

## Press Release

### **HDFC Life's New Campaign Highlights Parental Values and Financial Planning with a Heartwarming Twist**

**Mumbai, January 23, 2025:** HDFC Life, one of India's leading life insurers, has launched a new campaign that underscores the timeless role of parental values in shaping families and securing their future. With a moving story, the campaign demonstrates how love, respect, perseverance, and independence transcend appearances to create enduring bonds.

[HDFC Life](#) has built a reputation for creating relatable and inspiring ad films, and this latest campaign takes a fresh approach. It emphasises how parental teachings serve as a guiding compass for children in an ever-changing world, helping them navigate uncertainties with confidence and integrity.

The heart of the campaign is a story of two brothers whose connection goes beyond appearances, rooted instead, in the shared values imparted by their parents. A simple moment of sibling camaraderie becomes an emotional reminder of the importance of instilling strong values and complementing them with [financial planning](#) for a secure future.

**Commenting on the campaign, Vishal Subharwal, Group Head Strategy & Chief Marketing Officer, HDFC Life,** said, "Parents play a pivotal role as their children's first teachers and role models. The values they impart serve as a foundation that shapes children's lives, guiding them with courage and integrity. This campaign highlights how these values, when paired with financial preparedness; create a strong and lasting foundation for families."

"Indian upbringing has always been rooted in family values and cohesion. This unique and heart-warming story of two brothers takes the audiences on an emotional journey showcasing how the values imparted within a family shape not only the present but also the future of the next generation; perfectly bringing to life the HDFC Life message – Sar Utha Ke Jiyo". **Vikram Pandey, Chief Creative Officer, Leo Burnett South Asia,** added.

Notably, the campaign's film has been directed by acclaimed filmmaker Shoojit Sircar, adding a unique touch to the storytelling.

The campaign will be featured across television, digital platforms, and outdoor media, reaching audiences nationwide.

To watch the campaign film, click [here](#).



## **About HDFC Life**

Founded in 2000, HDFC Life Insurance Company Limited ('HDFC Life' or the 'Company') is a leading provider of long-term life insurance solutions in India. It offers a broad range of individual and group plans across the Protection, Pension, Savings, Investment, Annuity, and Health categories, with a portfolio of products and optional riders designed to meet the diverse needs of its customers.

HDFC Life is a subsidiary of HDFC Bank Limited, one of India's leading private banks. The Company has a nationwide presence, operating through its own branches and a network of over 300 distribution partners, including banks, NBFCs, MFIs, SFBs, brokers, and emerging ecosystem partners. HDFC Life also maintains a strong base of financial consultants.

Recognised as a great place to work, HDFC Life is deeply committed to governance and sustainability, ensuring responsible business practices that align with its long-term objectives.

For more information, visit [www.hdfclife.com](http://www.hdfclife.com) or follow us on Facebook, X (formerly Twitter), YouTube, and LinkedIn.

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