

HDFC Life launches 'Smart Age ka Smart Insurance' ad campaign highlighting ease of buying life insurance online

Mumbai, September 23, 2025: HDFC Life, one of India's leading life insurance companies, has launched its latest campaign, "Smart Age ka Smart Insurance". The campaign aims to reframe perceptions around digital life insurance, demonstrating how simple and straightforward it is to buy life insurance online.

Using light humour and a touch of vintage flair, each ad film highlights a distinct benefit of choosing to buy life insurance online with HDFC Life—24x7 convenience, access to expert assistance, and complete transparency—showing how going digital has made the process smoother and more accessible.

This campaign from HDFC Life encourages individuals to purchase life insurance online by highlighting the clarity and confidence the digital platform brings to the buying process.

Click the below link to watch the ad films:

https://youtube.com/playlist?list=PLPV2NFEDCbD1VWquuSVS9BUn9p_pAVVt0&si=mAYRZIX3hD0gAxMa

Speaking about the new ad campaign, **Pritika Shah – Head of Marketing, HDFC Life**, said, "Digital has transformed how we approach life insurance — but a perception gap still exists. While customers today invest significant time in online research, actual purchase rates remain low. This is largely because life insurance continues to be viewed as complex and difficult to navigate. At HDFC Life, we understand that the modern, digital-first consumer seeks clarity, convenience, and control.

Our new Buy Online campaign aims to bridge this gap by showcasing how www.HDFCLife.com empowers customers to explore plans in depth, get instant quotes, access expert support, and make informed choices 24/7. By simplifying the process and putting transparency at the forefront, we're enabling customers to take confident steps toward securing their future — on their terms."

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. You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.

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