

PRESS RELEASE

HDFC Life's New Campaign Aims to Create Awareness on Term Insurance Plans

Mumbai, August 4 2020: HDFC Life, one of India's leading life insurers has launched a campaign on television, direct-to-home and digital channels to drive the need for protection.

<https://www.youtube.com/watch?v=dSq6B2Z3SUo>

One of key elements of a financial plan is Protection. An adequate life cover ensures that the family is protected in case anything happens to the breadwinner. HDFC Life's latest campaign on term plans highlights how protecting loved ones and securing their future is extremely important, more so in these uncertain times.

Speaking on the campaign, **Pankaj Gupta Sr. EVP (Sales) & Chief Marketing Officer** said, "Recent surveys on Indian consumer sentiment reflect their concerns about their own as well as their family's well being. There is a rising sentiment that in the current situation, one needs to be even more proactive about financial planning and securing their family's future. Term insurance is a must-have product for every individual. It protects the family financially by playing the critical role of acting as an income replacement in case of an eventuality.

According to the Swiss Re report for FY2014, India has a huge protection gap of 92.2% – most Indians are either underinsured or uninsured. Given that consumers are now more open to term insurance, this campaign will help build further awareness around the category and our term plans, besides nudging them to take action."

Rajdeepak Das, Chief Creative Officer - South Asia & Managing Director – India, Leo Burnett added "These past few months have brought home the fact that life is uncertain at best and highly unpredictable. But one thing that stays steady through tough times is the love for our family. And keeping this in mind HDFC Life talks about the importance of insuring yourself and thereby, ensuring that if a crisis comes unexpectedly, your family is well prepared to tackle the fallout. While we always hope for the best, we should also be prepared for the worst. We hope this campaign reaches out to maximum people and nudges them to take the first step towards securing their loved ones."

Agency Credits

MD – India & CCO – South Asia, Leo Burnett: Rajdeepak Das

MD – India & CSO – South Asia, Leo Burnett: Dheeraj Sinha

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Director: Sana Ahmad & Beeswaranjan

Producer: Akshay Multani

Asst. Producer: Ganesh Iyer

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 claims intimation process is available online. Customers and claimants can avail the services without having to step outside their homes.

The company is facilitating a smooth and seamless experience for all. The company has settled 99.07%¹ claims last year. It has settled 99.96% of non-investigative claims in Q4 FY20 through hassle-free claim² settlement in 1 day.

¹Individual death claim settlement ratio by number of policies as per audited annual statistics for FY 2019-20. ²T&C apply.

The flagship term insurance products are:

HDFC Life Click2Protect Plus	HDFC Life Click2Protect 3D Plus
<p>An ideal comprehensive protection plan with a range of additional coverage options, at an affordable price to protect you and your loved ones.</p> <p>Features:</p> <ul style="list-style-type: none"> • Pick your cover option from 4 options – Life Option, Extra Life Option, Income Option and Income Plus Option • Provide monthly income to your family in your absence under Income and Income Plus Option • Increase your insurance cover at the key milestones of your life under Life Option • Flexible Policy Term and Premium paying term 	<p>Secure your family's financial independence against death, terminal illness and disability with a 3D protection</p> <p>Features:</p> <ul style="list-style-type: none"> • Coverage against Death, Disability and Disease • Choice of 9 Insurance Policy Options • Lifestage protection for life's key milestones • Tax benefits under Sec 80 C & 10 (10 D)

HDFC Life recently launched the Life Freedom Index Report in partnership with Nielsen. The national Life Freedom Index (LFI) shows a positive increase of 8.7pp 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 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. Given that life Insurance is considered as a backup for uncertain times, this is the right time to build awareness around Protection and help customers take the right financial decisions.

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's Indian Embedded Value has risen 17 per cent to INR 22,580 crores during FY21 Q1 as compared to INR 19,230 crores during corresponding quarter last

year. HDFC Life also saw a 50% growth in Individual protection APE with the share of protection doubling from 5% in FY20 Q1 to 11% in FY21 Q1. The company has reported 6 per cent rise in Net Profit to INR 451 crores during the FY21 Q1 as compared to INR 425 crores during the corresponding quarter last year.

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 has 270 distribution partners through insurance intermediaries. Additionally, the Company also works with adjacencies with 40 ecosystem players. The Company has a strong base of financial consultants. For more information, please visit our website, www.hdfclife.com. You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.

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