



Press release

For Immediate Publication

IndiaFirst Life Insurance inaugurates two new branches in Andhra Pradesh - Vijayawada & Rajahmundry

Hyderabad/ Vijayawada, September 01, 2017: IndiaFirst Life Insurance Company Limited, one of India's youngest and fast growing insurers and a joint venture between Bank of Baroda, Andhra Bank and Legal & General (UK), inaugurated two new branches in Rajahmundry and Vijayawada respectively in Andhra Pradesh. The inauguration was graced by Mr. Mohit Rochlani, Director- IT & Operations, IndiaFirst Life Insurance Co. Ltd.; and Mr. GSV Krishna Rao, Circle General Manager, Vijayawada, Andhra Bank.

With this, Andhra Pradesh will have a total of 3 branches of IndiaFirst Life Insurance in key locations such as Vishakhapatnam, Vijayawada and Rajahmundry. Besides the Company has a corporate agency tie-up with Chaitanya Godavari Grameena Bank (CGGB) in Guntur to reach out to its customers in over 106 branches across three districts of the hinterland of Andhra Pradesh.

Mr. Mohit Rochlani, Director- IT & Operations, IndiaFirst Life Insurance Co. Ltd., said, "We are happy to open two new branches to strengthen our distribution network to penetrate deeper into the high potential State of Andhra Pradesh. This will help us get closer to customers, who can access our wide suite of products addressing specific needs; viz., protection, retirement, savings and wealth."

Mr. GSV Krishna Rao, Circle General Manager, Vijayawada, Andhra Bank, said, "We are happy to partner with IndiaFirst Life in offering simple & easy-to-understand insurance products to our customers and also to create awareness to the potential customers. Vijayawada, a fast growing metropolis, and Rajamundry, a cultural hub, offer several opportunities for selling insurance products and services. People in these regions can now access cutting-edge technology, tailor-made products and personalized insurance advisory."



About IndiaFirst Life Insurance Co. Ltd.

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 Rs.10,858 crore of assets under management as of 31st March, 2017.

For details please visit: www.indiafirstlife.com;