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Agency to be responsible for end-to-end interaction and engagement of the brand with its audience in the social media space for a period of three years

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IndiaFirst Life Insurance, a joint venture between two public sector banks – Bank of Baroda and Andhra Bank – along with UK’s risk, wealth and investment company Legal & General, today invited proposals for empanelment of agency for managing the company’s social media engagements. The deadline for submission of proposals is 6 PM on June 20, 2013

The empanelment will be for a period of three years, renewable yearly based on successful fulfillment of KPIs. The scope of work, evaluation criteria and timelines are available on the company’s website – www.indiafirstlife.com under ‘Tender’.

Headquartered in Mumbai, IndiaFirst has a share capital of Rs 475 crore. IndiaFirst is today present in over 1,000 cities and towns across the country through 5,000 partner bank branches. The company has covered over 1.6 million lives and has over Rs 3,000 crore of AUM in just three years of operations.

The company has shown significant growth of business on critical parameters, with its new business premium increasing by 34 per cent.