

Press Release

HDFC Life inspires families to believe and support children in their journey of pride, through its latest brand campaign

Mumbai, February 2, 2024: HDFC Life's latest brand campaign encourages parents to believe in their children's abilities and proactively plan for their future.

Over the years, HDFC Life, one of India's leading [life insurers](#), has showcased various stories highlighting how parents play a pivotal role in ensuring their children's success. With India's young generation adopting digital life faster than ever, there has been a definite shift in lifestyle and habits, with parents also having to adapt to this change.

HDFC Life's latest campaign presents a heartwarming story where a seemingly distracted young boy surprises his parents with his thoughtfulness, leaving them overwhelmed and proud. The film's insight is based on the fact that today's Gen Z live in the digital age; they are self-driven risk-takers with diverse opportunities, yet remain close to their family for guidance and support. With numerous choices and options available, parents must provide proper guidance and financial support to enable them achieve their dreams.

Click the below link to view the campaign film:

<https://www.youtube.com/watch?v=bgU-gahd3qY>

Speaking on the campaign, **Vishal Subharwal, Chief Marketing Officer and Group Head, Strategy - HDFC Life** said, "Today's young generation is far more adept at dealing with the fast-evolving world around us. In this scenario, it becomes necessary for parents to have faith in their children's capabilities and be adequately financially prepared to support their children with the education that would enable them to chart their success stories."

Adding further, Rajdeepak Das, CCO Publicis Groupe – South Asia, Chairman, Leo Burnett – South Asia said "Often today's generation is underestimated and misunderstood because of their different approach to life. Our film takes one such example and shows how a son surprises his parents with his thoughtful gesture of using technology as the driving force in helping their business grow. And as parents the best support we can offer the next generation is insuring their future, so that their ideas can soar."

The campaign is available across multi-media platforms – Television, Digital and Outdoor.

About HDFC Life

Established in 2000, HDFC Life Insurance Company Limited ('HDFC Life'/ 'Company') 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.

In FY 2023, HDFC Life, known for its innovative products and customer-centric approach, has secured more than 68 million lives with an overall claim settlement ratio of 99.7%.

HDFC Life was promoted by erstwhile Housing Development Finance Corporation Limited (HDFC Ltd.), and Abrdn (Mauritius Holdings) 2006 Limited (abrdn) (formerly Standard Life (Mauritius Holdings) 2006 Limited), a global investment company. Consequent to implementation of the Scheme of Amalgamation of HDFC Ltd. with HDFC Bank, India's leading private sector bank ("Bank"), the Bank has become promoter of the Company, in place of HDFC Ltd, effective from July 1, 2023. Further, consequent to reclassification of abrdn from "Promoter" category to "Public" category in accordance with Regulation 31A of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, HDFC Bank has become sole promoter of the Company, effective December 12, 2023. The name/letter 'HDFC' in the name/logo of HDFC Life Insurance Company Limited (HDFC Life) belongs to HDFC Bank Limited.

HDFC Life has a nation-wide presence with its own branches and additional distribution touch-points through several tie-ups and partnerships. The count of distribution partnerships is over 300, comprising banks, NBFCs, MFIs, SFBs, brokers, and new ecosystem partners amongst others. The Company has a strong base of financial consultants.

For more information, please visit www.hdfclife.com. You may also connect with us on Facebook, X (formerly Twitter), YouTube, and LinkedIn.

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