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UPDATE: (IndiaFirst Life Insurance)

New MD & CEO



Senior BFSI professional Ms. R. M. Vishakha will take over as the new Managing Director and CEO at IndiaFirst Life Insurance Company tomorrow. Ms. Vishakha has a very successful track record of over 25 years in the financial services industry. Her last assignment was as Director Sales & Marketing in a leading bancassurance led life insurance company. Prior to that, Ms. Vishakha, was Chief Business Officer at IndiaFirst Life Insurance. The previous assignments of Ms. Vishakha include a rich experience across public as well as private companies, setting up bancassurance channel for one of the early adapters to being part of a start-up. Ms. Vishakha said on her new assignment, "I am delighted to be returning to IndiaFirst Life Insurance. I truly believe the company has tremendous potential to reach out to customer's pan-India, with a distribution base of over 6000 partner bank branches and strong multi channel strategy. With simple, easy to understand products that are tailored to meet various needs across life stages and income brackets, we will continue to focus on placing our customers 'First' in everything we do.