

Media Release

IndiaFirst Life Insurance Continues to Serve and Care Amidst Novel Covid-19

Business Continuity Plan (BCP) revolves around its #CustomerFirst and #EmployeeFirst ideologies

Mumbai, March 25, 2020: These are extraordinary times that call for extraordinary measures. As India fights back Covid-19 through government run measures and with the support of citizens of India, IndiaFirst Life Insurance, promoted by Bank of Baroda and Andhra Bank, ensures continued and seamless service to its policyholders and customers. With a robust Business Continuity Plan (BCP) in place, the organisation is optimising alternate modes including digital, IVR and telephones to connect with both internal and external stakeholders.

Vishakha RM, MD & CEO, IndiaFirst Life Insurance said, “The #CustomerFirst and #EmployeeFirst ideologies, together, form the nucleus of IndiaFirst Life Insurance. In testing times like these, the safety and well-being of our customers and employees is our top priority. We have moved to a complete Work From Home (WFH) policy, yet we are fully operational and serving our customers across channels electronically and digitally. The infrastructure readiness coupled with adoption of some of the best industry practices enabled IndiaFirst Life to take proactive measures at the right time.”

IndiaFirst Life has ensured optimal operations with customer satisfaction through digital modes by taking the following pro-active measures:

1. Setting-up of processes to enable faster claim settlements electronically, especially in the affected areas
2. Announcing that all Life Insurance policies issued and valid as on date on event, covers the event of unfortunate death due to COVID-2019 illness.
3. Providing extension of grace period for payments due in the month of March 2020 (for areas where government has declared lockdown). Additionally, in case of late payment, penalty / interest rate is waived off for 30 days
4. Updating official website of IndiaFirst Life Insurance with information related to working offices, and arrangements made for alternate modes to pay premiums, renew policies, settle claims, and lodge requests among others
5. Communicating regular updates to customers and policy holders via e-mails, SMSs, and calls (if necessary)
6. Requesting customers to use the self-service options and digital modes to their advantage and avoid in-person meetings:
 - IVR: 1800-209-8700
 - Chatbot IRIS: www.indiafirstlife.com
 - WhatsApp Bot: 022- 62749898
 - Customer Portal: www.indiafirstlife.com
 - Pull SMS: Policyholder to send SMS to 92444 92444
 - Fund <Policy No> - For fund value information
 - Policy <Policy No > - For Policy detail

IndiaFirst Life Insurance is taking calls keeping in mind the health and safety of our customers & employees. We are equally aware of our social responsibility to support Government measures to control the spread of the pandemic. IndiaFirst Life Insurance is rigorously following the instructions issued by IRDA to ensure complete support to its customers.

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About IndiaFirst Life Insurance Company Ltd:

Headquartered in Mumbai, IndiaFirst Life Insurance, with a paid-up share capital of INR 635 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 43.30 percent and 29.53 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 27.17 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 <https://www.indiafirstlife.com/>

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