

Press Release

HDFC Life announces the 'No Jhanjhat Life Insurance Fatafat' campaign

Mumbai, May 2, 2024: HDFC Life, a leading insurer in India, has unveiled its latest campaign '**No Jhanjhat Life Insurance Fatafat**'. This campaign promises a seamless and swift life insurance purchasing experience, tailored for today's fast-paced world.

As the campaign's protagonist navigates life's challenges, each scene serves as an endearing analogy to the simplicity of purchasing insurance through HDFC Life's online channel. Picture this: a series of seven short videos, with light-hearted yet informative narratives, designed to tickle your funny bone while showcasing the ease and swiftness of purchasing life insurance online on <https://www.hdfclife.com/>.

Click [here](#) for the videos.

Bid farewell to cumbersome paperwork and lengthy waiting period — HDFC Life offers a range of benefits at your fingertips. Leading the charge in innovation, HDFC Life leverages cutting-edge technology to enhance accessibility and convenience. From customisable plans like [Click2Achieve](#) to expert advice and instant quotes, HDFC Life ensures a hassle-free journey towards financial security.

Vishal Subharwal – Group Head Strategy and Chief Marketing Officer, HDFC Life emphasised the importance of raising awareness about [life insurance in India](#), where penetration remains low. He stated, "India has very low penetration of life insurance – 3.2%* coupled with a vast protection gap of about 91%**". This data indicates an extreme need for awareness of the product category. We at HDFC Life are innovating to create products that are easy to understand and can be purchased online conveniently."

In FY 2024, HDFC Life has already secured over 66 million lives, with a claim settlement ratio of 99.7%. The campaign's ultimate goal is to encourage individuals across the nation to secure themselves and their families financially through the digital platform, designed for anytime purchase and service.

Through initiatives like the "No Jhanjhat Life Insurance Fatafat" campaign, HDFC Life is committed to contributing to the mission of 'Insurance for all by 2047.

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.

**Life insurance penetration as measured by premiums as a % of GDP for FY22*

***Protection gap – Swiss Re. India's protection gap is as of CY22.*



In FY 2024, HDFC Life, known for its innovative products and customer centric approach, has secured more than 66 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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