

PRESS RELEASE

HDFC Life's latest campaign is all about empowering you to #RetireOnYourTerms

The campaign highlights the role of timely financial planning to live a life of pride post retirement

Mumbai, November 10, 2021: HDFC Life, one of India's leading life insurers, has released their latest campaign, #RetireOnYourTerms.

The campaign idea originated from the insight that though the life span of Indians is increasing, retirement planning is still not a priority for many. In India, there has been a change in the socio-cultural landscape over the last few decades. There are more nuclear families which makes it all the more necessary for an individual to be financially prepared for their retirement.

While individuals intend to build a corpus for funding their retirement there are very few who actually work towards the same - there is a lag between this intention and actual action. HDFC Life's latest campaign aims to bridge this gap.

The brand, through this campaign, highlights children leaving home to build their lives, as a significant indicator for parents to start planning for their financial wellbeing in their post-work years.

The film begins with the family preparing for the son to leave in pursuit of his dreams, the couple is proud and emotional while bidding him adieu. They get back home and as time passes, they get contemplative and start talking about their dreams and the events that shaped their reality. Eventually, we witness them arrive upon a realisation - they have fulfilled their parental duties towards their son, it is the time for them to plan for their retirement and to retire on their terms.

To watch the film, click [here](#).

Speaking on the launch, Vishal Subharwal, Head – Marketing, Digital Business, and E-commerce, HDFC Life, said, "Individuals usually focus on the family and children's future when it comes to financial planning. Retirement planning is often a neglected area and even if people are aware of its significance, they do not know when to start.

Through this campaign, we aim to nudge consumers to plan for their and their spouse's financial freedom post-retirement, in a timely manner. Individuals have various concerns in terms of retirement planning – how to go about it, which are the suitable products, can they use life insurance for retirement planning? These are legitimate questions and we hope to enable consumers find answers to these through our campaign."

Adding further, Rajdeepak Das, CEO & Chief Creative Officer – South Asia, Leo Burnett said "Retirement planning is often seen as boring or cumbersome. With this campaign, we wanted to bring in a new perspective. Very often, in fulfilling our responsibilities and making the right choices for our family, we give up on our own dreams and wishes. Our latest film reiterates that planning your retirement could mean that you could now go back and complete those wishes. The film narrates this message through the lens of a middle-aged couple who, after fulfilling their parental responsibilities, are ready to plan their life ahead as per their own priorities."

The campaign will be available across multi-media platforms – Television, Digital, DTH, and PR.

About HDFC Life

HDFC Life Insurance Company Limited ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and abrpn plc (formerly Standard Life Aberdeen plc), 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 September 30, 2021, the Company had 38 individual and 13 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 increased presence across the country having a wide reach with 372 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of our partnerships is over 300, comprising traditional partners such as NBFCs, MFIs and SFBs, and including new-ecosystem partners.

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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