

IndiaFirst Life Insurance Partners with Nainital Bank

New Delhi, July 18, 2016: IndiaFirst Life Insurance, a joint venture between Bank of Baroda, Andhra Bank and Legal & General (UK) today, announced a partnership with **The Nainital Bank Limited**, for the distribution of its products.

Announcing the partnership, **Rushabh Gandhi, Director- Sales & Marketing, IndiaFirst Life Insurance** said, "We are excited to partner with Nainital Bank. It is our continuous endeavour to strengthen our distribution. This tie-up will help us provide life insurance solutions to the customers of the bank and enhance our distribution footprint in Northern India."

Mukesh Sharma, the Chairman and Chief Executive Officer of The Nainital Bank Limited said, "We are happy to partner with IndiaFirst Life Insurance. With IndiaFirst's rich product portfolio and proven track record in implementing a cutting edge bancassurance model, we will be able to offer comprehensive financial solutions to our customers."

About IndiaFirst Life Insurance

Headquartered in Mumbai, IndiaFirst Life Insurance, with a paid-up share capital of INR 625 crore, is one of the country's youngest life insurance companies. It is promoted by two of India's largest 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 percent stake in IndiaFirst, while Andhra Bank and Legal & General hold a 30 percent and 26 percent stake respectively. IndiaFirst believes it can differentiate itself through simple, easy to understand products that are fairly priced and efficiently serviced. Today, IndiaFirst Life is present in over 1,000 cities and towns across the country through 10,000+ points of sale. The company garnered over INR 9,061 crore of assets under management as of 31st March, 2016. For details please visit: www.indiafirstlife.com

About The Nainital Bank Limited

The Nainital Bank Limited was established in the year 1922 with the objective to cater banking needs of the people of the region. In the year 1973, Reserve Bank of India directed Bank of Baroda, a premier nationalized bank, to manage the affairs of the Nainital Bank Limited. The Bank is having 125 branches operating in five states i.e. **Uttarakhand, Uttar Pradesh, Delhi, Haryana and Rajasthan, with H.O. at Nainital (Uttarakhand) & three Regional territories at Haldwani, Delhi, and Dehradun.**

The total business of the Bank was INR 8,050 crore as on 31st March, 2016. Nainital Bank is a customer centric bank and provides prompt and personalized services to its customers in latest technological environment. For details please visit: www.nainitalbank.co.in

For press queries, please contact

IndiaFirst Life Insurance

Shuporna.chakraborty@indiafirstlife.com

+91 22 33259752