



IndiaFirst Life elevates Dr. Poonam Tandon as the Chief Investment Officer

Mumbai, August 06, 2020: IndiaFirst Life Insurance Company Limited (IndiaFirst Life), promoted by Bank of Baroda (BoB) and Union Bank of India (UBI), announced the elevation of Dr. Poonam Tandon as the firm's Chief Investment Officer (CIO), effective August 1, 2020. As one of the earliest members of IndiaFirst Life, Poonam has significantly contributed to the organisation's commitment to continuous improvement.

IndiaFirst Life has had a steep growth curve since its inception in November 2009. It has ended FY20 with an AUM of INR 14,723 crore. IndiaFirst Life offers both, Group and Retail policies that offer customers exposure across Debt and Equity funds. In her new role, Poonam will oversee IndiaFirst Life's investment division and manage asset allocation and investment strategies across asset classes.

Congratulating Poonam, **RM Vishakha, MD & CEO, IndiaFirst Life Insurance Company Limited**, said, "Poonam is a highly qualified and experienced investment leader in the Financial Services sector. She has been instrumental in the advancement of IndiaFirst Life's growth by bringing in the right combination of investment discipline and passion for innovation. Poonam's elevation as the CIO is a reflection of IndiaFirst Life's strong HR policies and people practices. In her new role, Poonam will contribute immensely to our commitment to optimise returns to all stakeholders through appropriate investment strategies."

In her decade long association with the organisation, she has managed several portfolios across Corporate Group Funds, Traditional and ULIP Debt Funds, Asset Allocation for Equity Investment. She has been instrumental in her contribution to Asset Liability Committee (ALCO) and to Product Pricing.

With an illustrious career spanning over 26 years in the financial services sector, Poonam is an accomplished veteran with experience and insight into financial markets and investment management in the banking and financial services sector. A B.Com (Hons) graduate, Poonam is an alumnus of XLRI, Jamshedpur, with a PGD in Business Management. She has earned a PhD in Financial Management from NMIMS, Mumbai.

####

About IndiaFirst Life Insurance Company Limited:

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/>

IndiaFirst Life Insurance Company Ltd	Genesis BCW	
Manallii Ajmera	Sukriti Kumar	Saroj Gupta
M: 7045591384	M: 9833252547	M: 8291846169
E: Manallii.Ajmera@indiafirstlife.com	E: Sukriti.Kumar@genesis-bcw.com	E: Saroj.Gupta@genesis-bcw.com