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Rushabh Gandhi joins IndiaFirst Life Insurance as director, sales and marketing

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IndiaFirst Life Insurance has announced the appointment of Rushabh Gandhi as the new director of sales and marketing. Gandhi comes on board with a rich experience spanning two decades in the banking and finance sector. His entry marks a new level of growth within the company in the domain of sales and marketing.

RM Vishakha, managing director and chief executive officer, IndiaFirst Life Insurance, says, "We are happy to welcome Rushabh on board to further strengthen our sales and marketing team. We are confident that his rich experience will help the company to attain greater heights from the current pace of growth."

On his appointment, Gandhi says, "I am delighted to accept this new challenge and opportunity. IndiaFirst Life Insurance is one of the fastest growing companies in the life insurance industry and has an energetic and result-oriented team. It will be my endeavour to ensure that the company plays a meaningful role in the penetration of insurance into new markets across the length and breadth of the country."

The company, meanwhile, claims to be present in over 1,000 cities across the country through 8500 partner bank branches.