

IndiaFirst Life Insurance launches ad campaign

INDIAFIRST LIFE Insurance, a joint venture between Bank of Baroda, Andhra Bank and Legal and General, UK, has launched an advertising campaign titled 'Because life is full of certainties'. 'Because Life is Full of Certainties', the company said is a "proposition that seeks to appeal to customers' own reasoning" by advocating prudence in planning for events or life goals that have a greater likelihood of happening. "This is a step away from the generally promoted outlook to insurance that hinges on a person's fear of the unknown," it said in a statement. Headquartered in Mumbai, IndiaFirst Life Insurance, with a paid-up share capital of Rs 62.5 crore, is one of the country's youngest life insurers.