

Media Release

IndiaFirst Life supports Pushkar Sharma's Goal of Becoming A Cricketer Sponsors the Former U16 Mumbai Team Player to Secure the Certainties of His Life

Mumbai, 16 December 2020: IndiaFirst Life Insurance Company Limited (IndiaFirst Life), promoted by Bank of Baroda and Union Bank of India, has announced sponsorship to one of its former employees, and the former Captain of Mumbai Under-16 cricket team, Pushkar Sharma. The company has decided to assist an emerging star in the world of cricket by financially backing him to reach his highest potential. Pushkar, being a forever hardworking and determined person, had to face the biggest test of his life when his father passed away. Even while grieving on father's loss and situation of the family, he did not give up on cricket. He got an opportunity to work with IndiaFirst Life where he could work and play for the company together. His dream is to be a national cricketer and play for India in times to come.

Keeping #EmployeeFirst philosophy at the core of its human capital initiatives, IndiaFirst Life has pledged to support Pushkar Sharma to compete and be eligible for regional and international tournaments over the course of five years.

Praveen Menon, Chief People Officer, IndiaFirst Life Insurance Company Limited said, "It's a pleasure to see employees with various skills fighting all odds to pursue their passion. The perspective these young talents bring to the table is so unique and persevering. We are immensely proud of Pushkar's commitment towards the game. We are glad to be a part of his journey from the beginning. IndiaFirst Life will continue to support and nurture its in-house talents to follow their passion and grow beyond the professional realms."

Pushkar Sharma said, "I am grateful to be a part of IndiaFirst Life, a company that has not only encouraged my talent. The organisation has helped me in my initial days to believe in myself and reach at stage that I am at today. IndiaFirst Life has always celebrated and championed strong and upbeat employees. I am excited and I hope to define what that means to a new generation of possibilities."

As a part of their on-going commitment to support growth, Pushkar's former team at IndiaFirst Life played a big role in honing his skills and guiding him with first-rate training and expertise. To encourage this young talent with passion and skills for the sport, senior management at IndiaFirst Life supported Pushkar's grassroot level development. This opened up several opportunities in the field of cricket for him.

Pushkar debuted with Mumbai Under-16 Team in the year 2014-15, where he scored a half-century against Gujarat. Currently, Pushkar Sharma is working as a Marketing Manager in Hirani Telecom Ltd in Kenya and playing for the Ruaraka Sports Club as a Captain and is expected to be part of the Kenya team in couple of months.

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About IndiaFirst Life Insurance Company Ltd:

Headquartered in Mumbai, IndiaFirst Life Insurance Company Limited (IndiaFirst Life), with a paid-up share capital of INR 663 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 Union Bank of India, which hold 44% and 30% 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, New York, United States also holds 26% stake in IndiaFirst Life. The company's key differentiator is its simple,



easy-to understand products that are fairly priced and efficiently serviced. For details, please visit <https://www.indiafirstlife.com/>

For Media Queries:

IndiaFirst Life Insurance Company Ltd	Genesis BCW	
Manalii Ajmera	Sukriti Kumar	Saroj Gupta
M: 7045591384	M: 9833252547	M: 8291846169
E: Manalii.Ajmera@indiafirstlife.com	E: Sukriti.Kumar@genesis-bcw.com	E: Saroj.Gupta@genesis-bcw.com