



Press Release

IndiaFirst Life embarks on aggressive growth plan in Uttar Pradesh

- Contributed INR 232 crore new business premium of overall business since inception
- Present through 1136 Bank of Baroda and Andhra Bank branches
- Product range covers the entire gamut of needs across health, security, savings and wealth
- Targets 20% y-o-y growth in FY 2014-15

Lucknow, June 03, 2014: One of the youngest life insurers in the country, IndiaFirst Life announced plans to ramp up its presence in the state as part of its long-term growth strategy. The company is aiming at a 20% growth in FY 2014-15.

“Uttar Pradesh, often called the pulse of the country has been a crucial market for us since inception. India’s most densely populated state with 210 million people (<http://www.populationofindia.info/>) provides amazing opportunities that are yet to be explored”, said **Mr. Kamalakar Sai, Director Sales, IndiaFirst Life.**

The company has covered 1.05 lakh lives and garnered approximately INR 232 crore of business in Uttar Pradesh since inception.

Mr. Sai further added, “Our parentage and strong presence in the state is an added advantage for us. Today we are present in the capital through 1136 Bank of Baroda and Andhra Bank branches.”

Uttar Pradesh is a densely populous state and has witnessed rapid industrialization in the recent past. The thriving state has generated enormous employment opportunities, which has led to a large insurable population in the state.



IndiaFirst Life recorded another successful year in FY 2013-14, growing by 28%. It has covered over 2.70 million lives and has INR 6500 crore of Assets Under Management (AUM) at the end of the financial year 2014-2015.

The Company has always strived to use technology innovatively thereby providing 'true' customer delight. Being amongst the first to offer policies in a dematerialized format, on-the-spot policy issuance through MagicBoard, instant 2-swipe Health Claim Card, personalized Picture Policy Packs etc., are some of its initiatives.

About IndiaFirst Life Insurance

Headquartered in Mumbai, IndiaFirst, with a paid-up share capital of INR 475 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 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