

Reliance Life Insurance launches new social media campaign



JAMMU, NOV 10:

Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, today launched its new social media campaign 'Do-Good'. The new social media campaign was launched by Mr. Anup Rau, Chief Executive Officer, Reliance Life Insurance, here.

"We firmly believe that any selfless act of goodness - across demographics, causes and regions - needs to be encouraged. There is a genuine need to create a platform where each such act by individuals or groups can be shared with a larger audience and amplified to be recognized. Our "Do-Good" campaign aims to provide such a platform for sharing and recognition" said Mr Rau.

This is the third social media campaign unveiled by Reliance Life Insurance. Earlier, the company has launched highly successful campaigns namely - "Boundaries for Books with Room to Read" and GreatestFan campaign with Sachin's greatest fan, Sudhir Kumar Choudhary.

The DoGood campaign has been initiated recently on all social platforms to create awareness and encourage people to take action in the 'good' direction. The initial phase of the campaign has received encouraging response on Facebook with over 2 Lakh likes across its posts within a span of two weeks in the soft launch phase.

Reliance Life Insurance has also launched DoGood initiative as an internal campaign within the organization so that this positive and constructive thought is well entrenched in the minds of its employees and agents and rolled out to our customers.