



Outstanding leadership

R.M. Vishakha, MD and CEO, **IndiaFirst Life Insurance**, was honoured with the 'Individual Achievement' award at the ASSOCHAM Insurance Excellence Awards ceremony held in Kolkata recently. The ceremony was part of the National conclave on "The Changing Dynamics of Insurance", by ASSOCHAM. "I'd truly like to thank ASSOCHAM for recognising my

contribution to the industry. My journey has been a challenging yet fulfilling one, guided by one simple philosophy of constant enhancement to bring value and convenience to every layer of the social pyramid, in the true sense," said Vishakha. The Individual Achievement Award evaluated aspects around outstanding leadership qualities displayed throughout one's career

including major initiatives, improvements and successes in business and the market. Vishakha has successfully infused the 'customer first' philosophy at IndiaFirst Life Insurance. Mass-market financial awareness endeavours, together with the creation of efficiently serviced micro-insurance products are some of the key differentiators developed under her leadership. ♦