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### **Isobar bags IndiaFirst Life Insurance's digital mandate**

<http://www.afaqs.com/news/story/44238> **Isobar-bags-IndiaFirst-Life-Insurances-digital-mandate**

IndiaFirst Life Insurance has appointed Isobar India, the full-service digital agency from the Dentsu Aegis Network, as its digital agency for a makeover of its website - indiafirstlife.com.

Dentsu Aegis Network is a part of Dentsu Inc, headquartered in London and operating in 110 countries worldwide.

Mohit Rochlani, chief marketing officer, IndiaFirst Life Insurance, says, "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, shares, "IndiaFirst Life Insurance is on the verge of revamping its 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."

Isobar is a global full-service digital marketing agency with over 4,000 digital pioneers in over 70 locations, across 43 markets worldwide. Isobar claims to have won over 350 awards, including 18 Agency of the Year titles over the last three years and three, Asia-Pacific Agency Network of the Year Awards over the past four years. Its key clients include Adidas, Coca-Cola, Huawei, Google, Enterprise, Kellogg's and P&G.

IndiaFirst life Insurance is a joint venture between two of India's public sector banks - Bank of Baroda and Andhra Bank, and UK's financial and investment company Legal & General.