

Press Release

HDFC Life creates a unique Metaverse experience for the BounceBack Batch of 2022!

A virtual convocation ceremony hosted on metaverse

Mumbai, May 30, 2022: HDFC Life, as a brand has always been innovative in terms of its Marketing approach. Be it through creating awareness on the need for financial protection or celebrating the spirit of bouncing back when faced with challenges, the brand has always focused on staying relevant. This has enabled HDFC Life to build a strong connect with consumers.

Earlier this year, HDFC Life launched the BounceBack Batch campaign that highlighted the struggle of students who not only dealt with the challenges arising due to COVID-19 but also overcame these challenges. This campaign was based on a research which indicated that students were one of the most affected groups.

The pandemic necessitated them to adapt to online schooling, avoid social interactions and stay indoors without any sporting activities. But the support from their parents and teachers encouraged them to succeed, enabling them to conquer all challenges and live a life of Pride. The campaign celebrated the never-say-die spirit of these students and named them the BounceBack Batch!

Click here to watch: <https://www.youtube.com/watch?v=oi1ntQwBJ9Y>

Upon release, the campaign was widely appreciated and went viral, creating conversations across students, schools and parents' groups.

Taking this one step further, HDFC Life initiated an activity to celebrate the success of these students who overcame the impact of the pandemic with determination and a positive attitude. The brand hosted a virtual convocation ceremony for all students, teachers and parents to commemorate the BounceBack Batch in the **Metaverse!**

This objective of this immersive event was to honor all the students, teachers and family members of the BounceBack Batch. The event served as a unique experience for the students, created specifically for them in the Metaverse world. In the Metaverse, the visitors were addressed by inspiring personalities who shared their journey and bounce back moments with them. Participants could choose from different avatars, engage in fun activities such as Basketball and Maze escape, click selfies of their avatars with friends and much more!

The event was live from 22nd May to 25th May. **Vibha Padalkar** – MD & CEO, HDFC Life, **Sunil Chhetri** – Captain, Indian National Football team and **Swati Bhargava** – Co-founder, CashKaro.com & EarnKaro.com graced the event with their presence and shared their inspiring stories with students.

Speaking on the event, **Vishal Subharwal – Chief Marketing Office, Head Ecommerce & Digital Business, HDFC Life**, said "The last two years have been a difficult test and students have proved their mettle by overcoming all odds. We wanted to offer a unique experience to them and their support systems. When we started planning for the virtual convocation, we reached out to



Meta, exploring the possibility of hosting this in the Metaverse. They got us in touch with relevant partners who helped us build this virtual world for students, teachers and parents.

Technology has been an enabler especially during the pandemic and what better way to celebrate our little heroes than to felicitate them in a Metaverse where they could be joined by their family, friends and acquaintances in virtual avatars.

It is in line with our philosophy of being an innovation-led Company offering products and services that enable us to reach out to a larger base of customers, thereby growing the HDFC Life family.”

Shweta Bajpai, Vertical Head, - Finserv, Media, Travel, and Services India at Meta, said

“With the significant shift towards digital, the consumer today is seeking immersive, interactive, and inspiring virtual experiences, and our apps enable businesses to create these while delivering strong business outcomes across the funnel. While the Metaverse will take shape over the next decade, AR, video, and avatars are some of the building blocks of the Metaverse experience that the brands can engage with today. We’re thrilled to see HDFC Life use these to build such a powerful experience for students and their families as part of their Bounceback campaign.”

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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