

Press Release

HDFC Life's latest campaign #SkipNahiInsureKaro, says 'Do not skip' life insurance

A series of films that educate consumers about avoiding procrastination when it comes to financial security

Mumbai, June 15, 2022: HDFC Life has launched the third campaign **#SkipNahiInsureKaro** in its Buy Online series. This time around the emphasis is on the lack of urgency when it comes to securing oneself financially and the need to change this attitude. As a brand, HDFC Life has always maintained a realistic approach in its films which has enabled the Company to establish a strong connect with consumers.

Life insurance is a product that not only enables individuals to secure themselves financially but also enables them to plan for their future in a systematic and disciplined manner. However, just the way individuals skip ads these days, they often tend to 'skip' securing themselves financially. Deriving from the same, these films encapsulate the various challenges faced by consumers. They address the core problems by compelling individuals to take a moment and think about buying life insurance online instead of 'skipping' it. Additionally, the films also highlight the USPs of HDFC Life products – Click 2Protect Health, Sanchay Plus, Sanchay Par Advantage & Sanchay Fixed Maturity Plan – which are easy to purchase and offer superior benefits.

The films feature actor Manjot Singh who has played the protagonist from the first campaign. He is seen in everyday situations with other characters who tend to skip the important action of buying life insurance online. This is because they either lack awareness, end up prioritising other things, or are simply confused. Through the films the protagonist conveys the message to avoid procrastinating when it comes to life insurance.

Click the link below to watch the films:

<https://bit.ly/3NpO6vV>

HDFC Life has a comprehensive product suite that offers need-based life insurance solutions to enable individuals meet their life stage requirements. The products discussed in the campaign include:

Sanchay Fixed Maturity Plan - A non-linked, non-participating, individual savings life insurance plan that offers fixed guaranteed returns and liquidity.

HDFC Life Sanchay Plus - A non-linked, non-participating, savings life insurance plan which is designed to enable customers eliminate uncertainties from financial planning by providing a guaranteed income.

Sanchay Par Advantage - A non-linked, participating life insurance plan that provides Lifelong



regular income with flexibility of payouts and whole life cover. It provides a source of supplementary income that can be planned for withdrawal at key life milestones by accrual of bonus.

Click2Protect Health - A life and health insurance plan that gives one's family all-round protection by covering both life and medical expenses

Vishal Subharwal – Chief Marketing Officer, Head ecommerce & Digital Business, HDFC Life, said "Life insurance is a must-have product for all individuals with responsibilities. It is human nature to procrastinate which leads to consequences, especially when it comes to financial security one cannot take chances and leave things for later. The 'Buy Online' series is our endeavour to create awareness on the ease of online purchase of life insurance, the benefits of the product category and also the strong need to purchase immediately. We hope to reach out to a large number of consumers through this thereby enabling them to secure themselves financially."

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 abrdn (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 March 31, 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 372 branches and additional distribution touch-points through several new tie-ups and partnerships. HDFC Life has nearly 300, comprising traditional partners such as NBFCs, MFIs and SFBs, and including new-ecosystem partners.

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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