

Publication: www.campaignindia.in

Date: Monday, June 17, 2013

Edition: Internet

[IndiaFirst announces pitch for social media agencies](#)

IndiaFirst Life Insurance, a joint venture between public sector banks Bank of Baroda and Andhra Bank along with UK's risk, wealth and investment company Legal & General, has invited proposals for empanelment of an agency to manage the company's social media engagements.

The empanelment will be for a period of three years, renewable yearly based on successful fulfilment of key performance indicators. The scope of work, evaluation criteria and timelines are available on the company's website – www.indiafirstlife.com under the section 'Tender'.

IndiaFirst is present in over 1000 cities and towns across India through over 5000 partner bank branches.