



Request for Proposal

Creative, Content, Social Media & Performance Marketing Services

RFP Float Date: 3rd June 2026

Submission Deadline of Technical proposal: 7th June 2026

New (Extended) Submission Date for Technical proposal: 28th June 2026

Confidential

The recipient of this request hereby agrees that the material contained herein is "Confidential Information" of INLIC. The recipient agrees that it shall only use the Confidential Information for the purposes of responding to the request contained in this RFP, and for no other purpose whatsoever. Recipient further agrees that it shall not disclose any such Confidential Information to any third party and that it shall use the same degree of care to avoid disclosure or non-permitted use of such information as it would employ with respect to its own extremely important confidential information, but in no event less than a reasonable degree of care.

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* - Detailed Process Note and the content of the RFP is subject to change and the final will one will be agreed mutually prior to the agreement signing.

1) Introduction

IndusInd Nippon Life Insurance Company is amongst the leading private sector life insurance companies in India in terms of individual WRP (weighted received premium) and new business WRP. The company is one of the largest non-bank supported private life insurers with over 10 million policyholders*, a strong distribution network of 713 branches and 46,538 advisors as on March 31, 2022. The company holds Claim Settlement Ratio of 98.7% as on March 31, 2022.

Rated amongst the Top 3 Most Trusted Life Insurance Service Brands by Brand Equity's Most Trusted Brands Survey 2018, the company's vision is "To be a company people are proud of, trust in and grow with; providing financial independence to every life we touch." With this in mind, IndusInd Nippon Life caters to five distinct segments, namely Protection, Child, Retirement, Saving & Investment, and Health; for individuals as well as Groups/Corporate entities.

2) Purpose

The purpose of this RFP is to inform potential Vendors of a business opportunity and to solicit proposals for [Creative, Content, Social Media & Performance Marketing Services](#). Based upon the review and evaluation of proposals offered in response to this RFP, INLIC may at its sole discretion negotiate and enter into contracts with shortlisted vendor/Vendors. Notwithstanding any other provision herein, vendor's participation in this process is voluntary and at vendor's sole discretion.

3) Eligibility & Qualification Criteria

The participating agency must meet the following minimum qualification criteria:

1. Industry Experience

- The agency should have a proven track record of servicing clients in the **BFSI (Banking, Financial Services and Insurance)** sector.
- Preference shall be given to agencies with prior experience in **Life Insurance and/or General Insurance** categories.
- The agency should have managed integrated marketing mandates involving creative development, social media management, content creation, and performance marketing for BFSI brands.
- The agency must demonstrate a sound understanding of insurance products, financial services communication, regulatory considerations, and customer engagement within the BFSI sector.

2. Relevant Experience

- The agency should have a minimum of **3 years of experience** servicing BFSI clients.

- The agency should provide details of at least **3 relevant BFSI client engagements** undertaken during the last 5 years, including the scope of work, tenure of engagement, and key outcomes achieved.
- The Company reserves the right to seek references from current and/or past clients for verification purposes.

3. Team & Capability

- The agency should have an in-house team comprising strategy, content, creative design, social media, and performance marketing specialists.
- The agency should designate a dedicated account management team for the engagement.
- The agency should possess the capability to handle high-volume and fast-turnaround creative requirements while maintaining quality and brand consistency.

4. Portfolio Submission

As part of the proposal, the agency shall submit:

- Relevant BFSI case studies.
- Sample creative campaigns executed for BFSI clients.
- Social media campaigns managed for BFSI brands.
- Performance marketing campaign examples and results.
- Examples of insurance-related communication and marketing assets, wherever applicable.

4) Scope of Services

1. Creative Development & Design Services

The agency shall provide end-to-end creative services, including but not limited to:

- Product communication creatives
- Product launch campaigns
- Consumer marketing campaigns
- Internal communication campaigns
- Employee engagement campaigns
- Recruitment and employer branding campaigns
- Event branding and collateral development
- Award and recognition creatives
- Webcast and webinar creatives
- Social media campaign creatives
- Carousel creatives
- Digital marketing assets
- Performance marketing creatives
- Website banners and digital display assets
- Emailers and newsletters
- Sales support collaterals
- Brochures, flyers, standees, posters, and print materials
- Presentation design
- Infographics

- Illustration and iconography
- Logo design and identity creation
- Brand assets and visual identity elements
- Any other creative requirements arising during the course of engagement

The agency shall provide concept development, design, copywriting, content creation, and production-ready artwork as required.

5. The expected requirement is approximately:

- 90 Creative Units per month
- 10 GIF Creatives per month

For the purpose of workload estimation and billing:

- Up to **three (3) adaptations/resizes/versioning of the same master creative shall be considered as one (1) creative.**
- Adaptations may include changes in dimensions, platform specifications, language versions, minor content updates, or channel-specific formatting.

Creative Options & Concept Explorations

The Company may, at its discretion, request multiple creative routes, concepts, design directions, or campaign options for evaluation before finalization.

- The agency shall provide multiple creative options/concepts whenever requested by the Company.
- Such options shall be considered part of the agency's creative development process and shall not be counted as separate creative units.
- Only the final approved creative selected by the Company for production and deployment shall be counted towards the monthly creative volume.
- Rejected, exploratory, alternative, or presentation-stage concepts/options shall not be counted within the monthly creative allocation of 100 creative units.
- The agency shall be expected to provide reasonable iterations and refinements to arrive at the final approved creative without impacting the creative count.

Revisions

- The agency shall accommodate reasonable revisions and modifications to approved creative concepts as part of the engagement.
- Minor revisions, copy changes, design refinements, and artwork corrections shall not be treated as new creative units.
- A request resulting in an entirely new communication objective, campaign concept, or design direction may be treated as a new creative

unit, subject to mutual agreement between the Company and the agency.

6. Concept & Content Development

The agency shall be responsible for:

- Creative campaign ideation
- Communication strategy support
- Content planning
- Copywriting
- Script writing
- Tagline development
- Campaign narratives
- Social media content creation
- Performance marketing copy
- Internal communication content
- Thought leadership content
- Brand storytelling
- Any other content requirements related to marketing and communication initiatives

The agency shall proactively recommend concepts and content ideas aligned with the Company's business objectives and brand guidelines.

7. Social Media Management

The agency shall provide comprehensive social media management services, including but not limited to:

- Social media strategy development
- Content calendar planning
- Content creation and publishing
- Response management and escalation support
- Campaign planning and execution
- Social media monitoring
- Trend identification and recommendation
- Performance tracking and reporting
- Monthly analytics and insights reports

The scope shall cover existing and future social media platforms as required by the Company.

8. Performance Marketing Management

The agency shall manage and optimize performance marketing campaigns across digital platforms, including but not limited to:

- Campaign strategy and planning
- Media planning support

- Campaign setup and execution
- Audience targeting and segmentation
- Creative recommendations
- Landing page recommendations
- A/B testing
- Campaign optimization
- Lead generation campaigns
- Conversion-focused campaigns
- Remarketing initiatives
- Budget monitoring and optimization
- Performance reporting and insights

The scope may include platforms such as Google, Meta, LinkedIn, YouTube, and other digital advertising channels as required.

9. Service Expectations

The agency shall:

- Ensure adherence to brand guidelines.
- Maintain high standards of creativity, quality, and accuracy.
- Meet agreed turnaround timelines.
- Allocate account manager(s)
- Participate in periodic review meetings.
- Maintain confidentiality of all information shared during the engagement.
- Provide source/open files for all approved creatives whenever requested by the Company.

10. Deliverables

Deliverables may include but are not limited to:

- Master creative concepts
- Static creatives
- GIFs
- Digital banners
- Social media posts
- Performance marketing creatives
- Event branding materials
- Internal communication assets
- Campaign concepts and content
- Reports and dashboards
- Logo and branding assets
- Print-ready artworks
- Source files and editable design files

11. Ownership & Intellectual Property

All concepts, designs, content, artwork, source files, campaigns, logos, and related deliverables developed during the engagement shall become the exclusive property of the Company upon final approval and payment.

5) Company's Obligations

The submission and receipt of proposals does not obligate INLIC in any way and this is only an invitation to an offer and does not bind INLIC legally. INLIC shall not be liable for any costs incurred by Vendors in the preparation, presentation. INLIC makes no representation, implied or express, that it will accept and approve any proposal submitted. Any and all Contracts which result from this RFP shall be non-exclusive, non-commitment, as-ordered agreements. INLIC shall also not be responsible for any damages, including damages that result from, but are not limited to negligence. INLIC will not be held responsible for consequential damages, including but not limited to systems problems, inability to use the system, loss of electronic information etc.

6) Proposal Terms & Conditions

6.1 No Liability on INLIC

Vendors waives any right to claim damages of any nature whatsoever based on the selection process, final selection, and any communications associated with the selection. INLIC reserves the right to award the Contract to the Vendor(s) whose proposal is deemed to be the most advantageous in meeting the specifications of the RFP. In addition, INLIC reserves the right to add or waive any requirements contained in this RFP at its sole discretion with regard to proposals submitted. INLIC' decision on award of Contract shall be final and binding on all the vendors. INLIC shall be at liberty to cancel the RFP / online reverse auction process at any time, before ordering, without assigning any reason. The final selection shall be made at the sole discretion of INLIC, the reasoning of the decision shall not be subject to any disclosure, and Vendor shall have no claim, or right over the same. Vendor's participation in the RFP process shall be deemed to be an acceptance of all the conditions therein, including the waiver of any legal right available to the Supplier to the extent of the selection made by the INLIC.

6.2 Confidentiality

The terms of this RFP, the information provided by INLIC herein and all other information provided to vendor in connection with the services offered to be provided by the vendor pursuant to this RFP, are to be treated by vendor as strictly confidential and proprietary.

6.3 Third-party Contracting

This RFP is being issued to individual vendor. It is not INLICs intention to enter into negotiations or agreements with vendor chains (unless otherwise requested to do so). Vendor in receipt of this RFP must not forward to a sister concern within the same chain.

6.4 Cost for Bidding

The Vendor shall bear all costs associated with the preparation and submission of its proposal. INLIC will not be responsible or liable for these costs, regardless of the conduct or outcome of the selection process.

6.5 Acceptance of proposal

This RFP is not a contract offer by INLIC. A vendor's response to this RFP does not bind INLIC in any way. This RFP is not intended by the INLIC to replace or substitute final definitive agreement to purchase products or services. However, in the event of the final selection of any Vendor, at the conclusion of RFP process the INLIC shall execute final definitive Agreement / PO / MOU/LOI/LOE with such Vendor.

6.6 Evaluation & Selection

Vendor's proposal shall be valid for ninety (90) days from the date of Vendor's submission. Price may or may not be the determining factor in Vendor selection process. The award may be made to the Vendor(s) whose proposal(s) is (are) determined to be of highest value in terms of quality and price.

INLIC reserves the right to request the Vendor(s) to demonstrate that adequate skills, equipment are available for delivery of services

INLIC reserves the right to negotiate specific terms with the preferred vendor prior to agreement of a final arrangement resulting from this invitation.

INLIC reserves the right to request any additional information that it deems necessary in order to make a decision on any proposal.

Any proposal not supported by the information requested in the RFP, or not complying with the RFP requirements, may not be considered.

6.7 Acceptance

All the terms & conditions of this RFP shall be deemed to be accepted by the vendor. Acceptance of the proposal means the vendor has the expertise & the technical ability to perform the activity as desired by INLIC. The Supplier shall also post selection by the INLIC at the conclusion of the RFP process shall sign and execute Service Level Agreement if required or acknowledge the PO issued by INLIC

In the event of vendor not meeting the desired levels of expertise/technical ability, INLIC has the right to disqualify the vendor from the contract awarding process.

6.8 Engagement Guidelines & Terms

Vendor shall adhere to the key terms as mentioned

1. Declaration that the Database of the Vendor is situated in India as required by IRDAI regulations.

2. Declaration if the Vendor has ever been blacklisted by any Government organization, or any Client Company
3. Declaration that the Memorandum of Association and Article of Association of the Vendor Company allows for such an activity to be performed.
4. Right for INLIC to exit in case of change of management control or shareholding
5. Vendor follows the holiday calendar of INLIC and will work during the extended periods during month ends / year ends.
6. "Right to audit:
 - INLIC reserves the rights to audit the Vendor as and when required directly or through INLIC designated third parties
 - Vendor to also conduct concurrent audits and share the findings with INLIC
 - Vendor to provide data for any regulatory reporting or in supporting audit requirements"

7) Pricing

Commercials bids will be asked later on the selection, based on technical proposals.

8) Vendor Information

Kindly fill in the attached questionnaire



Vendor
Questionnaire 2022.

9) Contact person for questions and clarifications

Name : Sasank Bargawey
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