



***A S Jayasimha***  
***Executive Vice President, HDFC Life***

Jay comes with nearly 3 decades of experience in the Life insurance Industry and most of this is in the field of Sales and Distribution. His vision & leadership skill has transformed the Agency Channel of HDFC life into one of the profitable agency channels in the life insurance space in the country. He has spent the first 11 years of his life insurance career at LIC of India and the next 16 years at HDFC Life, where he is currently leading the Distribution & Culture tracks of the integration of HDFC Life & Max Life.

In his 16 years with HDFC life, he has led various channels & functions such as Agency, Business Leader, Channel Development, Agency Operations, Distribution Planning & Program Management, etc. A management graduate from Jamnalal Bajaj Institute of Management Studies, his core strengths are distribution & people management on a large scale.

He enjoys walking, is an avid cricket follower and a music & movies aficionado.