



Press release

For Immediate Publication

IndiaFirst Life Insurance inaugurates its new branch in Bareilly

Bareilly, March 1st, 2019: IndiaFirst Life Insurance, promoted by Bank of Baroda and Andhra Bank, inaugurated its new branch in Bareilly today. The branch was inaugurated by Ms.RM Vishakha, MD & CEO, IndiaFirst Life Insurance Co. Ltd and Shri S. K. Arora, General Manager- Bareilly Zone, Bank of Baroda.

Ms. RM Vishakha, MD & CEO, IndiaFirst Life Insurance Co. Ltd, said, “We, at IndiaFirst Life, have had a presence in Uttar Pradesh since our inception and have catered to the customers at Bareilly through our partner bank branches. Now, taking a step forward, we are excited to further strengthen our presence in Bareilly, a city that features amongst the ambitious 100 smart city lists in India, by opening a full-service branch of IndiaFirst Life. This not only signifies our expansion goals but is an important step that will help augment our offering and customer service capabilities, in Uttar Pradesh.”

IndiaFirst Life Insurance offers wide suite of products to address the specific needs of protection, retirement, savings and wealth creation. “Our core strategy is to keep up the growth rate through strong client relationships, focused product development and leveraging technology for process enhancement.” **she added.**

This branch shall facilitate customized investment solutions and personalized insurance advisory, spreading awareness for better risk management.

Shri S. K. Arora, General Manager - Bareilly Zone, Bank of Baroda said, “We are excited to add IndiaFirst Life presence to the dynamic city of Bareilly. IndiaFirst Life offers simple & easy-to-understand insurance products to our customers, through best-in-class digital infrastructure. It is encouraging to see more and more individuals understanding the value of risk protection and see insurance products getting more affordable and accessible to all sections of the society. IndiaFirst life products are well-suited to provide enhanced savings offering a combination of income and financial protection to customers”.



About IndiaFirst Life Insurance Company Ltd:

Headquartered in Mumbai, IndiaFirst Life Insurance, with a paid-up share capital of INR 625 crores, 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, which hold 44 percent and 30 percent stakes in the company, respectively. Carmel Point Investments India Private Limited incorporated by Carmel Point Investment Ltd, a body corporate incorporated under the laws of Mauritius and owned by private equity funds managed by Warburg Pincus LLC also holds 26 percent stake in IndiaFirst Life.

The company's key differentiator is its 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;