



## **PRESS RELEASE**

### **Bharti AXA Life Insurance announces the appointment of Vineet Patni as the 'Chief Distribution Officer'**

**Mumbai, October 11, 2012:** Bharti AXA Life Insurance, the private life insurance joint venture between Bharti Enterprises and AXA, world leader in financial protection today appointed **Vineet Patni** as the **Chief Distribution Officer (CDO)**.

Prior to joining Bharti AXA Life, Vineet was “Head of Insurance Business & Consumer Product Development” with The Commercial International Bank and was based in Egypt. He was also a Board Member and chairperson of the Audit Committee for Commercial International Life Insurance Co. Ltd. (Joint venture between Legal and General, UK and Commercial International Bank). Vineet brings with him cross functional and cross industry experience of over 17 years in Life Insurance industry, General Insurance, Retail banking, Liability Business and Wealth Management.

Announcing the latest appointment, Sandeep Ghosh, CEO, Bharti AXA Life, said, “We are delighted to have Vineet on board and his experience of working in developing markets outside India coupled with his experience in India during the early days of the Industry will prove to be very useful for us as we look to consolidate and build a profitable business over the next few years.”

In his new role, Vineet will be responsible for all the Distribution Channels of the company including Agency, Direct Sales Force, Strategic and Partner businesses.

#### **About Bharti AXA Life Insurance Company Ltd**

Bharti AXA Life Insurance Company Ltd is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti Enterprises and 26% stake of AXA Asia Life.

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