



Request for Proposal

INLIC BRAND CAMPAIGN

RFP Float Date: 20th May 2026

Submission of Technical proposal: 27th May 2026

Commercial proposal submission: To be invited from shortlisted agencies

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.

1) Introduction

2) Purpose

3) INLIC / Process Requirement/SOW

4) Company's Obligations.....

5) Proposal Terms & Conditions

 5.1 No Liability on INLIC.....

 5.2 Confidentiality.....

 5.3 Third-party Contracting.....

 5.4 Cost for Bidding.....

 5.5 Acceptance of proposal.....

 5.6 Evaluation & Selection.....

 5.7 Acceptance.....

 5.8 Engagement Guidelines & Terms.....

 5.9 Hold Harmless.....

 5.10 Disclaimer of Accuracy.....

6) Pricing.....

7) Vendor Information

8) Contact person for questions and clarifications

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

1) 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.

2) Purpose

This Request for Proposal (RFP) outlines the operational and creative mandates for the conceptualization, execution, and delivery of a multi-lingual national Brand Launch Film campaign for INLIC.

The campaign will serve as a foundational public awareness driver of the new brand, building consumer trust, market authority, and financial confidence across diverse Indian demographics. The tone, execution scale, and regulatory frameworks must align with Indian institutional benchmarks like AMFI (Mutual Funds Sahi Hai), GIC -Accha Kiya Insurance Liya, Life Insurance Council- Sabse Pehle Life Insurance etc.

Request for Proposal

The selected agency/partner shall be responsible for developing a culturally resonant, clutter-breaking, and scalable campaign that reflects the aspirations, emotions, and realities of modern India while strengthening INLIC's positioning as a trusted life insurance brand.

INLIC reserves the right to evaluate proposals through multiple rounds including creative presentations, technical evaluations, commercial negotiations, and leadership interactions before final selection.

Participation in this RFP process is voluntary and at the sole discretion of participating agencies.

3) INLIC / Process Requirement/SOW

Scope of Work

INLIC is undertaking a significant brand transformation journey and seeks to establish a differentiated, contemporary, and emotionally resonant identity in the Indian life insurance category.

The campaign objective is twofold:

- To build strong national awareness and trust for the INLIC brand
- To create a compelling pull among prospective advisors/distributors, employees, and other stakeholders

The campaign is expected to operate at the scale and impact of nationally recognized institutional campaigns while retaining a distinct identity rooted in authentic Indian storytelling.

The campaign should:

- Reflect cultural diversity across India
- Create strong emotional and mnemonic recall
- Appeal to mass-market consumers across urban and semi-urban India
- Balance relatability with aspirational storytelling
- Deliver high adaptability across television, digital, OTT, cinema, and social platforms

Benchmark references may include campaigns such as: Mutual Funds Sahi Hai, Accha Kiya Insurance Liya, Sabse Pehle Life Insurance, Open Dil Se, Kona Kona Kotak

These references are indicative only and agencies are expected to present original concepts.

Brand Brief

https://docs.google.com/document/d/1P1D2q8cE_P58ntzLj4xKbfCc04-ntc0JISrmES9iJvY/edit?usp=sharing

The selected agency/partner shall undertake end-to-end responsibility for the following:

A. Creative Strategy & Ideation

- Campaign strategy development
- Creative concept development
- Narrative architecture
- Scriptwriting and screenplay development
- Campaign mnemonic/audio-visual hook creation
- Storyboarding and moodboard development
- Dialogue and voiceover scripting
- Adaptation strategy across formats and languages

B. Pre-Production

- Production planning
- Director onboarding
- Casting and talent sourcing
- Costume and styling
- Art direction
- Location scouting
- Permission management
- Production scheduling

- Shot breakdowns and planning

C. Production

- Film shoot execution
- Crew management
- Camera and technical equipment deployment
- Lighting and production design
- Music production
- Voiceover recording
- Regional execution support

D. Post-Production

- Offline and online editing
- Color grading and DI
- Visual effects and cleanups
- Audio mixing and mastering
- Subtitling and localization
- Adaptation formatting for digital and broadcast media

E. Compliance & Legal

- Regulatory compliance alignment
- Disclaimer integration
- Music and talent licensing
- Usage rights management
- Final legal clearances

Details of each element

A. Creative Strategy & Ideation

Company will call for the creative presentation post the submission of concepts and ideas.

Core creative narrative expectations

The campaign must present a fresh and differentiated storytelling approach within the life insurance category.

The agency shall be responsible for conceptualizing and executing a compelling narrative structure that captures real-life aspirations, emotional journeys, and moments of financial responsibility across India.

The campaign is expected to focus on ordinary individuals and families rather than celebrity-led storytelling.

Open Ideation Format: The agency has complete creative freedom to pitch the overarching cinematic approach. This includes deciding whether the transition between characters uses dialogue, a running musical track, voiceover poetry, rhythmic transitions, or specific visual match-cuts.

The Campaign Anchor: The agency must develop a unique audio/visual hook – a memorable phrase, a signature melody, or a running motif (similar in intent to "Kuch Khaas Hai Zindagi Mein") that cleanly binds India's cultural geographies into a singular, high-energy brand film.

Creative Routes: The narrative treatment can adopt various paths – sharp humour, poignant emotion, a hybrid blend of genres, or deeply relatable slice-of-life observations that make the final film clutter-breaking and inspiring for Bharat.

A.1 Cultural Representation

The film must authentically capture multiple regional and cultural settings across India to reflect INLIC's broad consumer footprint.

The storytelling may move through multiple vignettes and eventually converge into a unifying campaign message or emotional culmination.

A.2. Creative Freedom

The agency shall have creative freedom to propose:

- Narrative format
- Tone of storytelling
- Visual grammar

- Musical treatment
- Dialogue style
- Transition devices
- Mnemonic devices
- Sonic identity
- Visual motifs

The final concept may adopt emotional, humorous, musical, slice-of-life, poetic, rhythmic, or hybrid storytelling approaches, provided it remains authentic, memorable, clutter-breaking, and aligned with INLIC's brand objectives.

A.3 Campaign Hook

The agency must develop a strong audio-visual mnemonic, recurring motif, phrase, signature sound, or musical identity capable of driving long-term brand recall.

Campaign deliverables

The selected agency/partner shall deliver the following assets with perpetual pan-world usage rights across all media platforms unless otherwise agreed:

Deliverables	Description
Master Brand Film	45–60 second flagship film covering all regions
Primary Language	Hindi
Regional/Cultural Cutdowns	4–5 edits focused on specific vignettes for digital and TV
Social Media Adaptations	10 sec and 15 sec edits
Vertical & Square Formats	9:16 and 1:1 formats for social media platforms
Regional Language Versions	Dubbing/subtitles/localized VO
Digital Assets	Platform-ready compressed exports
End Slates & Compliance Frames	Brand and disclaimer integration
Music Masters	Original tracks/jingles/audio assets
Amplification Assets	Optional adaptations for digital and outdoor usage

B. Pre-Production

Scripting & Storyboarding

- Detailed screenplay development
- Script refinement
- Storyboard creation
- Shot visualization

Casting & Talent Sourcing

- Sourcing culturally representative actors
- Ensuring authenticity in casting
- Finalizing talent contracts and rights

Location Scouting & Permissions

- Identification of authentic locations
- Procurement of required permissions
- Coordination with local authorities where required

Costume & Art Direction

- Regional authenticity in costumes
- Cultural nuance management
- Set design and styling

C. Production

Director & Crew

- Appointment of experienced commercial director
- Full production crew deployment

- Multi-location execution capability

Technical Specifications

- Cinema-grade production quality
- High-definition production equipment
- Suitable formats for television, digital, OTT, and cinema usage

Music & Sonic Identity

- Original music composition
- Jingle/sound mnemonic creation
- Audio mastering and adaptation

Voiceovers

- Hindi voiceovers
- Regional language adaptations
- Professional dubbing support

D. Post-production

Editing

- Main film edit
- Multiple cutdowns and adaptations
- Digital-first formatting

Color Grading & DI

- Cinematic color correction
- Regional tonality enhancement
- Final mastering

Graphics & VFX

- Screen replacements
- Clean-up work
- Motion graphics and supers
- Disclaimer integration

E. Legal & Compliance

Regulatory Compliance

The selected agency shall ensure compliance with all applicable advertising and insurance regulations including but not limited to:

- IRDAI guidelines
- ASCI guidelines
- Applicable broadcast regulations

Perpetual Usage Rights

The selected agency shall ensure: Talent rights, Music rights, Voiceover rights, Production rights, Digital rights, Pan-India and pan-world usage rights for all agreed deliverables.

Amplification & adaptation requirements

The selected agency shall propose integrated amplification approaches to extend the campaign beyond the master film. This may include: Digital-first adaptations, Interactive content ideas, Social media extensions, Influencer integration concepts, Outdoor adaptation concepts, Advisor/distributor engagement ideas, Recruitment/talent attraction extensions, The agency is encouraged to recommend scalable amplification ideas aligned with campaign objectives.

Eligibility criteria

Agencies/partners participating in the RFP must meet the following eligibility requirements:

Mandatory Eligibility (as per mandatory vendor registration formalities)

- Registered legal entity in India
- Minimum 5 years of operational experience
- Experience in advertising, production, or integrated communication services
- GST registration and PAN availability

- Capability to execute large-scale national campaigns
- No blacklisting declaration

Preferred Experience

Preference may be given to agencies having experience in:

- BFSI category campaigns
- Multi-language campaigns
- National brand launch film campaigns
- High recall or music-led campaigns
- Large-scale production execution
- Integrated digital and social media campaigns

Proposal submission & pitch requirements

Bidding agencies must structure their Technical Bid submission to explicitly showcase readiness across the following evaluation vectors:

A. Director & Key Crew Profile

- The agency must name and secure the commitment of an A-List Commercial Director.
- The submission must include the director's profile, showreel links showcasing relevant storytelling expertise (specifically highlighting emotional narratives, multi-location montages, or rhythmic editing cuts), and a formal letter of availability for the projected production window.
- Profiles for the Director of Photography (DoP) and Lead Music Director/Composer must also be declared.

B. Technical Execution Treatment

- A clear statement of technical intent outlining camera bodies (e.g., ARRI, RED), specialized anamorphic or prime lens selections, and the technical approach for shooting
- A detailed layout of the post-production workflow, including proposed VFX houses, colorists (DI), and multi-lingual voice-dubbing management infrastructure.

C. Creative Script & Execution Pitch

- The Screenplay Treatment: A written, scene-by-scene script/concept breakdown of the idea
- The Campaign Sonic/Visual Hook: A description or basic scratch-track sample of the proposed brand audio identity, jingle, or unifying visual hook that resolves the film.

Commercial proposal

Commercial proposals may be requested separately from shortlisted agencies, which will include: Pre-production costs, Production costs, Talent costs, Crew costs, Music costs, Post-production costs, Localization costs, Rights/licensing costs, Taxes and statutory charges.

Timelines & submission schedule

Activity	Timeline
RFP float date	Day 0
Concept & idea submission (with broad commercials)	Day 7 (from RFP)
Agency shortlisting/feedback	Day 8-11
Presentation & Evaluation Rounds	Day 12-14
Agency finalization and onboarding	Day 15
Final Selection & Onboarding	Day 16 onwards
Final Film Delivery	30 Days from the date of Onboarding

INLIC reserves the right to revise timelines at its discretion.

Commercial Terms

- Commercial proposals may be requested from shortlisted agencies after technical evaluation.
- 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's 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 INLIC's 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- [Vendor Registration Documents.zip](#)

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:

Name	:	Nikita Suratwala
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