

Press Release

HDFC Life's latest campaign takes a look at term life insurance from the eyes of a survivor

The campaign is based on a real-life experience and makes one think about the need to secure their loved ones

Mumbai, September 26, 2022: HDFC Life, one of India's leading life insurers' latest campaign focusses on [term life insurance](#). The film is based on the real-life story of Shail Gaurav, who is a COVID-19 survivor and also a policyholder of HDFC Life.

The company has portrayed the story of a father who is seen talking to his toddler about his recent experiences. He was hospitalised even as his little one was about to be born – which made him realise that life can throw surprises anytime. During that moment of uncertainty, he wrote a heartfelt letter to his unborn child and family fearing that he may not be around to see his child grow up.

Surviving this incident gave him the opportunity to look closely at the uncertain nature of life, thereby enabling him to appreciate the need to be prepared with a comprehensive term life insurance.

This campaign is based on the insight that individuals often avoid purchasing term life insurance because it involves facing an unpleasant truth. However, life is full of uncertainties and term life insurance can actually enable an individual and their family to stay financially secure when faced with such challenges.

Research indicates that India's mortality protection gap at 92.2% is very high which leaves most individuals and families financially vulnerable. While the awareness around term life insurance has increased due to COVID-19, people procrastinate when it comes to purchasing the term life insurance.

Click the link below to watch the film

https://youtu.be/MrV4_fhfUNM

Speaking on the campaign launch, Vishal Subharwal, CMO and Head E-commerce & Digital Business, HDFC Life, said "Enabling the family's financial security in one's absence is an important task. Recent experiences of untimely deaths have accentuated this need. The purchase of term life insurance is linked to a harsh reality, and it is human nature to avoid unpleasant conversations. Through our campaign, we see the product from the eyes of a survivor. We believe this could be a wake-up call for those individuals who have not yet realised the criticality of term life insurance or are still procrastinating about having one. We also encourage the young working Indians to secure themselves and their families financially at a nominal cost"

At HDFC Life, it is a constant endeavor to create products that meet individual customer needs. The life insurer has an innovation led approach thereby offering products that are flexible and can be customised for an individual's requirements. The latest product [HDFC Life Click2Protect Super](#) is a comprehensive term plan offering benefits along with the option to customise as per one's requirements. Moreover, customers need to only pay for what they have purchased.

Adding further, Rajdeepak Das, CEO & Chief Creative Officer – South Asia, Leo Burnett said "HDFC Life has always focused on the importance of planning to prepare for any unforeseen circumstances. Our latest film reiterates this message. Taking inspiration from a true story, the film narrates through a heart-warming father-child moment, no matter how uncertain the future maybe, you can secure your loved ones through timely financial planning."

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

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 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.

Media Contacts

HDFC Life: Lopah Mudra Bhattacharria	lopahmudrab@hdfclife.com 9820318469
Index PR: Anoop Agrawal	anoop.agrawal@indexpr.in 9820315684