

IndiaFirst launches 2nd Phase of its Social Responsibility Initiative

Business Reporter, Bhopal

IndiaFirst Life Insurance, a joint venture between two public sector banks - Bank of Baroda and Andhra Bank along with UK's risk, wealth and investment company Legal & General today announced launched the second phase of their social responsibility initiative AutoLife.

The announcement was made by Dr. P. Nandagopal, Managing Director & CEO, IndiaFirst Life Insurance in the presence of Mr. B Venkateswarlu, joint transport commissioner (Enforcement and Road Safety), Andhra Pradesh.

The event was also

graced by Shri Mohan Himatsingka, President, FADA and Shri KV S Prakash Rao, Vice President, FADA.

"Being in the business of Life makes us all the more aware about how precious life is. With stress levels increasing by the day, the patience levels amongst motorists have been decreasing at an alarming rate" said Dr. Nandagopal.

He further added, "Autolife is an exclusive club of like-minded people who aim to make our chaotic roads safer through responsible driving. AutoLife for us is not just a philosophy; it's a way of life. It's not only about being enthusiastic about your

automobiles but also about safe driving. It is about respecting human life."

As per figures recorded by the National Crime Records Bureau 2011, accidents have been showing a rising graph with 2.2% more deaths reported in 2011 than in 2010. Worryingly, the World Health Organization predicts that road accidents will become India's third biggest killer by 2020.

AutoLife is an initiative which will endorse healthy practices on the road. It will encourage good road behavior such as avoiding noise pollution by no unnecessary honking, reducing accidents by no overtaking from the left and no

driving with high beam headlights in the city. This is a corporate social responsibility initiative by IndiaFirst and will be a sustained program.

AutoLife has been launched in association with FADA.

"FADA and the auto dealer fraternity stand committed to promote the twin concept of Clear Environment and Safe Motoring for sustainable growth of automotive market in India. We extend our unstinted support to the AutoLife initiative, as the initiative would go a long way in creating awareness and inculcating safe driving habits among the vehicle users" said Shri Himatsingka.