

IndiaFirst Life Launches Its Unique Campaign #YeTohCertainHai

Mumbai, January 20, 2020: IndiaFirst Life Insurance Company Limited (IndiaFirst Life), a joint venture between Bank of Baroda, Andhra Bank and Warburg Pincus, has launched a unique campaign titled *#YeTohCertainHai*, which stems from the proposition of *'Because Life Is Full of Certainties'*. The campaign was bolstered with the insight that Indians love to cover things. We have covers for our mobile phones, cars, television sets and even our fridge. When we have covers for almost everything, why do we not make it a priority to cover our lives certainties?

This unique life insurance awareness campaign is live pan India across several mediums which includes Billboards, Hoardings, OOH, Digital, Radio, and for internal corporate communication. These mediums are chosen to attain maximum reach and are focused on key strategic markets.

Sonia Notani, Chief Marketing Officer, IndiaFirst Life Insurance said, "Life Insurance as an industry is inherently focused on fear of the unknown; we, at IndiaFirst Life, chose a different path of focusing on the 'certain' to create an impact and a positive one at that. At different stages of a customer lifecycle, few things, such as getting married, having children, retiring, etc. are almost certain. Planning and securing these stages of life is also something that should be 'certain'. Through this interesting and clutter breaking campaign, we aim to connect with all our potential and existing customers. We are innovatively using all relevant mediums to connect with our audiences not just from different geographies but also in different languages."

Using the insight of Indians love for covers, IndiaFirst Life Insurance has engaged with WATConsult to create a highly innovative and targeted campaign on Amazon, launched an engaging Qawwali video that is being promoted interestingly on Jio Saavn. Our microsite (<http://www.museumofcovers.com/>), allows people to share all their unique covers. We are confident that not only will this campaign grab eyeballs but will also make the case for investing in insurance stronger.

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About IndiaFirst Life Insurance Company Ltd:

Headquartered in Mumbai, IndiaFirst Life Insurance, with a paid-up share capital of INR 625 crores, is one of the country's youngest life insurance companies. It is promoted by two of India's largest public-sector banks - Bank of Baroda and Andhra Bank, which hold 44 percent and 30 percent stakes in the company, respectively. Carmel Point Investments India Private Limited incorporated by Carmel Point Investment Ltd, a body corporate incorporated under the laws of Mauritius and owned by private equity funds managed by Warburg Pincus LLC also holds 26 percent stake in IndiaFirst Life. The company's key differentiator is its simple, easy-to-understand products that are fairly-priced and efficiently serviced. The company has garnered over INR 15,000 crore of assets under management (AUM), as on March 31, 2019.

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