

## Press release

# HDFC Life partners with Gujarat Giants to encourage women to secure their dreams

**Mumbai, March 7:** HDFC Life, known for its endeavours towards creating awareness about financial planning, has partnered with Gujarat Giants this Women's cricket season! Through this association, HDFC Life aims to inspire women to financially plan for their dreams while protecting the future of their loved ones.

With time, India has witnessed an increase in women's participation in the workforce. [Financial planning](#) is necessary for every woman with responsibilities and long-term goals. This campaign of HDFC Life showcases real-life stories of some of India's favourite women cricketers. A series of heartwarming digital films, also form a part of this campaign, which are based on their inspiring journeys and further highlight the need for financial preparedness, for all walks of life.

**Speaking on the campaign, Vishal Subharwal – Chief Marketing Officer & Group Head Strategy, HDFC Life** said "Our attempt has always been to educate and inspire individuals to plan for their family's future financially. As the popularity of women's cricket continues to grow significantly in India, it provides us with an ideal platform, high on reach and engagement. We believe that the powerful stories, narrated by inspiring women cricketers will enable us to drive a stronger connection with women across India. We are extremely pleased to partner with Gujarat Giants. Through this campaign, we hope to reach out to women across the country, encouraging them to plan for their future, financially."

"We are delighted to welcome HDFC Life as our Official Partner for Gujarat Giants, this women's cricket season. This partnership is forged to drive the importance of [life insurance](#) and financial planning among women, at large, so that women are inspired to secure their dreams and live with their head held high", said **Sanjay Adesara, Chief Business Officer, Adani Sportsline**.

The campaign will be available across digital and social media platforms.

[Click here](#) **to watch the campaign films.**

### **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](http://www.hdfclife.com). You may also connect with us on Facebook, X (formerly Twitter), YouTube, and LinkedIn.

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