

Press Release

HDFC Life's latest campaign drives the need for financial preparedness among parents to secure their child's future

Mumbai, 25 July, 2024: HDFC Life, one of India's leading life insurers, has consistently aimed to strengthen its connection with audiences through relevant and insight-based communication. With its latest campaign, HDFC Life seeks to expand its brand presence and reach deeper into the southern states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana.

As consumers continue to evolve, localised marketing strategies are crucial for driving stronger connections and affinity among audiences. The campaign has been tailored to capture cultural nuances and regional references that resonate locally. Aligning with the organisational strategy to extend its presence, the campaign aims to engage audiences in Tier 2 and Tier 3 markets through regional language communication, fostering affinity in these markets.

The campaign is built on the insight that discipline and preparation are essential for achieving one's goals. Recognising that a child's education is a significant trigger for [life insurance](#) purchase, especially in the target markets, this narrative becomes highly relevant. The film tells a life lesson where a father teaches his daughter the value of discipline in achieving success.

Click the links below for the ad:

1. Tamil: <https://youtu.be/4cfv17ZBLuQ>
2. Telugu: <https://youtu.be/8z9Eke3wqUA>

Speaking about the campaign, **Vishal Subharwal – Chief Marketing Officer and Group Head, Strategy at HDFC Life**, said, "As we continue to grow in Tier 2 and Tier 3 markets and expand deeper into regions with stronger distribution and new branches, our goal is to build deeper connections with audiences through tailored regional communication. This campaign is our first step in that direction, focusing on the southern markets. Parents are our core target audience, and with this film, we aim to encourage and enable them to prepare financially to support their children's future."

Adding to this, **Vikram Pandey – Chief Creative Officer Leo Burnett, South Asia**, said, "In life, we inherently overvalue winning - everyone is focused on the end result of a task. With this poignant new father-daughter story, HDFC Life reiterates the importance of focusing on giving our 100% efforts to any task. The rest will follow."

The campaign will be available across multiple media platforms, including television, digital, and other mass media.

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 80 products (including individual and group products) and optional riders in its portfolio, catering to a diverse range of customer needs.

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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