

PRESS RELEASE

IndiaFirst Life revamps its customer Interface portal

Fully integrated sales and information portal

- **Built-in goal-based financial planner tool**
- **Aim to reach larger customer base**

MUMBAI, January 12th, 2017: IndiaFirst Life Insurance, a joint venture between Bank of Baroda, Andhra Bank and Legal & General (UK), today announced the launch of its sales and customer interface portal www.indiafirstlife.com.

The new website has been designed to offer user-friendly experience with improved navigation and functionality while allowing customers to see the full product portfolio of IndiaFirst Life. Created with the user experience in mind, the website offers enhanced online buying experience, convenient and diversified payment options as per customer suitability, having provision for evaluation of a quick quote and an added advantage of financial planning tool.

Speaking on the launch, Rushabh Gandhi, Director – Sales & Marketing, IndiaFirst Life Insurance said, *“Simplicity and convenience for the customers has been our philosophy at IndiaFirst Life. Beginning from understanding a product to purchasing one, to assisting the customer during the policy lifecycle, our endeavor is to offer simplified solutions.”*

IndiaFirst Life caters to more than 5 million customers across the country and intends to reach out to larger customer base, with this enhanced and interactive website.

“We wanted to ring in the new-year with a new promise, of fully-integrated website and aim to reach every customer who has a mobile phone and internet connection. In line with the current technology and trends, it is imperative to offer a simple and friendly platform for offering a delightful customer experience.” said **Mohit Rochlani, Director – Operations & IT, IndiaFirst Life Insurance.**

The goal-based financial planning tool, offers accurate recommendation of products & services, to the customers.

“Our in-built goal-based financial planner tool is equipped to assist customers choose the right products, depending on customer life cycle, age and goals.” **added Mr. Gandhi.**

In addition, the next phase of the website will have new features such as “Live Chat” to proactively address customer queries online and, *one-of-its-kind* multilingual support in three regional languages including Hindi, Gujarati & Telugu.



IndiaFirst Life is one of the early adopters to digitization in Insurance domain, by offering end-to-end digitalization experience to the customers. Earlier this year, IndiaFirst Life launched **RAPID**, a “Go Green” sales process automation tool to eliminate redundancies with real time performance, **Wealthify** a financial planning application by IndiaFirst Life and **Connectify**, a mobile application for a seamless and instant customer connect.

About IndiaFirst Life Insurance

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. For details please visit: www.indiafirstlife.com

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