



HDFC Life launches its musical logo - a unique sonic identity

India's First Private Life Insurance Company to create a musical logo

Mumbai, June 27, 2019: HDFC Life Insurance Company Limited, one of India's leading private life insurance companies, launched its sonic identity (MOGO - musical logo) to be used across customer touch points.

HDFC Life is India's first private life insurance company to launch a Musical Logo - MOGO.

The power of sound is tremendous. It only takes around 0.146 seconds for human beings to react to sound. 'Sonic branding' utilises the 'sound of a brand' to evoke a collective range of emotions and memories associated with a brand. And a MOGO is the quickest way to trigger this.

Through the MOGO, HDFC Life is aiming to create a distinct brand sound to help improve recall every time someone interacts with the brand sonically. The MOGO was developed keeping in mind the core values of HDFC Life. It is inspired by the Rasas - Shingara (Love), Veera (Courage) and Shantha (Peace), reflecting the caring, courageous brand that enables you to live your life with pride.

HDFC Life has had a reputation for campaigns that resonate with the consumers, including a musical legacy of jingles, which have received much love and appreciation. With this MOGO, HDFC Life hopes to build continuity by leveraging the already present sonic asset of its 'Sar Utha Ke Jiyo' (live with pride) tune giving it a fresh, contemporary new identity whilst retaining the essence of the old tune.

Pankaj Gupta, Chief Marketing Officer, said, "The advent of technology and rapid digitization of the world is completely transforming the way consumers live, work and play, today. HDFC Life as a brand has always had a strong visual identity. With changing consumer habits, we realized early that sound would play a critical role in creating brand recall, differentiation and engagement with our stakeholders. The musical logo creates a sonic identity for a brand that's in tune with the evolution taking place today, while remaining true to the brand's core values."

The MOGO has been suitably adapted to multiple versions and will be used in touch points like TV, radio, digital ads and content, events, IVRs, caller-tune, ringtones, call hold recordings, mobile applications, website etc.

The HDFC Life MOGO has been created in collaboration with Brandmusiq, who are pioneers in this space and have coined the term 'MOGO'. BrandMusiq has created sonic identities for clients the world over. Founded by Rajeev Raja with Ajit Varma as co-founder and CEO, BrandMusiq expresses a brand's essence by applying the science of sound and the art of music to create powerful sonic branding.

Rajeev Raja sums up: 'It was very exciting for BrandMusiq to evolve and contemporize the existing HDFC Life jingle into a comprehensive sonic identity system with its distinct MOGO®'.



About HDFC Life

HDFC Life Insurance Company Limited (formerly HDFC Standard Life Insurance Company Limited) ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life Aberdeen, a global investment company.

Established in 2000, HDFC Life is a leading long-term life insurance solutions provider in India, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. As on March 31, 2019, the Company had 38 individual and 11 group products in its portfolio, along with 8 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its presence across the country with 412 branches and additional distribution touchpoints through several partnerships. The partnerships comprise 265 bancassurance partners including NBFCs (Non-Banking Financial Companies), MFIs (Micro Finance Institutions), SFBs (Small Finance Banks), etc. and 39 partnerships within non-traditional ecosystems. The Company is also strengthened by a strong base of financial consultants.

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