

Press Release

HDFC Life's latest campaign #HarSapneKaAadhaHissa emphasises on financial planning for the child's future

The film highlights the role of financial planning in enabling children to achieve their goals

Mumbai, July 26, 2022: HDFC Life, one of India's leading life insurance companies, has highlighted the importance of financial planning for children's future, in its latest campaign. It is every parent's goal to fulfill the dreams of their child/children and to provide them with a future that is secure. They are as much a part of their children's dream as the children themselves. This campaign recognises and honours the parent's commitment toward their children's dreams and hence has been named 'Har Sapne Ka Aadha Hissa'.

The film features the talented Mrinal Kulkarni. The story revolves around a young girl, Mishi, who dreams of becoming a pilot. Her mother shares the dream, she too is a part of it and while Mishi works towards achieving her dream, her mother simultaneously struggles both financially and emotionally to support her daughter enabling her to become a pilot. HDFC Life Youngstar Udaan plan enables the mother to systematically plan for funding her daughter's dream of becoming a pilot.

Click the link below to watch the film:

<https://bit.ly/3IW6Bq9>

A Child plan is designed for the purpose of building a corpus that will fund a child's education even in the absence of the parent. It is a safety net that ensures that the child does not have to sacrifice his or her dreams in case something were to happen to the parent. HDFC Life Youngstar Udaan provides Maturity Benefit options to match the key milestones of child's future - Academia, Career and Aspiration. It offers guaranteed pay-outs as well. It can be purchased online, easily.

Vishal Subharwal – Chief Marketing Officer, Head Ecommerce & Digital Business, HDFC Life, said "Every parent wants their child to have the best life and to be able to fulfil their dreams. They are a part of their children's dreams. Through this campaign we have tried to show a mother's dedication and her efforts to ensure that her daughter's dreams come true. With the help of HDFC Life Youngstar Udaan she is able to fulfil this dream. One needs to start planning for their child's future early and continue with the plan in a disciplined manner with systematic payments. These efforts will pay off over the long term."



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 abrhn (Mauritius Holdings) 2006 Limited, a global investment company.

Established in 2000, HDFC Life is a leading, listed, 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, 2022, the Company had 39 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 383 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of our distribution partnerships is over 300, comprising banks, NBFCs, MFIs, SFBs, brokers, new ecosystem partners amongst others. 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.