

INTIMATION

VAKRANGEE EXPANDS INSURANCE PORTFOLIO THROUGH TIE-UP WITH INDIAFIRST LIFE INSURANCE

Mumbai, April 10, 2026: Vakrangee Limited (IRDAI Corporate Agency Registration No. CA0249) is pleased to inform that the Company has entered into a strategic corporate partnership with IndiaFirst Life Insurance Company Limited to offer life insurance solutions.

Through this collaboration, Vakrangee will enable access to a wide range of life insurance products via the extensive network of Vakrangee Kendras, significantly strengthening the availability of insurance services, particularly in underserved regions.

The partnership will allow Vakrangee Kendras—largely present in rural and semi-urban geographies—to distribute multiple insurance offerings, including term protection plans, catering to individuals as well as businesses across diverse customer segments. This initiative is aimed at improving insurance reach and enhancing last-mile service delivery.

This development marks another step in Vakrangee’s mission to expand access to essential financial services and support inclusive growth by bringing affordable and convenient insurance solutions closer to customers.

Vedant Nandwana, Managing Director, Vakrangee Limited, said: “We are delighted to partner with IndiaFirst Life Insurance Company Limited, a trusted name in the insurance sector. This collaboration strengthens our commitment to expanding the reach of critical financial services across the country. Leveraging our widespread network, we aim to make life insurance more accessible, particularly for customers in rural and remote areas.

With a strong presence in Tier 4 to Tier 6 markets, Vakrangee is uniquely positioned to drive deeper insurance penetration. Our focus remains on delivering seamless, reliable, and accessible solutions that contribute to financial security and inclusion at the grassroots level.”

Vakrangee Kendras serve as one-stop service points offering a wide array of services, including banking, insurance, ATM services, assisted e-commerce, e-governance, and healthcare. The Company continues to enhance its offerings through strategic partnerships with leading institutions, ensuring greater convenience and accessibility for its customers.

Guided by our brand philosophy, “**Ab Poori Duniya Pados Mein,**” Vakrangee aims to build India’s most trusted physical and digital convenience ecosystem.

About Vakrangee Limited

(BSE Code: 511431; NSE Code: VAKRANGEE)

Incorporated in 1990, Vakrangee has emerged as one of India's largest Last Mile Distribution Platform with a Physical as well as Digital Eco-system in place with a PAN INDIA Presence. We are delivering real-time banking & Financial Services, ATM, insurance, e-Governance, e-Commerce (including Healthcare services) and logistics services to the unserved rural, semi-urban and urban markets and enabling Indians to benefit from financial, social and digital inclusion.

Vakrangee has emerged as the “Go To Market Platform” for various Business verticals including Fintech and Digital platforms. The Assisted Digital Convenience stores (Physical Outlets) are called as “Vakrangee Kendra” which acts as the “One-stop shop” for availing various services and products and Digital platform is called as BharatEasy Mobile Super app.

About IndiaFirst Life Insurance Company Limited

IndiaFirst Life Insurance Company Limited (“IndiaFirst Life”) is among the fastest-growing private life insurance companies in India and operates as a domestic subsidiary of Bank of Baroda. Established in November 2009, IndiaFirst Life was the 22nd entrant in India’s private life insurance sector.

Over the years, the company has built a strong presence across the country, serving more than 16 million customers and covering over 90% of India’s pin codes, reflecting its deep and widespread reach.

As of March 31, 2025, IndiaFirst Life reported a New Business Individual Retail Premium of ₹1,425 crore and a Total Premium of ₹7,218 crore, demonstrating steady growth and operational scale.

The company is supported by a diverse workforce of approximately 4,600 employees across India. Its robust distribution network includes around 22,000 partner branches, 115 third-party distributors and corporate agents, along with a dedicated base of approximately 1,880 agents, enabling comprehensive market coverage across urban, semi-urban, and rural regions.

For further information, please contact at:

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