



BHARTI AXA LIFE DOODLES TO CELEBRATE EMERGING GOALS OF WOMEN

MUMBAI/NEW DELHI, March 22, 2021: Bharti AXA Life Insurance, a joint venture between Bharti Enterprises, one of India's leading business groups, and AXA, one of the world's largest insurance companies, has underlined emerging life goals of new-age women from education and sanitation to freedom for passion on this International Women's Day.

These life goals came to light when many women expressed their emotions through a doodler who took over Bharti AXA's Facebook and Instagram pages for a day on March 8 to depict the feelings of participating females.

On this Women's Day, Bharti AXA Life urged them to share their big goals in life on its social media pages on Instagram LIVE. Doodler Mamta Singh personalized their expressions and choices and doodled them on the company's Facebook and Instagram pages in real-time.

Many women reached out to Bharti AXA Life and expressed their life goals ranging from opening an entertainment centre for retirees and cafe, becoming financially independent to help underprivileged women with education and sanitation to freedom to follow her passion and dream work.

As many as five such women across different stages of their lives were shortlisted who highlighted their unique and desired life goals. Each artwork portrayed dreams, goals, emotions, and events that have impacted women all around the eco-system.

For this activity, Bharti AXA Life Insurance collaborated with well-known doodle artist Mamta Singh to bring big life goals of women to the fore. "I had the opportunity to doodle out life goals of five amazing women in association with Bharti AXA Life Insurance. I think it is a wonderful initiative and I relate to this as a woman. As I realized my life goal of pursuing art as a passion and profession both, all women should get this chance," said Mamta.

Commenting on the unique initiative to appreciate the might of women, **Mr. Parag Raja, MD and CEO, Bharti AXA Life Insurance**, said, "Women have played a significant role in every household and excelled in fostering and sustaining their families. The artist tried to capture their emotions and passion through different doodles that reflected their fecund attitude and high aspirations towards life. At Bharti AXA, we aim to spread awareness

on what women have achieved in the past and how they dare to dream, set goals and smash patriarchy every day with the help of sound life goals and financial planning.”

These women also mentioned how societal perceptions and constraints have made it difficult to achieve their life goals. Women also expressed some empowering and intriguing messages amongst each other.

Every woman was welcomed on the company’s social media pages, as all life goals are special, whether it is having a career of her choice, or being an organic living enthusiast who wants to open her farm, or a young student who wants to facilitate sanitation for the underprivileged women.

Bharti AXA Life Insurance believes that society is changing constantly. However, the concern for both men and women are the same - financial protection and independence. Life insurance is a crucial instrument of financial planning for any family, irrespective of gender. It is important that the income and other invaluable contributions of women need to be protected. In case of an unfortunate event, life insurance is one such financial instrument that can protect their families' financial security to ensure stability.

Unique five goals of today’s women picked up by the doodler

- Starting an entertainment center for retirees
- Becoming financially independent to help underprivileged women with education and sanitation
- Freedom to follow her passion
- Opening a cafe
- Opening a store-cum-café

Bharti AXA Life Insurance Company Ltd.

Bharti AXA Life Insurance is a joint venture between Bharti, one of India’s leading business groups with interests in telecom, agriculture business, and retail, and AXA, one of the world’s leading organizations with interests in financial protection and wealth management. The joint venture company has a 51% stake from Bharti and 49% stake of AXA. The company has a pan-India presence through its 261 offices and offers a wide range of value for money and need-based insurance products targeted at individuals and groups.

About Mamta Singh

Mamta Singh is a Rajasthan-based artist, best known for her innovative wall murals and artistic doodles. She found her calling in art in 2012 and started by selling handmade mugs and diaries carrying her art. She now has created art for multiple MNCs in India and went global in 2019. She also teaches doodling as an art form which is her passion and has trained more than 8,000 students across over 300 workshops in India, the Philippines and Indonesia.