

Media Release

HDFC Life collaborates with the Kolkata Knight Riders to spread the message of financial preparedness

Mumbai, 24 April, 2026: HDFC Life, one of India's most trusted and leading life insurers, has launched the campaign '**Kal Ka Plan**'. The campaign is aimed at highlighting the importance of being financially prepared with life insurance solutions offered by HDFC Life, and will be propagated through digital avenues. It has been launched across India leveraging the on-going cricket season and HDFC Life's association with the Kolkata Knight Riders (KKR).

The campaign showcases simple everyday cricketing examples that sharply focus on the benefits of term and savings insurance plans featuring popular KKR team players – Ajinkya Rahane, Ramandeep Singh and Vaibhav Arora. The campaign also highlights the ease of buying life insurance online, via the HDFC Life website.

Speaking on the campaign, Pritika Shah – Head – Marketing, HDFC Life – commented, "Driving deeper connect and affinity amongst audiences at a mass scale has been a core focus area for us. The digital campaign leverages on our association with the Kolkata Knight Riders and presents relatable cricket-based scenarios to explain the benefits of being financially prepared. We trust that this will resonate with audiences and encourage them to take their first step towards financial security, thereby ensuring a life of pride for their families."

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

The campaign follows the recent partnership announcement between the two powerful and well recognised brands and will be visible on leading digital and social media platforms.

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 60 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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