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IndiaFirst Life Insurance names Rushabh Gandhi as Dir, Sales & Marketing

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IndiaFirst Life Insurance has appointed senior BFSI professional Rushabh Gandhi as Director - Sales & Marketing. Gandhi, comes with an experience of over 20 years in the financial services industry across various life insurance and banking organizations.

Welcoming Gandhi aboard, Ms. R M. Vishakha, Managing Director & CEO IndiaFirst Life Insurance said "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."

Gandhi said: "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."

IndiaFirst Life Insurance is today one of the fastest growing life insurance companies, having covered over 7.9 million lives amounting to over INR 8000 crore of AUM as on March 31, 2015.

The company today has the potential to reach out to diverse customer segments across the country, with a distribution base of over 7000 partner bank branches and strong multi-channel strategy. With simple, easy to understand products that are tailored to meet various needs across life stages and income brackets, the IndiaFirst Life Insurance believes in keeping its customers 'First'.