PRESS RELEASE

Bajaj General Insurance Expands Its Network with Office Launch in Amritsar to Strengthen Regional Presence

Amritsar, 07 Nov 2025: Bajaj General Insurance Limited (formerly known as Bajaj Allianz General Insurance Company Limited), one of India's leading private general insurers, has opened its office in Amritsar, Punjab. This strategic expansion reinforces the Company's commitment to enhancing insurance accessibility and awareness across India's tier 2 & 3 cities, while supporting individuals and businesses in building financial security.

India's fast-evolving economy has brought with it new opportunities as well as changing risks. With its strong expertise and customer-first approach, Bajaj General Insurance aims to bring innovative insurance solutions closer to the people of Punjab, addressing their evolving protection needs. The Company will offer a comprehensive range of services powered by technology to deliver a seamless customer experience. The new office will serve as a strategic hub for Bajaj General Insurance Limited to further strengthen its presence and reach its customers in the region.

Commenting on the inauguration of the new office**, Dr. Tapan Singhel, MD & CEO, Bajaj General Insurance Limited (formerly known as Bajaj Allianz General Insurance Company Limited) said,** "At Bajaj General Insurance, we believe that insurance is not just a product; it is a promise of protection, a commitment to endurance, and a catalyst for inclusive growth. Yet, across many parts of India, awareness and access remain limited, largely due to a lack of understanding about its importance and benefits. This is a gap we are determined to bridge. The launch of our new office in Amritsar reflects our continued effort to be closer to our customers, deepen our presence in the region, and reinforce our mission to make insurance more accessible, reliable, and trusted. With every new office, we move closer to a future where no family is left vulnerable, and every life is empowered."

The newly inaugurated office will offer products across all lines of business and, at the same time, educate customers on the best products tailored to their requirements to ensure they are adequately insured. Bajaj General Insurance Limited is committed to extending its products and related services to every part of the country through its efficient and vast distribution channels with a mission to contribute to the noble cause of doing good for society at large.

For any insurance support, customers can reach the Bajaj General Insurance Limited (formerly known as Bajaj Allianz General Insurance Company Limited) Amritsar office at:
Bajaj General Insurance Ltd., SCO- 11 & 12, 3rd Floor, D-Block, Ranjit Avenue, Amritsar – 143001, Punjab.

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About Bajaj General Insurance Limited (formerly known as Bajaj Allianz General Insurance Company Limited)

Bajaj General Insurance Limited (formerly known as Bajaj Allianz General Insurance Company Limited) is one of India's leading, most trusted and dynamic private general insurance companies. It is a subsidiary of Bajaj Finserv Limited, India's leading and most diversified financial services group.

Bajaj General offers a broad portfolio of innovative and customer-focused insurance solutions, spanning motor, health, and home insurance, along with specialized products such as pet insurance, wedding insurance, event protection, cyber insurance, and rural insurance. From safeguarding your health and home to protecting your travels and life's most important moments, Bajaj General aims to be a constant partner in your journey. Bajaj General equally offers a comprehensive and a well-diversified range of products, including fire, marine, engineering, liability and surety insurance to corporates and SME's. The company also participates in various government schemes with a focus on financial inclusion. The company is also known for its robust risk selection capabilities, digital adoption and product innovation. Established in 2001, the company has grown its footprint to nearly 1,500 towns and cities across India, ensuring easy access and a close connection to its customers. This access is enabled through the largest distribution network, spanning across individual agents, point-of-sales personnel, banks, NBFCs, motor dealers, brokers and the company's proprietary sales force.

It holds an [ICRA]AAA rating from ICRA Limited, reflecting the highest level of confidence in its financial strength and stability. With a strong legacy, a forward-looking mindset, and an unwavering focus on its 'Customer-First' philosophy, Bajaj General remains committed to protecting what matters most, empowering individuals, families, and businesses to live with confidence and peace of mind.
For further information visit: https://www.bajajgeneralinsurance.com/

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