

HDFC Standard Life unveils music video featuring Shilpa Shetty
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MUMBAI: HDFC Standard Life unveiled its new music video, *Sar Utha Ke Jiyo*, promoting and propagating Self Respect. The music video features Shilpa Shetty, film star and co-owner, Rajasthan Royals and the Rajasthan Royals team players.

HDFC Standard Life executive vice president and head marketing Sanjay Tripathy said, "We are happy to launch this music video that signifies everything that our brand stands for. The concept of Respect Yourself or *Sar Utha Ke Jiyo* educates consumers on how the essentials of one's life -- needs, wants, hopes, and aspirations -- and can be blended well for prudent investments. This music video disseminates the value of self respect by capturing and aligning the team spirit and confidence of the inaugural Indian Premier League (IPL) Champions, Rajasthan Royals."

HDFC Standard Life supports the Rajasthan Royals as its associate sponsor and insurance partner for Rajasthan Royals for IPL 2009.

Rajasthan Royals chief marketing officer Raghu Iyer said, "We are delighted to be associated with HDFC Standard Life, a brand that has successfully been able to differentiate itself on the basis of its unique communication integrated with '*Sar Utha Ke Jiyo*' as the brand idea. We as a team reflect the same set of values and this music video is a collaborative effort to communicate the core Indian value of self respect."

Shot in South Africa, the music video features Shilpa Shetty, Shane Warne, Yusuf Pathan, Graeme Smith, Ravindra Jadeja and Dimitri Mascarenhas amongst others. The video plays HDFC Standard Life's theme song, which is sung by Mohit Chauhan, lyrics penned by Swanand Kirkire, and music composed by Shantanu Moitra. The music video will be on air on all major television channels from 8 May, 2009. The music video is directed by Shiraz Bhattacharya.