

Press Release

IndiaFirst Life Insurance acquires R3; to launch operations in December

- **Joint venture between Bank of Baroda, Andhra Bank and Legal & General**

Mumbai, November 9, 2009: IndiaFirst Life Insurance Company Limited, a joint venture between Bank of Baroda, Andhra Bank and Legal & General today announced that it has received its final R3 approval from the Insurance Regulatory and Development Authority (IRDA), and said that the company plans to launch operations next month.

This was announced by Shri. M. D. Mallya, Chairman & Managing Director, Bank of Baroda and Chairman of IndiaFirst Life Insurance in the presence of Shri. R.S. Reddy, Chairman & Managing Director, Andhra Bank, Mr. Gareth Hoskin, Group International Director, Legal & General and Dr. P. Nandagopal, CEO, IndiaFirst Life Insurance here today.

Speaking on the occasion, **Shri. Mallya** said, “Insurance as we all know is extremely critical for the growth and development of the country. However, while we have been witnessing an increasing growth in our per capita income and saving rate, the same growth has not been witnessed in the insurance sector. Insurance premium forms merely 5 per cent of our GDP.”

“There is a vast potential in the semi urban and rural areas that is yet to be tapped. Through this venture, we aim to take the benefits of life insurance to the masses. As always, it will be our endeavor to place the interest of our customers ‘First’,” further added Shri. Mallya.

The three promoters put together have over 360 combined years of service to customers across the world – an envious achievement.

“This joint venture brings together a real understanding of the Indian consumers by the promoter banks with international best practices developed by Legal & General. We aim to provide world class products and services, that are customized to meet the requirements of the Indian consumer,” said **Shri. Reddy**.

Shri Reddy added, “While acknowledging the fact that the Indian consumer today has multiple choices available, we want to develop ourselves by virtue of our products and services as their ‘First’ choice for any insurance and financial requirement. We aim to strengthen the bond developed with our customers over the years, by catering to all their financial requirements under one roof.”



The company plans to initially focus on the bancassurance model. It plans to leverage the existing customer base of over 50 million customers of the promoter banks spread across 4,500 branches in the country. Each bank has its own segmentation and profile of customers. Both have a huge semi urban and rural network. The challenge for the company is to optimally exploit the entire potential provided by both – Bank of Baroda and Andhra Bank.

Commenting on the joint venture, **Mr. Hoskin** said, “Legal & General is really delighted to become a part of the dynamic Indian insurance industry. The Indian economy has huge potential for growth and we are glad that our joint venture will contribute to and be a part of this growth story.”

Mr. Hoskin further added, “Having partners with a well established presence in the Indian financial services domain and an excellent legacy of customer service are enviable advantages that this joint venture possesses. Our philosophy of putting the customer ‘First’ together with our cost effective distribution model, will enable us to make a real long-term contribution to the Indian economy by broadening the choices available to our customers as they harvest the fruits of their economic success and invest them for a stable long term future for themselves and their families”

The new corporate identity represents the company’s personality. IndiaFirst aims to be modern in its outlook, creative in its approach, energetic in its attitude, focus on principles, cheerful and vibrant yet simple and clear in its communication. It aims to always place the Indian consumer ‘First’ in everything it does.

Speaking on the new identity, **Dr. Nandagopal** said, “Our name and logo are distinctive. They are a testimony to the commitment of our promoters of always putting our customers ‘First’ in everything we do. We represent India’s new found confidence, its resolve, grit and spirit.”

The wave in the logo represents the colors of the three promoters – Bank of Baroda, Andhra Bank and Legal & General.

Dr. Nandagopal added, “IndiaFirst is an open, modern and hardworking organization. We believe in doing things right for the customer, the distributors and our shareholders. We as a company are committed to providing ‘value for money’ products and service excellence to our customers.”

The company plans to enter the market initially with a soft launch to test its processes and operational readiness. It plans to launch its operations in December. The initial product range would cover the typical needs of savings, education and retirement and would be followed by a whole range of protection, wealth accumulation, health, and group insurance plans.

About our promoters

Bank of Baroda

www.bankofbaroda.com

Bank of Baroda is the 3rd largest public sector bank in the country with an enviable network of 3031 branches that spreads across the geography of India and 78 offices across 25 countries globally! It was one of the first public sector banks to go public. This behemoth financial institution completed an uninterrupted 100 years of profit making in 2008.

From humble beginnings in 1908 to its present status as a premier Indian financial powerhouse and India's international bank; the journey has been a saga of vision, enterprise, financial prudence and corporate governance which has earned it the trust of over 3.6 crore customers. Its total business as on September, 2009 was Rs. 3,56,274 crore reflecting a growth of 27.3%.

Andhra Bank

www.andhrabank.in

Andhra Bank is one of the leading nationalized banks in the country. The bank has been serving the Indian customer for over 85 years and currently has a network of 1536 branches spread 22 states and 2 union territories in India.

The bank aims to be a trustworthy, efficient and strong bank by generating innovative customer-centric products and services, delivering quality and value, leading to true customer delight. This relentless effort of the bank to provide affordable banking services to the common man has earned it the trust and loyalty of over 2 crore customers. The bank aims to provide value added services by catering to all the financial requirements of its customers. Its total business as on September, 2009 was Rs. 1,10,000 crore.

Legal & General

www.legalandgeneral.com

Legal & General is a leading UK risk, wealth and investment company with a market capitalisation of over £4.5 billion. Founded over 170 years ago, Legal & General today provides life assurance and other financial protection products, annuities and long-term savings products including ISA's and pensions.

With over £311 billion in funds under management, it is also the largest investor for UK pension funds. Legal & General has over 5.5 million UK customers. Its products are sold through bank and building society relationships, Independent Financial Advisers and also directly to customers. Legal & General Assurance Society, its principal operating company, is one of Europe's top rated life companies for financial strength, with an AA rating from Standard & Poor's and Aa2 from Moody's.

Legal & General Assurance Society Limited is authorised and regulated by the Financial Services Authority (FSA). Registered office: One Coleman Street, London EC2R 5AA. Registered number 166055.

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