

Max Life Insurance Joins 'What Women Want' Season 5 as 'Co-powered By' Partner

Category: Business

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Max Life Insurance Company Ltd. ("Max Life"/ "Company") announces its association with **What Women Want Season 5**, hosted by Kareena Kapoor Khan, as a 'Co-Powered By' Partner. The show, known for its candid and meaningful conversations, focuses this season on women's pivotal role in reshaping financial futures.



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Through the dedicated segment "**She is the Difference**," Max Life spotlights the transformative power of [financial empowerment](#) among women, breaking stereotypes and celebrating their impact in homes, businesses, and communities. Season 5 brings together [inspiring](#) guests from diverse backgrounds, offering real, personal stories that resonate with audiences and inspire reflection.

Episodes of What Women Want Season 5 are available on **Mirchi Plus's** [YouTube channel](#), featuring prominent personalities like Alia Bhatt, Neena Gupta, Shreya Ghoshal, Ranveer Brar and Saina Nehwal.

Rahul Talwar, EVP and Chief Marketing Officer, Max Life Insurance, said, *"At Max Life Insurance, we believe [financial empowerment](#) is not just about wealth-it's about building security, confidence, and choice. Women are leading this change, and our partnership with What Women Want Season 5 is a celebration of their role in [shaping a better future](#). Through heartfelt conversations with inspiring individuals, we aim to connect deeply with audiences, sparking meaningful [reflection](#) and real inspiration.*

What [Women](#) Want has always been a platform for authentic, wholehearted conversations. In Season 5, it continues to bring together a diverse mix of guests, sharing stories of personal triumphs, challenges, and [growth](#). These [stories go beyond entertainment](#), fostering deep connections with viewers and sparking inspiration. Max Life [Insurance](#) is thrilled to be part of this journey, engaging audiences with stories that empower, encourage, and redefine perspectives.

About Max Life [Insurance](#) Company Limited

Max Life Insurance Company Limited is a Joint Venture between Max Financial [Services](#) Limited ("MFSL") and Axis Bank Limited. 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 the 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 website at

www.maxlifeinsurance.com.

