

IndiaFirst picks up top 25 teams for Happy India project

6 Teams from Vijayawada made it in the top slot

Vijayawada, January 22, 2015: IndiaFirst Life Insurance, which has embarked on a unique Happy India project to encourage young change makers, has picked up the Top 25 teams from across the country after a tough screening process which has seen over 15,000 students participating. 6 teams from Vijayawada: Swachh Raksha Yojana from Nalanda Vidya Niketan Vasantha Campus, The Advent and Nations Crown from Atkinson Ss School, Inspiration from H. M. K. High School, Dream Clean and Happy India from Kcp Siddhartha and Quick Quizzers from Flora English School figure among the top 25 teams selected. The teams presented their ideas on Health, Environment, Education and Child Development.

Happy India received 1042 ideas from students between 11 to 16 years old with focus on key areas such as Education, Health, Energy Conservation, Security, Environment Protection and Financial Inclusion.

The initiative is being supported by Bank of Baroda and Andhra Bank, while the validation and process authentication is being overlooked by KPMG in India – Process Evaluators, the Knowledge Partners.

Each of the top 25 teams is being given a grant of INR 50,000 enabling these young change makers to create the change they dreamt of during the idea presentation stages. These teams will be mentored by industry stalwarts – innovators, social scientists and authors during the entire implementation phase and they include prominent names such as Mr. Pramod Lele, former MD & CEO - Hinduja Hospitals, Mr. Tamal Bandyopadhyay, Consulting Editor, HT Media, Mr. SV Divvaakar, IIT Delhi Alumnus, Ms. Disha Chhabra, IIM Calcutta Alumni, Ms. Mrinalini Kher, Founder of Yuva Parivartan. Mr. Rajan Surve, Senior General Manager, Mahindra & Mahindra Limited, Mr. Anurag Garg, engineering graduate from BVCOE, and Mr. Naveen Kanchnath Vice President, RPG Group.

Announcing the final 25 team list, **Mr. Mohit Rochlani, Chief Marketing Officer IndiaFirst Life Insurance** said “We are overwhelmed by the response from school students across the country. Our hearty congratulations to all the 6 teams – we are confident of the city of Vijayawada supporting these students in their endeavor.”



He further added, “The enthusiasm and talent that was witnessed during the presentations of ideas was truly inspiring. Through Happy India, our endeavour is to involve the future generation in the nation building activity. We hope this small step from IndiaFirst will lead to a big leap forward for the next generation.”

IndiaFirst will hold a Happy India national conclave in February when the 25 teams will showcase their projects to the audience of corporate honchos and key public figures.

The efforts of these students will also be imprinted in the ‘Young Change Makers’ compendium jointly created by IndiaFirst and Shristhi Publishers, inspiring future change. The compendium will also feature the Mentor’s perspective on the idea i.e. its impact post-implementation and ways in which this idea can lead to building a Happy India.

About IndiaFirst Life Insurance

Headquartered in Mumbai, IndiaFirst, with a paid-up share capital of INR 475 crore, 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 along with UK's leading risk, wealth and investment company Legal & General. Bank of Baroda holds a 44 percent stake in IndiaFirst, while Andhra Bank and Legal & General hold a 30 percent and 26 percent respectively.

IndiaFirst believes it can differentiate itself through simple, easy to understand products that are fairly priced and efficiently serviced.

Today IndiaFirst Life is present in over 1000 cities and towns across the country through 6000 partner bank branches. The company has covered over 2.7 million lives and have over INR 7.500 crore of AUM as on September 30, 2014.

Journey So Far

- One of the fastest growing life insurance company in the country. Moved from 23rd position to 8th position amongst private life insurers.
- Defied industry trend – grew by 28% in terms of new business premium at the end of FY 2013-14
- Over Rs.7,500 crore of AUM – ensuring superior risk adjusted returns. Have consistently outperformed our benchmark indices
- Over 2.7 million lives covered
- Wide network with 6000 touch points across 1000 cities and towns
- Over 31 awards won in a span of 5 years including three consecutive Celent Asia Awards
- Ranked amongst the Top 100 Great Places to Work

A Joint Venture of



Notes:

1. Ranked 8th position amongst private life insurers for new business premium. As per the IRDA website.
2. INR 7500 crore of AUM and 2.7 million lives as on September 30, 2014

For More Details

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