

### **IndiaFirst Life plans to ramp up presence in Maharashtra**

Private life insurer IndiaFirst Life has said that it plans to ramp up its presence in Maharashtra as part of its long-term growth strategy. The company aims at 20 per cent growth in FY 2014-15.

“India’s second most populous state, Maharashtra has been a crucial market for us since inception. In spite of being considered an industrial hub, Maharashtra still has a large population dependent on agriculture. This mix provides us with challenging opportunities,” said Kamalakar Sai, Director-Sales, IndiaFirst Life.

The company has covered 9.42 lakh lives and garnered approximately Rs 881 crore of business in Maharashtra since inception.

IndiaFirst Life registered 28 per cent growth in FY 2013-14. It has covered over 2.70 million lives and has Rs 6,500 crore of Assets Under Management (AUM) at the end of the financial year 2013-2014.