

Integrated Media Strategy, Planning, Buying & Amplification Services for INLIC Brand Launch Campaign

RFP Float Date: 25th May 2026

Submission Deadline for First Round of Proposal: 1st June 2026

Deadline Extension: 10th June 2026

Deadline Last Extension: 20th June 2026

Confidentiality

The recipient of this Request for Proposal (RFP) hereby agrees that the material contained herein constitutes confidential information of IndusInd Nippon Life Insurance Company Limited ("INLIC"). The recipient agrees that such information shall be used solely for the purpose of responding to this RFP and for no other purpose whatsoever.

The recipient further agrees that it shall not disclose any such confidential information to any third party without prior written consent of INLIC and shall exercise reasonable care to protect such information.

Introduction

IndusInd Nippon Life Insurance (formerly Reliance Nippon Life Insurance) is one of India's leading life insurance companies, serving millions of customers across diverse segments – protection, savings, retirement, and investment-linked insurance.

The company is committed to building financial security and enabling confident futures for individuals and families across India.

- New brand identity: The transition marks a new era under the IndusInd brand umbrella, reinforcing trust, assurance, and growth.
- Pan-India presence: Over 700+ branches, 75,000+ advisors, and a strong digital footprint across metros, Tier 1-3, and rural markets.
- Customer base: Over 10 million policyholders.

As part of its national brand launch and transition campaign, INLIC intends to undertake a large-scale integrated media rollout across television, digital, print, outdoor, activation, cinema, radio, OTT, social media, and on-ground channels.

INLIC invites proposals from eligible media agencies, integrated media buying firms, communication planning agencies, and media network partners for end-to-end media strategy, planning, buying, deployment, optimization, reporting, and campaign amplification services.

Purpose of the RFP

As part of its national brand launch and transition campaign, INLIC intends to undertake a large-scale integrated media rollout across television, digital, print, outdoor, activation, cinema, radio, OTT, social media, and on-ground channels.

The purpose of this RFP is to identify, evaluate, and onboard a strategic media partner capable of planning and executing a high-impact, multi-channel integrated media campaign for the launch of the INLIC brand across India.

The selected agency/partner shall be responsible for delivering a scalable, measurable, high-impact, and cost-efficient media deployment strategy aligned with INLIC's business and brand objectives.

The campaign is expected to create:

- National brand awareness & Performance
- High reach and recall
- Strong regional penetration
- Recruitment and talent attraction pull
- Advisor/distributor engagement
- Consumer trust and visibility
- Market salience during the launch phase

INLIC reserves the right to evaluate agencies through multiple stages including technical evaluation, strategy presentations, media planning reviews, commercial negotiations, and leadership discussions.

Mandate Overview

INLIC is undertaking a major national-level brand transition and seeks to establish a differentiated and contemporary identity in the Indian life insurance sector.

The media campaign shall support the launch of the new brand positioning through a clutter-breaking, high-frequency, multi-platform communication strategy.

The campaign shall operate across mass and digital ecosystems to ensure:

- Pan-India visibility
- Regional market penetration
- Urban and semi-urban reach
- Multi-lingual communication
- High recall frequency
- Strategic media efficiency

The campaign should be designed to support both brand-building and business outcomes.

Channel / Medium	Sub-Channels	Key Requirement
Television (TV)	National GECs, News, Sports, Regional	GRP planning, FCT buying, reach & frequency optimisation
Print	National dailies, regional newspapers, magazines, supplements	Circulation-based planning, premium positioning, negotiated rates

Digital AI, & Social Media	Google (Search, Display, YouTube), Meta, OTT (Hotstar, ZEE5, SonyLIV), programmatic	Performance-based buying, audience segmentation, real-time optimisation
Out-of-Home (OOH)	Hoardings, bus shelters, metro stations, airport, malls, transit media	Geo-targeted placement, visibility scores, landmark sites
Radio	National FM networks & regional stations	Daypart planning, spot-buying, sponsorship packages
Activation & On-Ground Events	Branch activations, mall activations, community events, distributor meets	End-to-end event management, footfall and lead generation metrics
Cinema	Multiplex chains (PVR, INOX, Cinepolis)	Premium pre-film slot buying, relevant audience targeting
Ecommerce	BFSI lead aggregators (PolicyBazaar etc.) or Marketplace optimization on platforms like Zepto/Blinkit/Amazon	Platform-wise performance dashboards Attribution tracking (last-click / multi-touch) ROI and conversion reporting
Influencer & Content Marketing	Macro/micro influencers, branded content, sponsored editorial	Platform expertise, authentic creator network, compliance

Channel-Wise Scope of Work

Television

- Develop a comprehensive TV plan across national GECs, news, sports, and regional language channels.
- GRP-based planning with reach and frequency optimization across target demographics.
- Prime time, non-prime time, and news daypart planning based on campaign phasing.
- Negotiate FCT (Free Commercial Time) at competitive rates with all major broadcasters.
- Sponsorship opportunities for relevant programming to be identified and proposed.
- Plan for national spot buys alongside regional language channel buys for localized targeting.

Print

- Identify and plan insertions across leading national English and Hindi dailies (e.g., Times of India, Hindustan Times, Dainik Bhaskar, Hindustan).
- Regional language newspaper planning to align with regional film cutdowns and geo-targeted campaigns.
- Recommend premium placements – front page, solus positions, jacket wraps for launch impact.
- Magazine insertions in relevant finance, lifestyle, and business titles.
- Negotiate rates, size, and positioning for all print placements.

Digital, AI & Performance Media

- Develop a full-funnel digital media plan covering awareness, consideration, and conversion stages.
 - Awareness: YouTube masthead, OTT pre-rolls, programmatic display, social video.
 - Consideration: Meta (Facebook/Instagram) video and carousel campaigns, Google Display retargeting.
 - Conversion: Search (Google), performance max, lead generation campaigns.
- OTT platform planning across Hotstar, ZEE5, SonyLIV, MX Player, Amazon Prime Video ads.
- Audience segmentation by geography, age, income, and interest cohorts.
- Real-time campaign monitoring, bid management, and weekly performance optimization.
- Programmatic buying infrastructure (DSP access, DMP integration, brand safety controls).
- Leverage AI-led audience targeting and predictive modelling to identify high-intent users and optimize campaign delivery.
- Deploy dynamic creative optimization (DCO) to personalize ad creatives in real-time based on user behavior, geography, and demographics.
- Use AI-driven bid management and automation tools for continuous optimization of CPC, CPL, and conversions.
- Implement lookalike modelling and predictive lead scoring to improve lead quality and conversion rates.

Out-of-Home (OOH)

- Site identification and booking across top metro cities and Tier 1 to Tier 4 towns aligned to INLIC branch network.
- High-impact formats: large-format hoardings, airport media, metro station branding, mall facades, bus shelters.
- Transit media: bus wraps, auto-rickshaw branding in target cities.
- Visibility and footfall score analysis for site selection.
- Creative adaptation and printing/installation coordination.
- OOH monitoring with photographic proof of execution/New age OOH impactful execution.

Radio

- National FM network planning (Red FM, Radio Mirchi, Big FM) for reach across urban markets.
- Regional station spot-buying for geo-targeted reach in key markets.
- Jingle/audio branding adaptation from the brand film's sonic identity.
- Program sponsorships and RJ mentions for organic engagement.
- Daypart planning (morning drive, evening drive) for commuter audience reach.

Activation & On-Ground Events

- Branch-level activation planning across INLIC's selected branch network.
- Mall activations and experiential zones in high-footfall locations.
- Community and housing society engagement programs.
- Distributor and agent engagement events – conferences, roadshows, recognition events.

- Coordination of branded merchandise, standees, and collateral for on-ground deployments.
- Lead generation infrastructure at activation touchpoints (QR codes, digital forms).

Cinema

- Pre-film slot buying across PVR, INOX, and Cinepolis multiplex chains.
- Selection of relevant films and genres aligning with target audience demographics.
- Slide advertising and lobby branding opportunities.
- Regional cinema chains for Tier 2/3 penetration.

Influencer & Content Marketing

- Identification and engagement of macro and micro influencers across relevant categories (personal finance, lifestyle, family, regional creators).
- Content brief development and creative oversight for influencer posts.
- IRDAI and ASCI compliance for all sponsored content.
- Branded content tie-ups with digital publishers and content platforms.
- Campaign performance tracking: reach, engagement, sentiment, and estimated earned media value.
- Use AI tools for influencer identification and audience authenticity analysis (fraud detection, follower quality).
- Track performance using AI-led attribution models linking influencer engagement to actual leads and conversions.
- Enable content personalization and optimization based on real-time engagement signals.

Key Performance Indicators (KPIs) & Measurement Framework

The agency will be held accountable to the following KPI framework. Final targets will be agreed upon at the media strategy approval stage based on the approved budget:

Media KPI Framework (with Conversion Layer)

Medium	Primary KPI	Secondary KPI	Conversion KPI
Television	GRPs delivered, Reach %	Cost per GRP, Frequency	Website visits, Missed calls, QR scans
Print	Insertions, Circulation	Cost per insertion, Position quality	Lead enquiries, Coupon/QR response rate
Digital & AI	Impressions, CTR, Video views	CPM, CPC, VTR	(CPL, CPCV), scale (reach, CTR), and quality (conversion rate, CPQL, AI-driven lead scoring).

OOH	Site count, Footfall index	Cost per site, Visibility score	QR scans, Calls, Walk-ins near locations
Radio	Spots aired, Listener reach	Cost per spot, Daypart coverage	Missed calls, WhatsApp enquiries
Activation	Footfall, Leads generated	Cost per lead, Engagement rate	On-ground conversions, Sign-ups
Cinema	Admissions reached	Cost per thousand (CPT)	QR scans, Direct visits
Influencer	Reach, Engagement rate	CPM, Sentiment score	Leads generated, Link clicks, App installs, Sign-ups (via tracked links/UTM/Promo codes)

In addition to channel-specific KPIs, the agency must propose an overarching brand campaign measurement framework including:

- Brand Awareness Lift: Pre and post-campaign brand awareness survey (to be commissioned separately).
- Share of Voice (SOV): Monitoring INLIC's share of voice vs key competitors in the insurance category.
- Website & App Traffic: Correlation of campaign flighting with traffic spikes to INLIC's digital properties.
- Lead Generation: Tracking enquiries, digital form fills, and call-centre leads attributable to the campaign.

Project Execution Timelines

To maintain a strict governance pipeline, agencies must adhere to the timeline matrix below:

Milestone / Activity	Responsibility	Timeline	Status
RFP Float Date	INLIC Marketing	Day 0	
Last Date for Agency Queries	Bidding Agencies	Day 3 from RFP Float	
INLIC Response to Queries	INLIC Marketing	Day 4 from RFP Float	
Proposal & Commercial Bid Submission	Bidding Agencies	Day 8 from RFP Float	
Technical Evaluation & Shortlisting	INLIC Internal Committee	Day 9-10	
Shortlisted Agency Presentations	Shortlisted Agencies	Day 11-13	
Final Commercial Negotiation	INLIC & Shortlisted Agencies	Day 14-16	
Agency Finalization & LOI Issuance	INLIC	Day 17	
Contract Signing & Onboarding	INLIC & Selected Agency	Day 18-20	
Campaign Go-Live (Phase 1 – TV & Digital)	Selected Agency	TBD	

Evaluation Criteria & Agency Selection Matrix

INLIC will evaluate all proposals across multiple parameters. Cost alone will not be the determining factor. The evaluation will be conducted by a committee comprising Marketing, Finance, and Senior Leadership.

Final evaluation and selection will be driven by the agency's ability to deliver the lowest blended CPL, supported by efficient CPM, CPCV, and CPC benchmarks, along with demonstrable lead quality, robust tracking mechanisms, and transparent reporting.

Governance, Audit & Compliance Requirements

The selected agency shall maintain complete transparency and documentation for:

- Media buying rates
- Vendor negotiations
- Inventory allocation
- Deployment records
- Proof of execution
- Campaign reports
- Billing and reconciliation

The agency shall support:

- Audit requirements
- Regulatory requirements
- Internal governance reviews
- Documentation requests

INLIC reserves the right to audit media deployment records and supporting documentation.

Commercial Terms

- INLIC reserves the right to negotiate commercials with one or more agencies.
- Lowest commercial quote shall not necessarily guarantee selection.
- Selection shall be based on overall quality, strategic fit, execution capability, timelines, and commercials.

Proposal terms & conditions

No Liability on INLIC

Submission and receipt of proposals do not obligate INLIC in any manner.

INLIC reserves the right to:

- accept or reject any proposal
- negotiate with one or more bidders
- modify the scope of work
- appoint separate creative and production partners
- discontinue the RFP process without assigning reasons

Participation in this RFP process shall be deemed acceptance of all terms and conditions stated herein.

Confidentiality

All information shared by INLIC in relation to this RFP shall be treated as confidential and shall not be disclosed without prior written approval.

Cost of Bidding

Participating agencies shall bear all costs associated with preparation and submission of proposals.

INLIC shall not be liable for any such costs regardless of the outcome of the process.

Proposal Validity

Proposals submitted by agencies shall remain valid for a minimum period of ninety (90) days from the submission date.

Evaluation Rights

INLIC reserves the right to:

- request additional information
- conduct presentations and clarifications
- seek revised proposals
- verify credentials and references
- negotiate terms before final award

Third-Party Collaboration

Agencies may collaborate with production houses, studios, music companies, or technical partners.

All such partnerships must be disclosed clearly in the proposal.

Right to Audit

INLIC reserves the right to audit or verify project documentation, licensing arrangements, rights ownership, production details, and compliance-related records.

Rights, compliance & licensing requirements

The selected agency/partner shall ensure:

- compliance with IRDAI regulations
- compliance with ASCI regulations
- compliance with advertising standards
- ownership and licensing clarity
- perpetual usage rights where agreed
- proper documentation for all talent, music, and production assets

The agency shall indemnify INLIC against any claims arising out of copyright, licensing, talent rights, music rights, or regulatory violations attributable to the agency's work.

4) Company's Obligations

The submission and receipt of proposals do 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 and presentation. INLIC makes no representation, implied or expressed 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.

5) Proposal Terms & Conditions

5.1 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.

5.2 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.

5.3 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.

5.4 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.

5.5 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.

5.6 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.

5.7 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.

5.8 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"

5.9 Hold Harmless

By submitting a proposal, the Bidder acknowledges that the Company shall have sole discretion in evaluation and selection of proposals and waives any right to claim damages arising from the RFP process or related communications.

The Company reserves the right to accept or reject any proposal, modify or waive any RFP requirements, and award the Contract to the Bidder deemed most suitable. The Company's decision shall be final and binding on all Bidders.

The Company also reserves the right to cancel or withdraw the RFP/reverse auction process at any stage prior to contract award, without assigning any reason or incurring any liability.

5.10 Disclaimer of Accuracy

The information contained in this RFP is provided by the Company in good faith based on its current understanding of the requirements and is intended only as a guideline for Bidders. The Company does not warrant the accuracy, completeness, or exhaustiveness of the information provided. Bidders are advised to independently assess and verify all information and form their own conclusions.

The Company reserves the right to modify the scope, processes, or requirements stated in this RFP and may negotiate with one or more Bidders for such revised requirements at its sole discretion, irrespective of whether proposals have already been received.

6) Pricing

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

7) Vendor Information

Kindly fill in the attached questionnaire

Also share the below details:

- Type of entity (Sole proprietor, Partnership (if registered, provide with the Partnership deed), LLP, Private Co., Public Company etc.
- 2. Brief profile of the vendor:
- 3. Name of the Sole proprietor, all the Directors, all the Partners, of the vendor:

8) Contact person for questions and clarifications

For SOW Query:

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