

The armed forces are the backbone of the Nation and ensuring their protection is a key priority

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Max Life salutes nation's armed forces with 'Rakshak' initiative, ropes in Angad Bedi to encourage them to think about their own financial protection

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For decades, the Indian Army has played the role of 'Rakshak' or ultimate protectors who have dedicated their entire lives to safeguarding the country and ensuring that the citizens are living a safe and secure life. On the occasion of Independence Day, Max Life Insurance Company Ltd. ("Max Life" / "Company") is celebrating this contribution through the means of its own initiative 'Rakshak', dedicated to serving the armed forces of the nation.

Max life's initiative, Rakshak, a commitment to the army personnel also extends to recruiting ex-servicemen, kins and war widows or Veer Naaris within Max Life's Rakshak team, thus empowering them financially and enabling them to contribute to the overall wellbeing of communities and nation at large. Rakshak has presence of its services across 40 Cantonments that allow personnel from Armed Forces to get in touch for inputs and purchase of relevant life insurance plans.

In the latest video, Angad Bedi, face of the 'Rakshak' initiative, salutes the army personnel for their courage, selfless resilience and dedication towards protecting the country, while urging them to financially protect their own family and loved ones from unforeseen contingencies.

Commenting on the initiative, Aalok Bhan, Director and Chief Marketing Officer said, "The armed forces are the backbone of our nation and ensuring their protection is a key priority. This Independence Day, Rakshak

is our way of thanking the armed forces of India for their selfless service and dedication towards the country and each one of us. With Max Life Insurance's Rakshak, we hope to serve and protect the army personnel, veterans and their families from financial hardships, just as they protect us from life's adversities."

To financially protect army personnel and their loved ones from adverse circumstances, war and war like situations, Max Life's Insurance's Rakshak offers tailored life insurance solutions to address armed forces' unique financial protection needs and enable their families to lead financially stable lives during difficult times.

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