

IndiaFirst Life Insurance appoints Mr. Rushabh Gandhi as Director Sales & Marketing

Comes with a rich experience of 15 years in the BFSI sector

Mumbai, May 08, 2015: IndiaFirst Life Insurance Company appoints Mr. Rushabh Gandhi as Director Sales & Marketing

Mr. Rushabh Gandhi has a rich experience of 15 years in Financial Services Industry. His last assignment was Director Sales, Canara HSBC Life Insurance. Prior to that he worked with Aviva Life Insurance, Birla Sun Life Insurance Bajaj Allianz Life Insurance, Scotia Bank and Alpice Finance Limited in various capacities.

On the appointment of Mr. Rushabh Gandhi as Director Sales & Marketing, Ms. RM. Vishakha, MD & CEO IndiaFirst Life Insurance said "We are delighted to have Mr. Rushabh on board. His rich experience and expertise in the BFSI Sector will benefit IndiaFirst and help the company reach greater heights. I welcome Mr. Rushabh and wish him all the best!"

IndiaFirst Life Insurance is today one of the fastest growing life insurance companies, having covered over 2.7 million lives amounting to over INR 7,500 crore of AUM as on September 30, 2014.

The company recently announced Happy India, a social initiative to nurture the attitude of working towards constructive change and creating change among the school going children in the age bracket of 11-16 years. This initiative aims to search for Young Change Makers and support them in implementing their 'Ideas for Change'. It has seen participation from over 15,000 students (in the age group of 11 to 16 years) from over 300 schools across the country. IndiaFirst in turn has supported 25 best 'ideas for change' with a grant of INR 50,000 each.

About IndiaFirst Life Insurance

Headquartered in Mumbai, IndiaFirst, with a paid-up share capital of INR 475 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 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 6000 partner bank branches. The company has covered over 2.7 million lives and have over INR 7.500 crore of AUM as on September 30, 2014.

The Journey So Far

- One of the fastest growing life insurance company in the country. Moved from 23rd position to 8th position amongst private life insurers.
- Defied industry trend – grew by 28% in terms of new business premium at the end of FY 2013-14
- Over Rs.7,500 crore of AUM – ensuring superior risk adjusted returns. Have consistently outperformed our benchmark indices
- Over 2.7 million lives covered
- Wide network with 6000 touch points across 1000 cities and towns
- Over 31 awards won in a span of 5 years including three consecutive Celent Asia Awards
- Ranked amongst the Top 100 Great Places to Work

For More Details:

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