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← **IndiaFirst Life launches ad campaign** (also see in [Jpeg](#))

IndiaFirst Life
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IndiaFirst Life launches ad campaign

IndiaFirst Life Insurance has launched a one-of-its-kind advertising campaign titled, "Because Life is Full of Certainties". The campaign aims to spread awareness about Life Insurance as a tool to provide adequately for certainties and life goals. Rushabh Gandhi, Director, Sales and Marketing, IndiaFirst Life Insurance said, "It was imperative for us to get our brand positioning aligned to our Customers First philosophy. From here stemmed the idea of 'Because Life is Full of Certainties', a proposition born out of the understanding that life isn't full of accidents waiting to happen. In fact, it is full of certainties. So instead of worrying about things that most likely won't happen, why not prepare for those that certainly **will**."