



November 23, 2015

The Manager  
Department of Corporate Services  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400 021.

The Secretary  
National Stock Exchange of India Ltd.  
Exchange Plaza  
Bandra -Kurla Complex  
Bandra (E),  
Mumbai 400 051.

**Scrip Code : 500271**

**Name of Scrip : MAX**

Dear Sir/Madam,

Sub : **Outcome of Board meeting held on November 23, 2015**

This is to inform you that the Board of Directors of the Company in its meeting held earlier in the day approved the following:

- (i) To further strengthen the relationship with the JV partner in Max Bupa Health Insurance Company Limited (Max Bupa), the Company has decided to divest 23% stake in Max Bupa in favour of Bupa Plc., UK. Bupa will pay Rs 191 crores (as increased by 23% of further capital infusions by shareholders in Max Bupa till the transaction is implemented) to Max India in an all cash transaction, to increase its stake in Max Bupa from 26% to 49%. Correspondingly, the Company's shareholding in Max Bupa will come down to 51% from the present level of 74%. The aforesaid proposal is subject to the approval of Foreign Investment Promotion Board and Insurance Development and Regulatory Authority of India.
- (ii) Capital contribution of up to Rs. 150 crores by the Company in Max Healthcare Institute Limited, an equal joint venture between the Company and Life Healthcare, South Africa, for its proportionate share of 46% equity stake in Max Healthcare, to enable Max Healthcare acquire a controlling stake of 51% in Saket City Hospitals Private Limited.

The Board of Directors also took note of Embedded Value report as at September 30, 2015, shared by Max Life Insurance Company Limited (Max Life), its subsidiary. The key highlights of the report are as below:

- (i) The Embedded Value of Max Life as at 30th September 2015 is at Rs 5,363 crores, after allowing for interim dividend payout of Rs. 220 crores to the shareholders of Max Life.
- (ii) The annualised operating return on Embedded Value for the half year ended September 30, 2015 is at 14.8% and the annualised return is at 13.8%.

.... 1/2

MAX INDIA LIMITED  
(CIN: L24223PB1988PLC008031)  
Max House, Okhla,  
New Delhi - 110 020  
Phone +91 11 26933601-616  
Fax : +91 11 26324126  
[www.maxindia.com](http://www.maxindia.com)

- (iii) The Value of New Business written during the half year ended September 30, 2015 is Rs. 163 crores and the portfolio new business margin is 20.2% (before cost overrun) and 17.0% (after cost overrun)

The press release being issued by the Company w.r.t stake increase of Bupa Plc., UK in Max Bupa is enclosed.

You are requested to take the aforesaid on record and disseminate the information for the public.

Thanking you,

Yours faithfully  
For **Max India Limited**



**V. Krishnan**  
**Company Secretary**

Encl: as above



## **BUPA TO PAY Rs. 191 CRORE TO MAX INDIA TO RAISE STAKE IN MAX BUPA BY 23%.**

***Max India will own 51% and Bupa will own 49% in Max Bupa post requisite regulatory approvals***

***23<sup>rd</sup> October, 2015, New Delhi***

Max Bupa Health Insurance (Max Bupa) today announced that its foreign parent Bupa has executed agreements to acquire an additional 23% stake in Max Bupa, one of India's leading standalone health insurers. Bupa will pay around Rs 191 cr to Max India in an all cash transaction, to increase its stake in Max Bupa from 26% to 49%. Bupa was the first foreign insurer to announce its intent to increase its stake to 49% in its Indian health insurance subsidiary after the Government relaxed FDI participation rules for insurance companies.

Since that announcement in January 2015, Bupa and Max India have been working to align their JV agreements with the Insurance Laws (Amendment) Bill 2015 for Indian-owned and controlled businesses. The new agreements will come into force after the requisite regulatory clearances have been secured from the Foreign Investment Promotion Board (FIPB) and the Insurance Regulatory and Development Authority of India (IRDAI).

Launched in 2010, Max Bupa is already the 7th largest private health insurer in India. With a base of more than two million customers across India, it continues to be amongst the fastest growing stand-alone health insurers. Max Bupa has focused on building a retail customer and product portfolio via multiple sales channels including agency, bancassurance, telesales and online.

Its local parent Max India is one of India's leading multi-business corporates and currently owns 74% of Max Bupa. Its foreign parent Bupa is a UK-headquartered global healthcare group, which holds 26% stake in the company.

Rahul Khosla, Managing Director, Max India Limited, welcomed the development. "Bupa's stake increase is a clear affirmation of the huge growth opportunity for health insurance in India. The cash received from the transaction will support growth aspirations of the Max Group as well as for Max Bupa. I am confident that this renewed vote of confidence by Bupa, coupled with the recent strategic reorientation of the company will strengthen its position as an innovative leader in its field while setting new benchmarks in customer experience."

Speaking at the occasion, David Fletcher, Managing Director of International Development Markets at Bupa said: "We see enormous opportunity in India to build on the great foundations of the last few years and use our global expertise to take the business to the next level. We are committed to growing an insurance business that not only provides the best quality healthcare funding but that is at the forefront of helping Indian people to live healthier lives."



Max India has successfully managed several joint venture partnerships in its diverse businesses. Apart from Bupa, it also has partnerships with Japan's Mitsui Sumitomo for its Life Insurance business and South Africa-based Life Healthcare for its healthcare business.

### ***About Max Bupa Health Insurance***

Max Bupa is a, 74:26, joint venture between Max India Limited, a multi-business corporate with expertise in life insurance and health care and Bupa, a leading international healthcare provider with 65 years of healthcare knowledge. Max Bupa brings together a combination of Bupa's health insurance and customer service expertise with Max India's understanding and experience of the Indian health and insurance sectors. Max Bupa offers quality health insurance services through a dedicated team of over 1400 people and its network of 26 offices across 16 cities - Delhi, Mumbai, Hyderabad, Chennai, Bangalore, Pune, Ludhiana, Chandigarh, Jaipur, Surat, Kochi, Kolkata, Patna, Goa, Jodhpur and Ludhiana. Max Bupa offers individual and family oriented health insurance policies for Indians across all age groups.

Max Bupa has a direct working relationship with a network of over 3500 top quality hospitals and healthcare providers, with plans to extend its network of hospitals to other parts of the country. Max Bupa services customers directly without third party involvement. For more details about the company and a list of all our network hospitals please visit [www.maxbupa.com](http://www.maxbupa.com).

### ***About Bupa***

As a leading global health and care company, Bupa offers health insurance, medical subscription and other health and care funding products. Bupa runs care homes, retirement and care villages, primary care, diagnostic and wellness centres, hospitals and dental clinics. Bupa also provides workplace health services, home healthcare, health assessments and long-term condition management services.

Bupa has 29 million customers in more than 190 countries. With no shareholders, it invests its profits to provide more and better healthcare and fulfill its purpose: longer, healthier, happier lives.

Bupa employs almost 80,000 people, principally in the UK, Australia, Spain, Poland, New Zealand and Chile, as well as Saudi Arabia, Hong Kong, India, Thailand and the USA.

For more information, please visit: [www.bupa.com](http://www.bupa.com)

### ***About Max India Group***

Max India Group is a leading Indian multi-business corporate with a commanding presence in the Life Insurance, Healthcare and Health Insurance sectors. In the financial year 2015, the Group recorded a consolidated turnover of Rs 14,877 Cr. It has a total customer base of over 7.5 million, nearly 300 offices spread across India and people strength of around 17,000 as on 31st March 2015. Max India Limited is a widely held company, listed on the BSE and the NSE.



Its founder sponsor Analjit Singh holds 40.5% stake in the company. Other shareholders include some of the worlds best Institutional Investors such as Goldman Sachs, Temasek, IFC (Washington), Fidelity and New York Life.

---

***For information please contact:***

*Nitin Thakur*  
[nthakur@maxindia.com](mailto:nthakur@maxindia.com)  
+91 9873347428

*Beedisha Chakrabarti*  
[beedisha.chakrabarti@text100.co.in](mailto:beedisha.chakrabarti@text100.co.in)  
+91 9899003192