

## **HDFC Life launches 'First Call' term campaign highlighting the importance of protecting loved ones**

**Mumbai, September 29, 2025:** HDFC Life, one of India's leading life insurance companies, has unveiled a new term insurance campaign titled "First Call." The campaign showcases a simple truth about human behaviour: during life's fragile moments, we reach out to those who matter the most - our family. Using this human instinct as the basis, the campaign encourages the audience to act now and take steps to financially secure their family.

The campaign 'First Call' has two evocative films which portray how moments of vulnerability naturally direct individuals to reach out to those closest to them. It also reminds viewers that financial protection is an extension of the love and care they show towards their families.

HDFC Life has long focused on the core proposition of protection and on driving adoption of term insurance by encouraging people to think about financial security through their campaigns.

Term insurance plans, such as HDFC Life Click 2 Protect Supreme, are designed to safeguard a family's future, while offering stability and peace of mind in the event of unforeseen circumstances.

Click the below link to watch the ad films:

[https://youtube.com/playlist?list=PLPV2NFEDCbD0396Ft8Q\\_mRIkVvDtcY-Dc](https://youtube.com/playlist?list=PLPV2NFEDCbD0396Ft8Q_mRIkVvDtcY-Dc)

Speaking on the campaign, **Pritika Shah, Head – Marketing, HDFC Life**, said, "Even in this increasingly uncertain world, term insurance purchase is shackled by procrastination. Our attempt, therefore, has been to nudge the consumers towards realisation by reinforcing the importance of protecting our family's future through insight based, compelling narratives. By empowering families to be better prepared, we also bring to life, our brand proposition of Sar' utha ke jiyo!"

The high-decibel multimedia campaign will be amplified across television, digital, and OTT platforms. It will also be prominently featured on outdoor media in key cities and select airports, driving nationwide reach and engagement.

### **About HDFC Life**

Established in 2000, HDFC Life 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 over 70 products (individual and group products) including optional riders in its portfolio, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country, having a wide reach with branches and additional distribution touch-points through several new tie-ups and partnerships. The count of distribution partnerships is over 500, comprising banks, NBFCs, MFIs, SFBs, brokers, 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, Twitter, YouTube and LinkedIn.

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