

Press Release

## **HDFC Life celebrates Insurance Awareness Day with Life Sessions**

*A digital chat show on Resolution for a Secure Future*

**Mumbai 28 June, 2021:** HDFC Life, one of India's leading life insurers, has constantly endeavored to create greater awareness about life insurance amongst consumers.

Today, June 28, on the occasion of Insurance Awareness Day, HDFC Life organized a digital chat show called 'Life Sessions' as part of their continued efforts towards increasing awareness by discussing the importance of taking care of one's health, planning financially for the future and working on holistic well-being.

Life Sessions featured **Suresh Badami, Executive Director, HDFC Life** who spoke about the critical role of life insurance in protecting oneself and their families from the uncertainties of life. The other speakers included **Dr. Anupam Sibal, Group Medical Director of the Apollo Hospitals Group** and **Lisa Ray, actor, model & author**, who spoke about staying healthy in the new normal and working on one's holistic well-being.

Life Sessions was moderated by **Tisca Chopra, an award-winning actor**, who shared her own experiences from the pandemic, to emphasize the need for physical, financial and social security from life's uncertainties.

Watch it here: [https://youtu.be/A8ec7uUU\\_YY](https://youtu.be/A8ec7uUU_YY)

While discussing the relevance of the chat show in the context of the current situation, **Suresh Badami, Executive Director, HDFC Life** said, "The pandemic has heightened the need for staying protected with life insurance. It is imperative that we do not delay our decision to secure our loved ones. Life Sessions is a step by HDFC Life, to create awareness about the dual benefits of protection and long-term savings offered by life insurance. It is our way of motivating individuals to act now. On the occasion of Insurance Awareness day, we hope the insights from our guest speakers enable customers to understand the value of protecting one's health, well-being and future."

As a pre-cursor to this show, HDFC Life launched #MyResolution platform, an interactive, one-of-a-kind platform that encourages users to take a personal resolution to secure their future and the future of their loved ones through life insurance.

<https://www.hdfclife.com/campaigns/MyResolution/>

This platform aims to take the simple act of making a resolution and channel a sense of purpose and inspire something bigger. The campaign was further amplified through multi-pronged communication to drive category awareness and has received overwhelming response across customers, employees and partners. With these initiatives that cater to a vast audience, HDFC Life aims to make Indians more secure and financially prepared to deal with uncertainties.

## **About HDFC Life**

HDFC Life Insurance Company Limited ('HDFC Life' / 'Company') is a listed life insurance entity promoted by 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 March 31, 2021, the Company had 36 individual and 12 group products in its portfolio, along with 7 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its presence across the country having a wide reach with 390 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of our partnerships is in excess of 300, comprising traditional partners such as NBFCs, MFIs and 5 SFBs, and includes more than 50 new-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.

## **Media Contacts**

<b>HDFC Life:</b>	<a href="mailto:lopahmudrab@hdfclife.com">lopahmudrab@hdfclife.com</a>
<b>Lopah Mudra Bhattacharrya</b>	Phone: 9820318469
<b>Index PR:</b>	<a href="mailto:ashish@indexpr.in">ashish@indexpr.in</a>
<b>Ashish Trivedi</b>	Phone: 9892500644