

# HDFC bats with the Royals

WE all know how Yusuf Pathan rose from a humble middle class background to become one of the most swashbuckling batsman of the present game. Yusuf's journey has been one of self-belief, pride and confidence that define his game. Similar is the story of Swapnil Asnodkar, who became the first cricketer from Goa to play in the Indian Premier League. Such shining examples feature in the new HDFC Standard Life, which has Rajasthan Royals players, Shane Warne, Yusuf Pathan, Munaf Patel, Kamran Khan and Swapnil Asnodkar in them. In one of the TVCs, Yusuf Pathan talks about the days he spent playing cricket in the masjid and how he dreamt of playing cricket for India. In another commercial, Swapnil Asnodkar talks about how people did not believe that a cricketer from Goa could represent India at an international tournament. In both the ads, the Rajasthan Royals' skipper Shane Warne comes at the end with the tagline, 'Saar Utha Ke Khelo, Saar Utha Ke Jiyo'.

Both the TVCs propagate HDFC Standard Life's values of self-respect, or living life with head held high. The ads depict how these cricketers have achieved success despite all odds. The video blends the common values between HDFC Standard Life and Rajasthan Royals. Sanjay Tripathy, executive vice-president and head-marketing says, "Our association with Rajasthan Royals is aimed at bringing to the fore our common values. And the campaign is a natural outcome of our effort in propagating the values of self pride, confidence, and self belief."

This campaign has been conceptualised and scripted by Leo Burnett and directed by Sanjay Shetty from Opticus.

HDFC Standard Life plans several activities in the coming months along with Rajasthan Royals. Some of them include financial planning sessions for the young players in the Rajasthan Royals team and lots of other on-ground initiatives.

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