

► Boss Lady

AT THE AGE of 29, R M Vishakha was not given a job in the financial servicing space in the private sector since the recruiter did not want to employ women at child



bearing age. And at the age of 49, she was not given a job because she would be a distraction to the board.

Today, Vishaka is not only the MD and CEO of IndiaFirst Life Insurance Company Ltd but also the first woman CEO in the life insurance sector after over 25 years of experience in the insurance sector. A commerce graduate and a Chartered Accountant, she is a Fellow of the Insurance Institute of India. Vishaka is a recognised figure in the Indian BFSI (Banking Financial Service and Insurance) domain today, known for her result-oriented leadership approach toward challenging assignments including start-ups, restructuring and reorganisation.

As an MD and CEO, she has raised the bar of her company to a higher ground. In her tenure, IndiaFirst witnessed a 43 percent jump in the individual annual premium equivalent (APE) on a y-o-y (year-on-year) basis with a new retail premium collection of 575 crore by the end of the fiscal year 2018.

With a special focus on bancassurance (selling of life insurance and other insurance products), Vishakha has brought into being the first ever retail bank assurance model. She was also the recipient of the CA Business Leader-Woman Award from ICAI (Institute of Chartered Accountants of India). She was also among the distinguished finalists at the 15th Asia Business Leaders Award 2016 and for the 12th edition of the India Business Leaders Award 2017, acknowledging her amongst the remarkable business leaders in Asia and India, respectively.