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Isobar wins IndiaFirst Life Insurance's digital mandate

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Isobar bagged the digital mandate following a multi-agency pitch.

As part of the mandate, Isobar will lead the revamp for IndiaFirst Life Insurance's website Indiafirstlife.com.

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."

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