



## Press Release

# IndiaFirst Life amongst the best top 100 Great Places to Work for in India

- Recognized as India's Top 100 Companies to work for in 2013 (best in the Special category)
- Also amongst the Top 5 Best Companies for Flexibility and Work Life Balance
- Employee feedback is in the top quartile for the industry and close to India Top 50
- Perception around fairness similar to India Top 50
- High positive perception on retention indicators and organization responsiveness

**Mumbai, \_\_ June, 2013:** IndiaFirst Life Insurance, a joint venture between two public sector banks - Bank of Baroda and Andhra Bank along with UK's leading risk, wealth and investment company Legal & General, was ranked amongst the top 100 Great Places to Work for in India. The survey was conducted by the **Great Place To Work® Institute India.**

"People form the bedrock of our business. We encourage our employees to think new, be honest, be helpful and do more. -We don't think we can establish the culture of a Company by merely laying rules and policies. While rules are important, it's much better to go beyond the rules" said Dr. P, Nandagopal, MD & CEO, IndiaFirst Life.

IndiaFirst has also been ranked amongst the top 5 Best Companies for Flexibility and Work Life Balance.

Other prominent feedback that emerged from the study is perception around fairness in IndiaFirst Life is similar to that of India's Top 50 companies to work for. There was also a high positive perception on retention indicators and organization responsiveness.

"I am glad that we all feel that IndiaFirst is a Great Place to Work. This is not just a life insurance company; but a group of people who believe in creating a fair work culture that is result oriented, offering individuals a wholistic and self-fulfilling career option. Genuine care for our colleagues, open channels of communication and a completely de-layered structure are some of the cornerstones of our success" said Mr. Subhash Menon, Head - Employee Care.



In its tenth year, India's Best Companies to Work for Study – 2013, the largest study on workplace culture, attracted participation from around 550 organizations spanning across 22 industries. Great Place To Work® Institute India surveyed 98,998 employees as part of this research and conducted an in-depth analysis of people practices and their efficacy in all participating organizations. Hundred best workplaces are being recognized for the first time this year.

#### **About IndiaFirst Life Insurance**

Headquartered in Mumbai, IndiaFirst, which is capitalized at Rs. 475 crore, is promoted by two public sector banks - Bank of Baroda and Andhra Bank along with UK's leading risk, wealth and investment company Legal & General. Bank of Baroda holds a 44 per cent stake in IndiaFirst, while Andhra Bank and Legal & General hold a 30 per cent and 26 per cent stake respectively.

#### **For further details contact –**

Ms. Tamanna Khanna  
IndiaFirst Life Insurance  
+ 91 98206 02369  
tamanna.khanna@indiafirstlife.com

Mr. T. Anand Mahesh  
Mavcomm Consulting  
+ 91 98707 16285  
anand@mavcommgroup.com