

Press release



## IndiaFirst Life announces appointment of Sonia Notani as Chief Marketing Officer

**Mumbai, May 8<sup>th</sup>, 2019:** IndiaFirst Life Insurance Company Ltd, promoted by Bank of Baroda, Andhra Bank, announced the elevation of Ms. Sonia Notani to the position of Chief Marketing Officer, effective May 1, 2019.

As a Chief Marketing Officer, Sonia will spearhead the company's Marketing, Products, Customer Experience, PR, Strategic Alliances, Direct & Digital Sales functions.

Commenting on this, **R M Vishakha, Managing Director & CEO IndiaFirst Life Insurance**, said, "Sonia has been instrumental in the advancement of IndiaFirst Life Insurance, bringing innovative and challenging ideas into the system. She has always been an integral part of strategic initiatives undertaken by the company. With her far-sighted vision and the ability to build robust teams, she aligns with company's long-term objective."

Sonia Notani is a founding member of IndiaFirst Life Insurance and one of the key Management Committee members of IndiaFirst Life Insurance. In her decade long stint, she has handled a well-rounded portfolio across functions and verticals. In her earlier profile as the Chief Strategy Officer (CSO) at IndiaFirst Life Insurance, she was closely associated with key decisions and initiatives undertaken by the company, since its inception. Prior to this, she was handling the portfolio of Products, Strategy, Analytics, Strategic Alliances and PR for the company in capacity of Chief Strategy Officer.

On her ascension, **Sonia Notani, Chief Marketing Officer, IndiaFirst life Insurance** said, "I am pleased and excited at being given this opportunity. We are committed to building a valued brand supported by innovative products, strengthened awareness and holistic customer experience platforms, while sustaining long-lasting relationships with our stakeholders. With newer challenges that constitute the new responsibilities, the "CustomerFirst" ideology will continue to be at the heart of every endeavour."

Congratulating her, **Vishakha added**, "At this pivotal juncture, this development will help bring us inch closer towards company's stated vision of being amongst the most trusted and valued companies in the life insurance space. I wish her even more success in her role."

### **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](http://www.indiafirstlife.com)