

2 in 3 Indian Women are Investing for Retirement, Surpassing National and Men's Averages: Max Life IRIS 4.0

Category: Business

written by | December 11, 2024



Max Life Insurance Company Ltd. ("Max Life"/ "Company") today unveiled the women-centric findings of the fourth edition of its [India Retirement Index Study \(IRIS\)](#), spotlighting significant progress in women's retirement planning and financial preparedness. The study underscores an encouraging trend in women's proactive efforts to secure a financially independent and peaceful retirement.



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Prashant Tripathy, CEO & Managing Director, Max Life Insurance, said, *"Preparing for retirement is a critical priority for the future of Indians, especially as life expectancy rises with advancements in healthcare, emphasizing the need for long-term financial planning. Notably, urban*

Indian working women are taking the [lead in investments](#), actively securing their financial futures. These trends [highlight a positive shift towards proactive retirement planning and financial](#) independence among urban Indians.

Key Findings from IRIS 4.0: Women's Retirement Progress

Enhanced Retirement Preparedness

Women's Retirement Index climbed to 50, a notable increase from 47 in the previous edition, placing them ahead of both the men's and the national average of 49. [Key indices also showcased growth](#), with the Finance Index rising from 50 to 53 and the Health Index increasing by 2 points to 47, while the Emotion Index remained steady at 59.

Shift Towards Risk-Based [Investments](#)

This year's findings revealed a growing preference among women for risk-based financial products, with more than 1 in 3 having invested in options such as mutual funds/SIPs (27%) and the [stock market](#) (20%). Motivated primarily by the goal of saving for retirement, 68% of [women](#) reported investments in retirement products, outperforming the national (63%) and men's (61%) averages. Other popular financial instruments included life insurance, [health insurance](#), and fixed deposits, signifying a diversified approach to retirement planning.

Prioritizing Financial Independence

Financial independence during retirement emerged as the [top motivator for investments among](#) women. Maintaining their lifestyle and family recommendations also played a key role, with 46% citing advice from loved ones as a significant trigger. This highlights the importance of [community influence](#) in women's financial decisions.

[Health and Emotional Well-Being](#)

Health and wellness remain integral to women's [retirement](#)

[plans](#). While only 4 in 10 women engage in regular physical activities, a majority (over 80%) do so at least three times a week. Nearly half (49%) have health [insurance](#), and 82% feel optimistic about maintaining good health during retirement. On the emotional front, more than 73% associate retirement with positive aspects of [life](#) – independence and a stress-free life being the top two factors. However, concerns around loneliness and financial dependence persist.

Challenges and Way Forward

Despite these advancements, barriers remain. Over half (55%) of women believe their [financial investments may not last beyond a decade](#) of retirement. [Cultural reliance on family wealth](#), children, and competing priorities continue to hinder long-term planning. Encouragingly, 45% of [women now recognize](#) the importance of starting retirement investments before the age of 35, up from 39% in the previous edition.

The findings also reveal the need for greater awareness and [education](#) around financial planning, particularly to address women's concerns about inflation, rising medical expenses, and environmental challenges like global warming.

The study paints a hopeful picture of [women's growing financial](#) and retirement preparedness, while also highlighting areas that require continued focus. At Max Life Insurance, we remain dedicated to enabling women across [India](#) to take charge of their financial futures through tailored products and sustained awareness efforts. Together, we can build a future where [financial independence and security](#) are within everyone's reach.

About [India](#) Retirement Index Study

India Retirement Index Study is an annual [retirement study by Max](#) Life conducted in partnership with KANTAR. The survey aims to understand the retirement readiness of Urban [India](#), with insights into awareness, aspirations and challenges of

consumers during retirement and its planning. [India retirement index is the degree to which Indians](#) feel prepared for tomorrow's retired life on a scale 0 to 100. It is based on how prepared India is for a healthy, peaceful & [financially independent post-retirement life](#).

About Max Life [Insurance](#)

Max Life Insurance Company Limited is a Joint Venture between Max Financial [Services](#) Limited and Axis Bank Limited. Max [Financial Services Ltd.](#) is a part of the Max Group. Max Life [offers comprehensive](#) protection and long-term savings life insurance solutions, through its multi-channel distribution including agency and third-party distribution partners. [Max Life](#) has built its operations over two decades through a need-based sales process, a customer-centric approach to engagement and service delivery and trained human capital. As per annual audited financials for FY2023-24, Max Life has [achieved a gross](#) written premium of INR 29,529 Cr.

For more information, please visit the Company's website at www.maxlifeinsurance.com.

About Kantar

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