

PRESS RELEASE

## HDFC Life's new annuity campaign makes retirement planning look attractive

**Mumbai, August 19 2020:** HDFC Life, one of India's leading life insurers has recently launched an annuity campaign. HDFC Life has built an inspiring narrative that challenges the audience's mind set around retirement. The Company has redefined the archaic concept of this category, relooked at the rigid, reductive notions around ageism and given the category a different tone, thereby making it attractive.

<https://www.youtube.com/watch?v=qKpIYO-QdyM>

The ad conveys that human potential is beyond one's retirement years thereby inspiring individuals to choose a retirement product that enables fulfillment of dreams. It is centered on HDFC Life's annuity product 'Pension Guaranteed Plan' that is designed to provide guaranteed monthly income which not only secures an individual's retirement but also enables one to fulfill the dreams of their youth which got abandoned once responsibilities took over.

A simple question to potential retirees, "**Aap bade hoke kya banna chahte ho?**", sets the tone for the ad. HDFC Life is positioned as a facilitator offering a solution to realise long cherished dreams without having to worry about the risk of running out of money.

Leveraging the expertise of leading advertising partner Wieden & Kennedy, they have created a **short film showing five retirees young at heart**, supremely excited to pursue their dreams thanks to HDFC Life Pension Guaranteed Plan. In the quest to impact culture, a social campaign has been created and thought leaders have been on-boarded to drive credibility, scale and the reach of the message.

Seeing how complicated financial websites usually are, a **special micro site** (<https://www.hdfclife.com/when-i-grow-up/index.html>) has been created. This micro site simplifies the concept of annuity by bringing characters of the film to life in an interactive comic strip format, designed by the famous cartoonist Sailesh Gopalan, founder of Brown Paperbag Comics.

That's not all, as part of this campaign HDFC Life will also conduct a Masterclass on Retirement Planning in association with leading financial experts. The **micro site serves as a platform through which individuals can register for this Masterclass.**

Speaking on the launch **Vishal Subharwal, EVP – E-commerce & Digital Marketing** said, "Retirement planning is a critical part of every financial plan. Most individuals ignore this activity. This is also because of the fact that retirement seems boring and individuals don't look forward to it like other phases of their lives. Through this campaign, we want to break the stereotype and make retirement planning aspirational & enable Indian consumers manage longevity risk.

In line with our customer centric approach, we want to simplify the understanding of annuity as a concept, changing the audience sentiment around retirement and bringing

in a behavioral change and advocating financial readiness for retirement so they can pursue their passion or live their dreams through our retirement solutions.

We have developed helpful tools and content related to the retirement category so our audiences feel empowered and confident to kick-start the second innings of their life. The campaign communication will be amplified via our digital and social media platforms.”

**Dean Wei, Executive Creative Director, W+K** added, "Thinking about our futures, and how to achieve our goals after retirement isn't just a boring financial exercise, based on a rational decision. It's about dreams and plans, big and small. We wanted to take a different tack than most financial communications and give people an emotional reason as to why they should make a smart decision earlier rather than later. And since it's about dreams, sometimes lifelong dreams, we wanted to make the work fun and not intimidating, but mostly not cheesy and patronizing. We wanted to show retirees in a true light - they have so much to give and live for; they want to have fun and fulfill their dreams after decades of worrying about others. You'll see this in the advertising but even more clearly in the website, which takes complicated options and features and makes them easy to understand and maybe even a little fun to think about.”

HDFC Life has always had a customer centric approach. The Company's flagship products are designed keeping in mind different customer needs and can be purchased both offline as well as online. HDFC Life's Life Insurance products offer a wide range of insurance solutions for protection (term), Unit Linked Insurance Plans (ULIPs), retirement plans, health plans, child plans and Woman Plans.

HDFC Life recently launched the Life Freedom Index Report in partnership with Nielsen. The national Life Freedom Index (LFI) shows a positive increase of 8.7 over 2016, wherein the survey shows that people are more confident about their future, irrespective of external factors due to their growing financial awareness and the ability to plan ahead. It also reflects that people respond to macro economic factors by adhering to a robust financial plan since it gives them the confidence to fulfil their future goals and financial needs.

Retirement planning is one of the key elements of a financial plan that can enable an individual secure their golden years and live life to the fullest.

### **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, Annuity and Health. As on June 30, 2020, the Company had 36 individual and 12 group products in its portfolio, along with 6 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 421 branches and additional distribution touch-points through several new tie-

ups and partnerships. HDFC Life currently has over 270 partners (including master policyholders) of which more than 40 are new-age ecosystem partners. The Company has a strong base of financial consultants.

For more information, please visit our website, [www.hdfclife.com](http://www.hdfclife.com). You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.

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