

IndiaFirst Life Insurance launches "Happy India"

IndiaFirst Life Insurance announced the launch of "Happy India" – a social change initiative for children in the age group of 11-16 years as part of the Company's fifth anniversary celebrations - by Mr Mohit Rochnali, Chief Marketing Officer, IndiaFirst Life Insurance. 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.