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### **Isobar bags digital mandate of IndiaFirst Life Insurance**

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Dentsu Aegis Network's full service digital agency Isobar has bagged the digital mandate of IndiaFirst Life Insurance. The agency won the account in a multi-agency pitch.

Isobar will lead the revamp of IndiaFirst Life Insurance's website Indiafirstlife.com.

Isobar India MD Shamsuddin Jasani said, "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."

IndiaFirst Life Insurance chief marketing officer Mohit Rochlani 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."

IndiaFirst Life Insurance is a joint venture between Bank of Baroda (44 per cent) and Andhra Bank (30 per cent), and UK's financial and investment company Legal & General (26 per cent).