

Publication: Indian Television

Date: Friday, 15th May, 2015

Edition: Online

Isobar wins website production mandate for IndiaFirst Life Insurance

<http://www.indiantelevision.com/mam/media-and-advertising/digital-agencies/isobar-bags-digital-mandate-for-indiafirst-life-insurance-150514>

IndiaFirst Life Insurance has roped in Dentsu Aegis Network's full service digital agency Isobar India to lead the revamp of their website indiafirstlife.com. Isobar bagged the digital mandate for IndiaFirst Life Insurance in a multi-agency pitch.

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."

Isobar India managing director Shamsuddin Jasani 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."

IndiaFirst life Insurance is a joint venture between two of India's public sector banks - Bank of Baroda (44 per cent) and Andhra Bank (30 per cent), and UK's financial and investment company Legal & General (26 per cent).