

Media Release

Kotak Life and Royal Challengers Bengaluru Join Hands to Launch #HauslaBadhao

An initiative to spread awareness on combating Critical Illness through Financial Preparedness

Mumbai, June 02, 2025: Kotak Mahindra Life Insurance Company Ltd. (Kotak Life), the official insurance partner of Royal Challengers Bengaluru (RCB), has launched **#HauslaBadhao**—an initiative aimed at raising awareness about the growing risk of critical illnesses and the importance of financial preparedness to overcome them.

This initiative stems from a powerful truth—when critical illness strikes, it impacts an individual's financial stability and shakes the *hausla* (courage) of the entire family. In such situations, families are often forced to dip into savings, take loans, pause long-term goals and make difficult sacrifices. Kotak Life's Critical Illness Rider provides crucial financial support during these challenging times, helping families maintain their *hausla* when they need it most.

#HauslaBadhao is rooted in the belief that while health challenges are often unavoidable, financial preparedness empowers families with the courage to fight back. Through this initiative, Kotak Life and RCB empower Indians with protection through **Kotak Life's Critical Illness Rider**¹, delivering crucial financial support during medical emergencies.

Ashish Nair, CMO and Head – Customer Value Management and Health Tech, Kotak Mahindra Life Insurance, said: *“Every dream begins with hope. But not every journey goes as planned. Just like in cricket, an unexpected delivery can change the game of life. #HauslaBadhao represents our commitment to equipping Indians with financial tools to face any of life's uncertainties that come their way. Kotak Life offers a Critical Illness Rider with most of its policies at an affordable cost, providing added protection when one needs it the most”.*

Rajesh V Menon, COO, RCB, said: Our partnership with Kotak Life is driven by a shared belief—that preparedness builds resilience. We are proud to support an initiative that encourages Indians to take control of their future by being financially prepared to fight critical illnesses.”

In India, the prevalence of critical illness and medical costs is on the rise:

- One in nine Indians are likely to develop cancer in their lifetime²
- 1 in 4 deaths in India is caused by cardiovascular disease³
- Healthcare costs in India are rising by 14% annually, with 62% paid out-of-pocket and 23% covered through borrowings⁴

As part of the initiative, Kotak Life and RCB are empowering individuals to unite for a meaningful cause. Supporters can participate by visiting www.kotaklifehauslabadhao.com, where they can upload a photo to join a growing community committed to raising awareness and building financial resilience against critical illnesses.

Participants will get a special thank you note signed by their favourite RCB players—a powerful symbol of unity and shared purpose.

Join the initiative. Support the cause: **Hausla Badhega, Critical Illness Harega**

About Kotak Mahindra Life Insurance Company Ltd

Kotak Mahindra Life Insurance Company Limited (Kotak Life) is a 100% owned subsidiary of Kotak Mahindra Bank Limited (Kotak). Kotak Life provides world-class insurance products with high customer empathy. Its product suite leverages the combined prowess of protection and long term savings. Kotak Life is one of the fastest growing insurance companies in India with 323 branches across 152 cities and has covered more than 5 crore active lives as on 31st March 2025.

For more details, visit www.kotaklife.com

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¹ – Kotak Critical Illness Benefit Rider (Linked) UIN-107A022V02 - Riders are not mandatory and can be attached to the base plan at inception or at any policy anniversary of the base plan for additional cost. For more details on riders please read the Rider Brochure

²– timesofindia.indiatimes.com - [One in nine Indians are likely to develop cancer in their lifetime](#)

³- www.timesnownews.com - [1 in 4 deaths in India is caused by cardiovascular disease](#)

⁴- www.onsurity.com - [Healthcare costs in India are rising by 14% annually, with 62% paid out-of-pocket and 23% covered through borrowings.](#)