

Press Release

IndiaFirst: Moving towards safer roads through AutoLife

- Taking AutoLife closer to people – working towards road safety
- Will work towards creating better awareness about road safety through on ground activations, tying up with automobile dealers and online incentivization
- Nearly 375 lives are lost to road accidents everyday in India - around 1,284 persons injured
- Partners with 13 automobile dealers 10 cities

5th, September, 2012: IndiaFirst Life Insurance, a joint venture between 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 today announced their commitment towards road safety through Autolife.

The announcement was made by **Dr. P. Nandagopal, Managing Director & CEO, IndiaFirst Life Insurance.**

“The best word to describe today’s road scenario is *Chaotic*. With stress levels increasing by the day, the patience level amongst motorists has been seen decreasing at an alarming rate. Being in the business of insuring ‘Life’ makes us all the more aware about how precious *Life* is. AutoLife for us is not just a philosophy; it’s a way of life. It’s not only about being enthusiastic about your automobiles but also about safe driving. It is about respecting your life and the lives of people around you.”

As per figures recorded by the National Crime Records Bureau 2011, accidents have been showing a rising graph with 2.2% more deaths reported in 2011 than in 2010. Worryingly, the World Health Organization predicts that road accidents will become India’s third biggest killer by 2020.

AutoLife is an initiative which will endorse healthy practices on the road. It will encourage good road behavior such as avoiding noise pollution by no unnecessary honking, reducing accidents by no over taking from the left and no driving with high beam headlights in the city. This is a corporate social responsibility initiative by IndiaFirst and will be a sustained program.

IndiaFirst is launching AutoLife in three phases. Phase I includes its tie ups with automobile dealers. Phase II will include tying up with the RTO and developing an online community of AutoLife members. This community will help members meet, interact and organize/ promote safe driving initiatives and ideas in their respective areas. Phase III

will include getting AutoLife members and the RTO in matching areas work on critical road safety issues facing the specific town/ city. This will be an active project that will be initiated and executed by AutoLife members but supported and overseen by the RTO.

Note to the Editor

1. AutoLife is a pure Social Responsibility Initiative of IndiaFirst Life Insurance
2. It is not linked to any insurance sale at the automobile dealer showroom
3. Other social responsibility initiatives include – partnering with HelpAge to provide medical care to the elderly in Mumbai, regular blood donation camps, contribution to NGOs on all staff birthdays, flag collection (respecting our flag) activity on Independence Day and Republic Day etc. For further details you may log onto <http://www.indiafirstlife.com/web/about/csr>

About IndiaFirst Life Insurance

Headquartered in Mumbai, IndiaFirst, which is capitalized at Rs. 605 crore, is the country's youngest life insurance company 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 per cent stake in IndiaFirst, while Andhra Bank and Legal & General hold a 30 per cent and 26 per cent stake respectively.

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