

IndiaFirst Life embarks on aggressive growth plan in Delhi

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IndiaFirst Life announced plans to ramp up its presence in the state as part of its long-term growth strategy. The company is aiming at a 20% growth in FY 2014-15.

“The Capital of the country has been a crucial market for us since inception. Being a metropolitan city, Delhi has a strong and vibrant economy providing exciting possibilities,” said Kamalakar Sai, Director Sales, IndiaFirst Life.

The company has covered 0.8 lakh lives and garnered approximately INR 213 crore of business in Delhi since inception.

Sai further added, “Being backed by two large public sector banks is an added advantage for us. Today we are present in the capital through 173 Bank of Baroda and Andhra Bank branches.”

IndiaFirst Life recorded another successful year in FY 2013-14, growing by 28%. It has covered over 2.70 million lives and has INR 6500 crore of Assets Under Management (AUM) at the end of the financial year 2013-2014.

The Company has always strived to use technology innovatively thereby providing ‘true’ customer delight. Being amongst the first to offer policies in a dematerialized format, on-the-spot policy issuance through MagicBoard, instant 2-swipe Health Claim Card, personalized Picture Policy Packs etc., are some of its initiatives.