



IndiaFirst Life appoints Atri Chakraborty as the Chief Operating Officer and Sankaranarayanan R as the Chief Technology & Data Officer

Mumbai, July 08, 2020: IndiaFirst Life Insurance Company Limited (IndiaFirst Life), promoted by Bank of Baroda and Union Bank of India, has appointed **Atri Chakraborty** as its **Chief Operating Officer (COO)** and **Sankaranarayanan R** (Sankar) as its **Chief Technology & Data Officer (CT&DO)**. Both took charge of their respective roles at IndiaFirst Life in July 2020.

Congratulating the newly appointed, **RM Vishakha, MD & CEO, IndiaFirst Life Insurance Company Limited** said, “We welcome aboard our new COO – **Atri Chakraborty** and CT&DO – **Sankaranarayanan R**. Atri brings with him a wealth of operational management experience, specifically in the insurance domain. We are happy to have a steady hand at the operational helm as we continue to expand our business and broaden our customer base. Sankar joins IndiaFirst at an important growth juncture as we seek to boost our digital efficiencies. In addition to overseeing IT, he will ensure that our data and technology initiatives, resources, and investments support our mission of making insurance accessible to all. We believe that both Atri and Sankar will create value for our stakeholders through innovations and disruptions in their respective domains.”

As the Chief Operating Officer (COO), Atri Chakraborty will oversee the entire gamut of designing, implementing and managing business operations. He is responsible for Distribution & Branch Operations, Customer Service, New Business & Underwriting and Claims. With over 26 years of rich and diversified experience in the BFSI sector, Atri has dedicated 17 years plus in the insurance domain. Over the years he has been successful in transforming service delivery, achieving process excellence, facilitating digital transformation, synchronising program management, and overseeing operations management during his tenure at various organisations.

As the Chief Technology and Data Officer (CT&DO), Sankaranarayanan R (Sankar) will drive the digital, data and technology disruptions at the organisation. His role encompasses handling Information Technology, and Data & Analytics function covering aspects of Applications, Infra & IT Security and Analytics. With a career spanning over 25 years in the insurance sector, Sankar has spearheaded technology and operations in India and abroad. He specialises in digital and technology implementation.

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About IndiaFirst Life Insurance Company Ltd:

Headquartered in Mumbai, IndiaFirst Life Insurance, 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	AdFactors PR
Manallii Ajmera	Abhishek Chawande
M: 7045591384	M: 9664516774
E: manallii.ajmera@indiafirstlife.com	E: abhishek.chawande@adfactorspr.com