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Isobar bags IndiaFirst Life Insurance's digital mandate

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IndiaFirst Life Insurance has roped in Isobar India, the full service digital agency from the Dentsu Aegis Network, to lead the revamp of their website Indiafirstlife.com. For the record, IndiaFirst life Insurance is a joint venture between two of India's public sector banks - Bank of Baroda (44%) and Andhra Bank (30%), and UK's financial and investment company Legal & General (26%). Isobar bagged the digital mandate for IndiaFirst Life Insurance in a multi-agency pitch.

Commenting on appointing Isobar as the digital agency, Mohit Rochlani, Chief Marketing Officer, IndiaFirst Life Insurance said, "At IndiaFirst Life Insurance, we always try and keep customers 'First' in everything we do. The revamp of our existing website is part of our endeavour to help our consumers make an informed decision."

Shamsuddin Jasani, Managing Director, Isobar India added, "IndiaFirst Life Insurance is on the verge of revamping their online presence, and that too in a big way. It is always exciting to be associated with a project of this magnitude. I'm sure it's going to be a mutually enriching experience and we're looking forward to cementing a long term relationship."