-based income, and limited or no formal credit history.

### 46 crore+

Disbursed by BFL

### 18,829

Loans disbursed by BHFL as on March 2025

### 310

Families benefitted

### ₹2,977.7 crore

Amount sanctioned towards Affordable loans by BHFL as on 31 March 2025

# Enabling Entrepreneurship

“



**TARUN CHUGH**

Managing Director and CEO, Bajaj Allianz Life Insurance Co. Ltd.

We are committed to making life cover accessible to all Indians. Our product innovations, digital platform and extensive footprint, is enabling us to build a robust and inclusive ecosystem for financial resilience.”

**BFL's financing solutions for three wheeler passengers create pathways to self-employment for undeserved communities.**

## ₹10,000 crore+

Disbursed by BFL and turning three-wheeler vehicle ownership into sustainable income generation in the last three years

## >8.62 lakh

Three-wheelers insured by BAGIC over last three years

## ~₹5,216.86 crore

Sum assured for three-wheelers by BAGIC in last three years

## ~4.1 lakh

Three-wheeler vehicles financed by BFL over past three years

## >39,000

Number of claims paid for three-wheelers by BAGIC in last three years

## Supporting Smaller Businesses: Enabling Economic Growth

For MSMEs and SMEs, the critical engine of our economy, we offer working capital and term loans, coupled with insurance coverage specifically designed to address their unique needs.

## >₹740 crore

Claims paid by BAGIC to around 14,000 MSMEs in last three years

## >₹77,000 crore

Disbursed by BFL to SMEs in last three years

## Building Credit History

We actively work to bring people into the formal financial ecosystem through flexible financing options that enable Millions of customers to establish a credit journey with bureaus.

## >2.6 crore

New-to-credit customers offered financing by BFL over last six years and helping them in improving their credit history and financial health





## FINANCIAL INCLUSION

# Empowering Women: A Strategic Priority

Across Bajaj Finserv companies, we have built a comprehensive ecosystem of initiatives in collaboration with multiple partners, to drive impactful, women-focused programmes across the Group.



## Financial Protection and Access for Women

At BALIC, products such as Group Sampoorna Suraksha Kavach and Group Sampoorna Jeevan Suraksha, provide financial assistance to the member's family in case of death.

**~2.38 crore**

Women self-help group employees covered by BALIC in last three years

BFL actively promotes community engagement and financial inclusion, empowering millions of women across India. Through its women-centric products, BFL is making access to financial services easier and more relevant for a range of livelihood and personal needs.

**₹120,000 crore**

Disbursed by BFL over past three years to women self-help group employees

**>1.7 crore**

Women beneficiaries

## Creating Entrepreneurship Pathways for Women

Our insurance subsidiaries continue to serve as meaningful platforms for economic participation and entrepreneurship.

**27.5%**

Women representation of BFS insurance agent network as on 31 March 2025

**33%**

BALIC women agents

**22%**

BAGIC women agents

These figures underscore our ongoing efforts to create balanced opportunities across our businesses.



# Rural Communities and Agriculture: Bridging the Access Gap

We are committed to drive financial inclusion with innovative and accessible products for rural communities and the agriculture sector.

## Some of these initiatives are:

- 1** In last three years, BAGIC has catered to over 4.20 crore farmers across multiple states in India, with an approach to consistently increase our coverage year on year. The total claims paid to 80.36 lakh farmers during this period exceed ₹4,839 crore.
- 2** As part of our comprehensive agricultural protection strategy, BAGIC has covered ~4.5 lakh animals under cattle and livestock insurance for more than 2 lakh farmers insuring a risk of over 1,933.2 crore with more than ₹146 crore claims paid in FY2025.
- 3** As part of our rural lending initiative, BFL offers simple, flexible and diverse financial products suited to their needs, including consumer durables, mobile phones, gold and other personal loans. Overall, the Rural Lending and Gold Loans business closed FY2025 with AUM of ₹37,718 crore with 32.74% growth registered over the previous year.
- 4** As part of its long-range strategy, BFL is further expanding its product offering by launching tractor financing to promote financial inclusion of the farming population in rural areas. BFL has completed FY2025 with tractor loans disbursements amounting to over ₹700 crore. Additionally, BAGIC has insured more than 41,000 tractors with claims paid over ₹54.97 lakh in FY2025.
- 5** Through strategic alliances with Regional Rural Banks, BALIC has promoted the government-led Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) scheme, providing coverage to 19 lakh lives with claims paid over ₹110.68 crore in last three years.
- 6** BAGIC through integration health schemes, has provided health insurance for more than 2.97 crore lives with claims paid over ₹4,289.08 crore in the last three years.

BAGIC and BALIC continue to outperform in the social sector obligation as follows:

### Social Sector Obligation

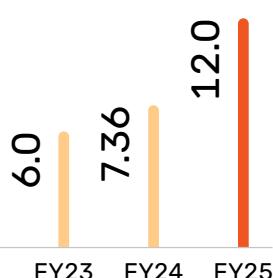
#### BAGIC

(In %)

5% IRDAI



12



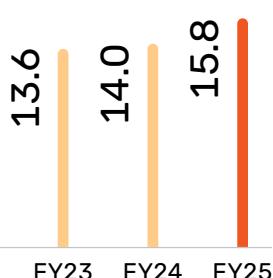
#### BALIC

(In %)

5% IRDAI



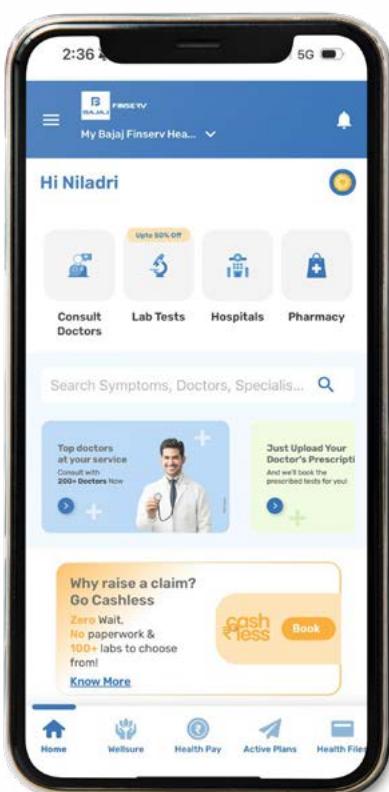
15.8





## FINANCIAL INCLUSION

# Advancing Healthcare Access Equity



At Bajaj Finserv, we view health equity as vital to inclusive economic growth, and our healthcare initiatives aim to remove financial barriers to quality care. Bajaj Finance Ltd. (BFL) supports this vision by offering innovative financing options, including EMIs for medical services, fitness equipment, and bicycles—disbursing over ₹2,400 crore through more than 4.40 lakh loans in the past three years. Additionally, BAGIC has extended health insurance coverage to over 4.8 crore lives, settling claims worth more than ₹11,175 crore in the last three years.

**Bajaj Finserv Health (BFHL):** A fully owned subsidiary of BFS, is a health-tech venture that integrates the fragmented healthcare delivery ecosystem through a digital platform. Offers products and services to individuals and corporates, from preventive to prepaid healthcare packages, including OPD care, and telemedicine.

BFHL further strengthens the ecosystem through its acquisition of Vidal Health, expanding access to integrated, nationwide healthcare services.

**In FY2025, BFHL paid more than 1.13 OPD claims valued at over ₹110 crore.**

# Education Goals

Educational financing is a strategic component of our EMI financing solutions. With education loans and customised offerings, we address our customers' requirements.

# ₹1,990 crore+

Disbursed by BFL in last three years

# ~2.8 lakh

Loans for educational purposes to individuals across socio-economic backgrounds



## Bajaj Pay: Enhancing Participation of Underserved Communities in the Payment Ecosystem

Bajaj Pay plays a crucial role in promoting financial inclusion by encouraging the use of UPI payments and enhancing digital payment infrastructure.

As of 31 March 2025, the Company has achieved significant milestones with:

### >3.2 crore

Customers holding wallet accounts

### >4 crore

Customers having UPI handles

Bajaj Finserv has been a key driver of UPI payments, accelerating the deployment of quick response (QR) codes at small and medium-sized merchants. Bajaj Pay QR allows merchants to accept payments via UPI, Bajaj Pay Wallet (PPI), and Bajaj EMI.

### >5 lakh

Merchants QRs deployed in FY2025

### 37 lakh

Total surpassed in FY2025

