

Bajaj Finance Ltd.



- Best AI and Automation in Marketing at MadX Awards 2025



- Best Large NBFC at the BT Best Banks Awards 2026



- Best NBFC in BFSI Sector for 'Face Authentication' by the Unique Identification Authority of India (UIDAI)

- Social Media Marketing Strategy at the prestigious ET Brand Equity Trendies Awards 2025

- Best Use of Emerging Technology in Marketing at MadX Awards 2025

- Won Gold at IMAI 16th Digital Awards for Best AI-Powered Product/Service, highlighting AI-led innovation.

- Great Place to Work® (GPTW) recognition across six categories, strengthening employer brand and talent positioning.

- Received marketing accolades for Best Use of AI/ML (Adgully) and Best Customer Experience Strategy (AFAQS! Bankfin 360), reflecting strong digital marketing and CX execution

Bajaj Financial Securities Ltd.



- Prestigious Brands of India 2025 in Investment Solutions category by Herald Global in September 2025

Bajaj Housing Finance

- Best Housing Finance Company' for FY2025 at Business Today India's Best Bank Awards in February 2026

- 'Best Data Quality Award' for 2024-25 under housing finance company consumer segment by TransUnion CIBIL

Bajaj Life Insurance Ltd.

CII National AI Awards 2025

Best AI Solution Showcase – Most Innovative Category at the Global AI Summit and CII National AI Awards 2025, organised by the Confederation of Indian Industry

FICCI Insurance Industry Awards 2024

Most Innovative Insurer – Life Category at the FICCI Insurance Industry Awards 2024 organised by Federation of Indian Chambers of Commerce and Industry in 2025

6th Emerging Asia Insurance Awards 2025

Best Innovation Led by Technology and Insurtech – Life (India) at the 6th Emerging Asia Insurance Awards 2025, organised by the Indian Chamber of Commerce

FICCI Insurance Industry Awards 2024

Claims and Customer Service Excellence – Life Category at the FICCI Insurance Industry Awards 2024 organised by Federation of Indian Chambers of Commerce and Industry in 2025

World's Digital Insurance Awards 2025

Insurer Innovation at the World's Digital Insurance Awards 2025 for Smart Pitch, a GenAI-powered platform designed to empower sales professionals with personalised customer engagement capabilities



Bajaj General Insurance Ltd.

India's Greatest Brand 2024/25

Awarded by Asia One



1st Rank in PMFBY Performance

Awarded by the Government of India (Ministry of Agriculture & Farmers Welfare)

