



IndiaFirst Life observes Insurance Awareness month

Life insurance service camps conducted across 50 locations in India

Mumbai, June 27, 2019: IndiaFirst Life Insurance, promoted by Bank of Baroda and Andhra Bank, successfully carried out a life insurance awareness drive through the month of June 2019, to commemorate the National Insurance Awareness Day. As a part of this drive, the company conducted 50 service camps pan-India, at the partner bank branches - Bank of Baroda (BoB) and Andhra Bank (AB).

Spreading awareness on Life Insurance, IndiaFirst Life took this initiative to bring risk protection to every strata of the social fabric, in-line with the Insurance Regulator Development Authority of India (IRDAI) mission.

Commenting on this awareness initiative, **Rushabh Gandhi, Deputy CEO, IndiaFirst Life Insurance**, said, "We understand our responsibility as a life insurance entity in making an impact by strengthening the awareness of insurance, to the last mile customers. Our focus is to ensure IndiaFirst Life presence in 100% pin-codes of India - not only by selling but by providing all these customers with best-in-class service."

The drive covered 50 camps across 18 states in the country, with a view to educate its attendees on the basics of life insurance. In addition, during these camps the company resolved many queries on-ground and primed the importance of persistency and seamless claims, to the patrons.

"In this FY 20, IndiaFirst Life endeavors to spread its service camp footprint to 720 locations across 3700 bank branches.", **he added.**

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. The company has garnered over INR 15,000 crore of assets under management (AUM), as on March 31, 2019.

For details please visit: www.indiafirstlife.com