

Media Release

IndiaFirst Life launches Mahajeevan Plus Plan: A 3-In-1 Plan that offers Protection, Savings and Moneyback

A non-linked, participating, individual, limited pay, money back endowment life insurance policy that ensures security, savings and cashflow are aligned to one's future financial needs

Key Highlights:

- **Avail cashbacks of 103% of Annualized Premium** at set intervals (end of 3rd, 7th and 11th policy year). Utilise them to fund your future premiums in the plan or planned financial needs.
- **Pay premiums for 12 years and get a long-term protection for 15 or 20 years**
- **Amplify earnings** as you get maturity benefit along with simple **reversionary and terminal bonus** if declared at the end of the policy term
- Option of **continued protection for an entire year despite missing a premium payment**
- **Customized security** by adding waiver of Premium Rider to ensure continuity of policy benefits even during an unfortunate event or add Term Rider to enhance overall security

Mumbai, 06 January 2021: IndiaFirst Life Insurance Company Limited (IndiaFirst Life), promoted by Bank of Baroda and Union Bank of India, has today announced the launch of IndiaFirst Life Mahajeevan Plus Plan. This non-linked, participating, individual, limited pay, money back endowment life insurance policy protects for a longer term of 15 to 20 years just by providing a shorter pay commitment of 12 years. It thereby takes care of an individual's liquidity needs through multiple money backs during the policy term. It also allows to utilise money back options to fund the next annual premium, as needed. The policy holder will get Maturity Benefit and accrued Simple Reversionary Bonus declared annually and Terminal Bonus, if declared, at the end of the policy term.

Commenting on the launch, **Rushabh Gandhi, Deputy CEO, IndiaFirst Life Insurance Company Limited** said, "In line with our vision of ensuring certainties through every walk of life, we are pleased to announce the launch of IndiaFirst Life Mahajeevan Plus Plan – an enhanced version of our long standing best-seller, IndiaFirst Life Mahajeevan Plan. With this new, improved 3-in-1 plan customers can wisely plan for their growing financial needs with the assurance of Protection, Savings and periodic Moneyback."

IndiaFirst Life offers a diversified suite of 40 need-based offerings (products & riders) catering to varied customer segments, leveraging multiple distribution capabilities and augmenting various investment options. The company services customers in over 98% pin-codes across the country.

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About IndiaFirst Life Insurance Company Ltd:

Headquartered in Mumbai, IndiaFirst Life Insurance Company Limited (IndiaFirst Life), 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/>

For Media Queries:

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