

## KVGB partners with IndiaFirst Life Insurance to offer simple insurance

July 14: Karnataka Vikas Grameena Bank has entered into an agreement with private sector insurance firm IndiaFirst Life Insurance for providing simple insurance to its customers.

Under the IndiaFirst group term plan, the lender will provide insurance to its recurring deposit (RD) customers. It proposes to offer insurance services to 10,000 people in the current financial year.

The partnership will assist the bank to provide a complete range of financial products, KVGB's chairman Ashok Reddy Nukala said.

The bank is hopeful that the offering will be a significant factor in the rise of its overall business in the long period, Nukala added.

The lender operates a branch network of 545. It has a customer base of 2 million, of which 11,000 are RD account holders.