

## **IndiaFirst Life Insurance steers road safety initiative ahead**

IndiaFirst Life Insurance Company has launched the second phase of its corporate social responsibility endeavour, AutoLife, to promote road safety in association with the Federation of Automobile Dealers' Association (FADA).

As part of the initiative, AutoLife will now develop an online community of AutoLife members who enrol voluntarily by walking into automobile showrooms and taking a pledge.

They would get a username and password to log in to the AutoLife portal which would have many learning interactions and events on driving safely and happily on the roads.

“AutoLife is actually a way of life. It’s not about being enthusiastic about your automobiles, but also on safety,” P. Nandagopal, Managing Director and CEO, IndiaFirst Life Insurance said at the launch here on Saturday.

Mohan Himatsingka, President of FADA, said automobiles dealers should work together with other stakeholders to promote road safety.

In the first phase of the AutoLife launched last year, IndiaFirst tied up with automobile dealers to promote the initiative.