

'The Missing Dulha' campaign by HDFC Life takes a unique approach to educate viewers on life insurance

Mumbai, February 27, 2023: HDFC Life, one of India's leading life insurers, endeavours to educate consumers by creating differentiated content about its diverse suite of products in a manner that is both informative as well as entertaining.

With its latest campaign, 'The Missing Dulha', HDFC Life aims to create awareness on the importance of life insurance and its various product categories through a set of ten films with the help of a story that revolves around a groom who goes missing on his wedding day.

Aptly titled 'The Missing Dulha', these ten bite-sized films humorously capture the nuances behind a classic Indian family wedding, the various characters and their idiosyncrasies. Each film ends with a cliff-hanger to keep the audience interested in what's coming next while communicating a feature of life insurance plans in a unique and humorous manner.

Life insurance is a must-have product for all individuals for their financial security and fulfilment of future financial goals, enabling them to face life's challenges and live with pride. Through this campaign, HDFC Life aims to deliver the message as to how [life insurance](#) and its benefits are important for individuals in a simple yet relatable way.

Click the link below to watch the films:

<https://www.youtube.com/playlist?list=PLPV2NFEDCbD09DogQJHOvExILBgGmDaw>

Speaking on this unique campaign, **Vishal Subharwal – Chief Marketing Officer & Group Head - Strategy, HDFC Life**, said "One of the barriers to life insurance penetration in India has been the fact that the category benefits are not fully appreciated by potential consumers. Our purpose as an organisation has been to simplify products and come up with features that make a meaningful difference to the lives of our customers. The challenge put forth to the marketing team was to demystify life insurance and do it in a manner that make the category appeal to a wider audience pool.

With this objective we have launched '**The Missing Dulha**' a first-of-its kind, 10-part ad-series which brings to the forefront the nuances of various life insurance product categories in a manner that is interesting and easy-to-understand. We believe this unique approach coupled with the right dose of humour set in a typical Indian wedding scenario, makes the film relatable to a large section of Indian consumers. We hope this campaign will go a long way in educating consumers about the importance of life insurance products and their features."

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 abrdrn (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. The Company has more than 60 products (including individual and group

products) and optional riders in its portfolio, 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 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of 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 www.hdfclife.com

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