

Media Release

HDFC Life Partners with Kolkata Knight Riders this cricket season!

A strategic partnership that unites two legacy brands to connect with millions of cricket-loving Indians

Mumbai, 1st April, 2026: HDFC Life, one of India's most trusted and leading life insurers, **announced its association with the Kolkata Knight Riders (KKR) as an Official Partner** for the recently commenced cricket season. The partnership brings together a brand built on the promise of financial security and a cricket franchise that has captured the hearts of millions, especially across the length and breadth of India's Eastern region.

Pritika Shah – Head – Marketing, HDFC Life, said, "Given India's diversity, we have been building our brand through culturally relevant region focused efforts in India. This association with Kolkata Knight Riders continues that journey for us. KKR's fantastic following gives us an opportunity to deeply connect with households across the country, especially in the East."

Binda Dey – Chief Marketing Officer, Knight Riders Sports, said, "We are delighted to welcome HDFC Life as our Official Partner for IPL 2026. The most meaningful partnerships are those built on shared values, and HDFC Life's ethos of pride and respect strongly reflects what KKR stands for as a team. Just as our fans trust us to give our all on the field, HDFC Life empowers millions of Indians with the confidence to face life beyond it. Together, we look forward to a collaborative partnership that creates memorable moments and resonates deeply with fans across the country."

Over the course of this association, HDFC Life will roll out a series of high-impact visibility and engagement led promotions across digital, social, on-ground and other touch points in collaboration with Kolkata Knight Riders.

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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About the Knight Riders

The Knight Riders brand is a global brand in International Cricket, with nine trophies to its name and four professional franchises under its wings - Kolkata Knight Riders (KKR) in the IPL, Trinbago Knight Riders (TKR) in the Caribbean Premier League, Abu Dhabi Knight Riders (ADKR) in UAE's International League T20 and Los Angeles Knight Riders (LAKR) in USA's Major League Cricket, making it one of the most versatile brands in T20 cricket globally.

KKR has made four appearances in the IPL final, winning the championship thrice (2012, 2014, 2024). They finished runners-up in the 2021 season, staging one of the most remarkable comebacks in the tournament's history. TKR's Men's Team has won the CPL championship 5 times in 11 years since the Knight Riders took over the franchise. They are the most successful team in the Caribbean and hold a unique feat of having won the trophy in 2020 without losing a single game in the whole tournament. TKR Women, the Knight Riders' first ever Women's Team, were champions of the inaugural WCPL in 2022.

For many years now, the Knight Riders Academy has been actively scouting talented cricketers from across India and around the world. The sole objective of the Academy is to identify and help cricketers make an overall round-the-year improvement in their cricketing skills and fitness.

App: <https://www.kkr.in/knight-club-app>

IG: <https://www.instagram.com/lakriders/>

X: https://x.com/LA_KnightRiders

Website: <https://www.lakriders.us/>

FB: <https://www.facebook.com/LAKRIDE>

YT: <https://www.youtube.com/@KRCricketOfficial>

For more information on Knight Riders, please reach out to Himanish@kkr.in