

LEAD GENERATION FOR INDIA'S BIGGEST **LIFE INSURANCE COMPANY**



Lead
Generation



Lead Management
Software



15+ Touch
Points Covered



50+ FTEs

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Our client is the largest non-bank private-sector life insurer in India. The client wanted Arvato to leverage their existing customer base to drive sales.



7,000+ deals closed in FY 17



\$13 million revenue generated in FY 17