



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

Health Insurance Solution

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Aditya Birla insurance firm launches 'Activ Health'

Aditya Birla Health Insurance Company Ltd (ABHICL) on Tuesday said it has launched its flagship product 'Activ Health' across key markets. The product is conceived with a vision and commitment to put health at the heart of health insurance that goes beyond the conventional mode of being just another financial support provider, it said in a statement. "We have created a product offering which could provide one stop solution for the emerging healthcare requirements amongst individuals and groups which will create sustained healthy behaviour," said Mayank Bathwal, CEO ABHICL.