

**R M Vishakha named IndiaFirst Life CEO**

IndiaFirst Life Insurance has appointed R M Vishakha as its new managing director and chief executive officer. Prior to this, Vishakha was the head of sales and marketing at Canara HSBC OBC Life Insurance. She has also served as chief business officer at IndiaFirst Life Insurance. On her new assignment, Vishakha said, "I am delighted to be returning to IndiaFirst Life Insurance. I truly believe the company has tremendous potential to reach out to customers across India, with a distribution base of over 6,000 partner bank branches and strong multi-channel strategy." IndiaFirst Life Insurance has over ₹7,500 crore of assets under management as on September 30, 2014. **BS REPORTER**