



Press Release

For Immediate Release

IndiaFirst Life Insurance launches “Predictify”

An application based insurance sales platform

Mumbai, 22nd May, 2018: IndiaFirst Life Insurance Company Limited, one of India’s fast-growing insurers and a joint venture between Bank of Baroda, Andhra Bank and Legal & General (UK), has launched an interactive tool for its sales force called **Predictify**. This tool will enable the sales team of IndiaFirst Life Insurance to recommend the right product at the right price, based on the needs of the customer.

Commenting on this tie-up **Mr. Rushabh Gandhi, Director, Sales and Marketing, IndiaFirst Life Insurance Company** said, “Predictify is a recent addition to the IndiaFirst Life Integrated Insurance Sales Platform and is linked with other applications like Actify (Lead and Activity Management system) and RAPID (New Business sourcing system) which are internally used to process an insurance policy.”

The application can be accessed via Desktop as well as on Mobile. It has inbuilt custom rules which enable it to recommend what product / ticket size should be sold to each customer.

“Predictify will eliminate the scope of any biased recommendation, as this application offers customized insurance solutions using data analytics and artificial intelligence.” **He added.**

In the recent past IndiaFirst life has launched applications such as Connectify, Wealthify, Actify and RAPID along with a chat-bot for its salesforce called IRIS.

About IndiaFirst Life Insurance

Headquartered in Mumbai, IndiaFirst Life Insurance, with a paid-up share capital of INR 625 crore, is one of the country's youngest life insurance companies. It is promoted by two of India's largest public-sector banks - Bank of Baroda and Andhra Bank along with UK's leading risk, wealth and investment company Legal & General. Bank of Baroda holds a 44 percent stake in IndiaFirst, while Andhra Bank and Legal & General hold a 30 percent and 26 percent stake respectively. IndiaFirst believes it can differentiate itself through simple, easy to understand products that are fairly priced and efficiently serviced. Today, IndiaFirst Life is present in over 1,000 cities and towns across the country through 10,000+ points of sale. The company has garnered over INR 12,622 crore of assets under management (AUM) as on March 31, 2018. For details please visit: www.indiafirstlife.com

For Media Queries, please get in touch with

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