

InsureFirstTM

S i m p l e . . E a s y . . E f f e c t i v e



Simplifying Financial Solutions



Foreward

Insure First is the culmination of a vision implemented by a few yet thought and dreamt by many.

It's been more than 15 years that the Indian Insurance industry has been liberalized for private players. Yet as we closed 2016 and entered 2017 the current penetration and awareness levels among average Indians about Insurance and its benefits are still at a nascent stage.

Life insurance penetration in India is less than 4% of our GDP and non-life is even less than 1%.

Over and above this just about 1 crore Indians invest regularly in Mutual Funds out of an adult population of close to 90 crores.

This indicates that we need to think differently when it comes to Financial Products Distribution business. And that is exactly what we are trying to do here at **Insure First**. As a registered IMF duly licensed by IRDA. We offer a plethora of solutions to protect what is important and to help a person plan his/her financial goals better.

We deploy cutting edge technology, to stitch together simple and easy to understand solutions for our customers by removing clutter and presenting what is relevant and on the spot.

The time has come to re draw customer experience and provide unbiased and easy to understand solutions keeping customers in the driving seat!

There are companies and there's **Insure First!** Where customers come first always.

Cheers!

Aparajit Bhattacharya
Managing Partner – Principal Officer.

about us

With over 2 decades of progressive experience in Business Development. Aparajit carries a rich and varied exposure of more than 15 years in Financial Services domain. He has been associated with the Indian Insurance industry since 2001. In his previous assignment, he was heading Agency and Business partner channel for Ensure Insurance PLC based out of Lagos, Nigeria. A veteran in the Financial Product Distribution business, Aparajit will be responsible for setting the tone and scaling up Insure First to be a dominant player in the market.



Aparajit

Co-founder

As a serial Entrepreneur, Krishna has rich exposure in building business across Real Estate, media production, hotels, infrastructure projects to name a few. Krishna brings over 2 decades of experience in capital management and general management in launching and scaling up successful ventures. For Insure First, Krishna will bring his expertise to make us among the top companies in the market.

Krishna

Co-founder



Pankaj being an entrepreneur, brings on the table a solid back ground of launching and scaling up ventures of varied types. He understands Finance and operations extremely well and has interests in software development and technology platforms. Pankaj has taken up the challenge of making InsureFirst an Industry leader by deploying cutting edge technology platforms and world class back end systems. Pankaj will also work towards bringing in efficiencies in capital management and Compliance.



Pankaj

Co-founder

Rohit carries a rich experience in Banking/ Financial Services of over a decade. He has worked for reputed brands like ICICI Bank, CITI, HDFC Life to name a few. He has a solid grasp on the retail Insurance market in East and has been a consistent performer across all his previous assignments. Rohit will spear head the Sales and Marketing efforts for Insure First and deploy best in class sales practices which will be on the spot and effective in solving customer pain points.

Rohit

Co-founder



our associates

Abhijit is a Certified Financial Planner from Financial Planning Standards Board and Associate of Insurance Institute of India, besides being an LL.B. He carries a strong experience in Financial Advisory and compliance related work. For Insure First he is actively engaged in creating a strong legal and compliance framework.



Abhijit
Legal & Compliance



Tilotama
Chartered Accountant

Gourisaria & Co. is a Chartered Accountant Firm, registered in Kolkata, India. The Proprietor, CA CS Tilotama Gourisaria is a young and dynamic professional having a team of young energetic people. The firm is specialized in the matters relating to Audit, Company Law, Industrial & Financial Consultancy, Income Tax and other direct and indirect taxes.



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Exactly's value lies in its strength of understanding the customer specific business processes and requirements. Our experienced team with years of industry specific domain knowledge delivers not just a product but the complete solution.

With its product suite, Company specializes in automating and simplifying the business operations for varied business verticals including Cement, Iron & Steel, Seeds, Textile, Construction, Service and Chemical industry.

Exactlly Software currently offers unique business management products for enterprises exactlyERP, exactlyHRMS, exactlyCRM and exactlyPMS.

For **Insure First** Exactly team is entrusted with creating its IT platforms using latest cloud based technologies.



Enhance Consumer Connect believes that their single important task is to co-create solutions that elevate & improve sustained consumer connect & engagement opportunities for their clients.

A young company with 3 offices and multiple domain experts comprising of strategy consultants, designers, project planners and fulfilment managers, the way they do it is by providing ideation, creativity & fulfilment solutions that are customized, optimized & delivered through a deep dive network of capabilities housed within one of the largest network of solution providers across the country.

Enhance specializes in providing on-ground as well as on-line Brand Visibility & contextual consumer connect programmes.

Providing Infrastructural Signage Design & Way finding Signage solutions for large infrastructures is another of their very niche & specialized field of expertise & dominance.



Insure First Story

Freedom with Responsibility

Chief Operating Officer

Our Vision

"To be the dominant IMF company in East India."



Insure First is among the first companies to be licensed by IRDA to undertake Insurance, other Financial products distribution, also provide back office services for Insurers in **East of India**. The Company was founded in 2016 and got operating license in November 2016. Currently Insure First is a Limited Liability Partnership company with a clear vision to transform itself into a privately held **Limited Company** within next 36 months.

We are the **"SEE"** company (Simple, Easy, Effective) that seeks new and faster ways to address trust issues through honest, timely and excellent service delivery. We strongly believe that the time has come to provide easy to understand and clutter less experience to customers otherwise the same challenges which are hindering explosive growth in the industry will continue to hound us all and will continue to remain **ASA CHALLENGE!**

We leverage deep expertise and technology driven approach to offer simple, easy and effective solutions that are relevant and on spot in solving customer pain points. Further this platform is supported by a very robust customer service technology infrastructure and young, energetic and self- driven personnel, who will efficiently help you choose the solution best suited for you.

Insure First partners top Insurance companies; Aviva Life, ICICI Prudential Life, Bajaj General, SBI General, Cigna TTK Health Insurance apart from top Mutual Funds AMC within the country.

We have gone to great lengths to choose our Insurance and wealth management partners, so that we can simply represent the best and deliver the best to our customers.

Our Core Values

Judgement: We make wise decisions despite ambiguity. We identify root causes and not just treat symptoms. We smartly separate what must be done now! And what can be improved later.

Communication: We listen well, instead of reacting fast so we understand better. We treat people with respect irrespective of their status. We are calm in stressful situations.

Impact : We accomplish amazing amount of important work. We demonstrate consistently strong performance, so colleagues can rely upon us. We exhibit **bias for action**.

Courage : We say what we think is better for our business even if it is controversial. We make tough decisions. We take smart risks. We question action inconsistent with our values.

Passion : We inspire others with our zeal and enthusiasm. We care intensely about Insure First success. We celebrate/ party when we win. We are tenacious.

Honesty : We are direct in our communication. We are non- political when we disagree with others. We do not talk behind others back nor we listen. We are quick to admit mistakes, rectify and move on.

our services



HEALTH

LIFE
PROTECTION



MOTOR

EDUCATION



WEALTH

TRAVEL



HOME

SAVINGS



RETIREMENT

We offer prudent and on the spot solutions to solve your pain points and keep you happy and smiling always !

We have got you covered in all steps and stages of your life!

We protect what matters and keep you in the driver's seat !

Powered by:



Money Doesn't Grow On Trees ! Wealth Doesn't Appear Overnight.



Through proper planning and discipline we can help you achieve Financial Freedom !

Let us show you how...Contact Us.

Mutual Funds • Bonds • Debentures • NPS



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SIMPLE
EASY
EFFECTIVE