



## IndiaFirst Life forays into health insurance

**IndiaFirst Life Insurance** today forayed into the health insurance segment by launching a new product and said it expects to garner about 10% of its total premium within next three years.

The company, a joint venture between public sector lenders **Bank of Baroda** and **Andhra Bank** along with UK-based investment firm **Legal & General**, also said it aims to sell at least 1 lakh health insurance policies within that period.

"As a line of business, health offers the best potential in the insurance sector. We have today launched our first plan-- **IndiaFirst Money Back Health Insurance Plan** -- and in the coming days, we will come out with more offers," IndiaFirst Life Insurance Managing Director and Chief Executive Officer P Nandagopal said.

The Money Back Plan would offer protection to customers for up to 10 years. The minimum premium payout of the customer would be Rs 10,000.