

Press Release

Rishabh Pant's Story Powers HDFC Life's Latest Protection Campaign on Preparing Today for a Secure Tomorrow

Mumbai, September 09, 2024: HDFC Life, one of India's leading insurers, has launched its latest campaign featuring cricketer Rishabh Pant. This campaign underscores the importance of preparation in overcoming life's challenges and uncertainties, positioning [Term plans](#) as a vital safety net for individuals and their families.

The campaign film portrays an uplifting narrative that mirrors Rishabh Pant's bounceback journey. It shows Rishabh reflecting on life's unpredictability and recalling a pivotal moment from his childhood when his mother's words guided him through a setback. The story transitions to the present where a well-prepared Rishabh confidently faces the world highlighting that every challenge can be overcome through foresight and planning – much like how [life insurance](#) offers financial security in times of crisis.

Rishabh Pant's ongoing association with HDFC Life has grown stronger over the past year. His journey, both on and off the field, resonates deeply with the brand's core value of 'Sar Utha Ke Jiyo'— living life with pride and confidence.

Speaking about his continued partnership, **Rishabh Pant said**, "It's been an incredible journey with HDFC Life. This campaign is close to my heart as it reflects the essence of bouncing back from challenges. HDFC Life has consistently encouraged individuals to be proactive about securing their future, and I'm proud to be part of this effort."

Click [here](#) to watch the film.

<https://youtu.be/gni2-f8I9u8>

Vishal Subharwal – Chief Marketing Officer and Group Head Strategy at HDFC Life, elaborated on the campaign's significance, "Rishabh Pant's bounceback story is one that inspires us as a nation. India remains largely underinsured, and through this campaign, we hope to encourage people to prioritise securing their futures and protecting their loved ones. We aim to not only resonate emotionally but also raise awareness about the importance of life insurance as a reliable safety net."

Vikram Pandey, Chief Creative Officer, Leo Burnett, South Asia, said, "Life can be unpredictable. The only way to ensure a secure future is when you are prepared not only for the wins but also for failures. Our latest film for HDFC Life shares this poignant message with a heartwarming example of the real-life hero - Rishabh Pant, who has fought against all odds for his future. We hope this film will be inspirational to our audiences to plan for their family's future."

The campaign will be available across multiple media platforms, including television, digital, print, and outdoor.

Term plans are one of the simplest and most essential types of life insurance. These plans provide financial coverage for a specific period in exchange for a fixed premium, ensuring your loved ones are financially protected in your absence. This coverage can enable them manage various expenses and secure their financial future. HDFC Life offers term insurance plans starting at just Rs. 21[#] per day for a cover of Rs. 1 crore. The Company also provides additional rider[#] options for extra coverage and a Return of Premium[#] (ROP) Option. In FY24, HDFC Life settled 99.50% of Individual Death Claims, reflecting its commitment to policyholders. **#Terms & Conditions apply.**

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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