First Equity Digital Insurance Broking Private Limited

COMPANY NAME

HEADQUARTERS CITY

Mumbai

HEADQUARTERS FULL ADDRESS

B-302, Times Square, Andheri Kurla Road, Marol, Andheri (E), Mumbai 400059, Maharashtra

# ABOUT THE COMPANY

First Equity Digital Insurance Broking Private Limited is an IRDAI licensed direct insurance broker established with the vision of transforming the insurance landscape through digital innovation. Founded in 2021, the company leverages technology to simplify the insurance buying and management process, making it accessible, transparent, and convenient for a diverse range of customers. It aims to bridge the gap between complex insurance products and the end-user by offering a user-friendly digital platform.

The company is positioned as an emerging and significant player in India's digital insurance broking sector. It caters to a wide spectrum of clients, including individuals, small and medium enterprises, and large corporations, by offering comprehensive insurance solutions through its online platform. Its market approach emphasizes customer-centricity, providing tools for policy comparison, expert advisory, and seamless policy procurement, thereby establishing itself as a trusted digital partner for insurance needs.

First Equity Digital Insurance Broking Private Limited offers a broad portfolio of insurance products, encompassing life insurance, health insurance, motor insurance, travel insurance, home insurance, and various other general and commercial insurance solutions. Beyond facilitating policy purchases, the company provides end-to-end support, including personalized recommendations based on customer needs and dedicated assistance during the claims process. Its services are designed to ensure clients find the most suitable coverage with ease and receive continuous support throughout their policy lifecycle.

KEY MANAGEMENT PERSONNEL

CEO: Shrikant Balasaheb Nandedkar. As Co-Founder and CEO, he brings extensive experience from the financial services sector, having previously held key positions at companies like Edelweiss, contributing to the strategic direction and growth of First Equity Digital.

Chairman: Rakesh Singh. As Founder and Chairman, he is a seasoned veteran in the financial services industry, having established the broader First Equity Group. His leadership guides the company's vision and expansion in the digital insurance space.

Other Executives: Praveen Pathak (Head of Technology) oversees the development and implementation of the company's digital platforms and technological infrastructure. Sunil Gupta (Head of Operations) manages the day-to-day operational efficiency and customer service delivery for the insurance broking arm.

# PARTNER INSURANCE COMPANIES

- Aditya Birla Health Insurance Company Limited

- Aditya Birla Sun Life Insurance Company Limited

- Bajaj Allianz General Insurance Company Limited

- Bajaj Allianz Life Insurance Company Limited

- Care Health Insurance Limited

- Cholamandalam MS General Insurance Company Limited

- Edelweiss Tokio Life Insurance Company Limited

- Future Generali India Insurance Company Limited

- Future Generali India Life Insurance Company Limited

- Go Digit General Insurance Limited

- HDFC ERGO General Insurance Company Limited

- HDFC Life Insurance Company Limited

- ICICI Lombard General Insurance Company Limited

- ICICI Prudential Life Insurance Company Limited

- IFFCO Tokio General Insurance Company Limited

- IndiaFirst Life Insurance Company Limited

- Liberty General Insurance Limited

- Magma HDI General Insurance Company Limited

- ManipalCigna Health Insurance Company Limited

- Max Life Insurance Company Limited

- National Insurance Company Limited

- New India Assurance Company Limited

- Niva Bupa Health Insurance Company Limited

- Oriental Insurance Company Limited

- PNB MetLife India Insurance Company Limited

- Reliance General Insurance Company Limited

- Royal Sundaram General Insurance Company Limited

- SBI General Insurance Company Limited

- SBI Life Insurance Company Limited

- Shriram General Insurance Company Limited

- Shriram Life Insurance Company Limited

- Star Health and Allied Insurance Company Limited

- Star Union Dai-ichi Life Insurance Company Limited

- Tata AIG General Insurance Company Limited

- Tata AIA Life Insurance Company Limited

- Universal Sompo General Insurance Company Limited

- Zuno General Insurance Limited