

IndiaFirst launches 2nd phase of AutoLife

Ahmedabad,

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 show-rooms and taking a pledge.

They would get a username and password to login 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 function held here.

There is a need to promote simple yet vital aspects like sticking to lanes on roads and avoiding use of high-beam headlights in cities.

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