



Press release

For Immediate Publication

**IndiaFirst Life Insurance inaugurates its new Branch in Patna, Bihar**

*Offering variety of Products across 300 Outlets in the state*

**Patna, September 13, 2017:** IndiaFirst Life Insurance Company Limited, one of India's youngest and fast growing insurers and a joint venture between Bank of Baroda, Andhra Bank and Legal & General, UK, inaugurated its new branch in Patna today. The branch was inaugurated by Mr Rushabh Gandhi, Director- Sales & Marketing, IndiaFirst Life Insurance Co. Ltd.; members from Bank of Baroda, Patna including Mr Deb Brata Mukhopadhyay, General Manager (Patna), and Mr B. K. Sinha, Deputy General Manager. (Patna); and Ch Srinivasan Sastri, Deputy General Manager, (Patna) from Andhra Bank.

With this rollout, the state of Bihar will have a total of over 300 outlets of IndiaFirst Life Insurance, including 236 branches of Bank of Baroda and 67 branches of Andhra Bank.

Mr Rushabh Gandhi, Director- Sales & Marketing, IndiaFirst Life Insurance Co. Ltd., said, "We are happy to announce that IndiaFirst Life Insurance is strengthening its presence in Bihar by inaugurating a dedicated branch in Patna. Bihar is the 3rd most populous state in the country with the highest population density. This branch will help us get closer to our customers in the state. It has always been our endeavour to maximise life insurance penetration, and this new branch will play a meaningful role in making that happen."

Mr Deb Brata Mukhopadhyay, from Bank of Baroda said, "IndiaFirst Life is a key partner in offering simple & easy-to-understand insurance products to our customers, and also in creating awareness to the potential customers. Widening of insured population will give a boost to the economy overall and make the



insurance products affordable and accessible to all sections of the society. People in Bihar can now avail cutting-edge technology, tailor-made products and personalized insurance advise.”

### **About IndiaFirst Life Insurance Co. Ltd.**

Headquartered in Mumbai, IndiaFirst Life Insurance, with a paid-up share capital of INR 625 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 stake 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 1,000 cities and towns across the country through 10,000+ points of sale. The company garnered over Rs.10,858 crore of assets under management as of 31st March, 2017.

For details please visit: [www.indiafirstlife.com](http://www.indiafirstlife.com);

For more information:

[Shuporna.chakraborty@indiafirstlife.com](mailto:Shuporna.chakraborty@indiafirstlife.com)

+91 22 33259752

Abhishek Chawande, Adfactors PR, M: 9664516774, 9820670345, 9820531932

E-mail: [abhishek.chawande@adfactorspr.com](mailto:abhishek.chawande@adfactorspr.com)