

## PRESS RELEASE

# HDFC Life's Latest Brand Campaign Reinforces the Role of Values and Financial Planning in Shaping the Future of Children

**Mumbai, 22<sup>nd</sup> January, 2026** - HDFC Life, one of India's leading life insurance companies, unveiled its latest brand campaign, which is built on a powerful insight that as parents it is important to pass on the right values to children, as they also prepare for their child's financial future. The campaign brings together an interesting and emotive narrative highlighting the indispensable role parents play in shaping the future generation.

Rising costs and evolving dreams have made planning for the future more important than ever, especially for parents. The campaign reinstates HDFC Life's commitment to standing by families as they insure with confidence, and empowering them secure their dreams without any compromise. With a universal messaging featuring a family and their journey of pride, the campaign aims to connect with audiences across all segments.

Click here to watch the campaign link: <https://youtu.be/kquKJfB4eIc>

Commenting on the campaign, **Pritika Shah, Head – Marketing, HDFC Life**, said, "Parents play a crucial role in shaping their child's future, both emotionally and financially. In today's world, children are over exposed to several forms of content which may, sometimes, also impact their habits and mindsets in a not-so-desirable manner. With our latest campaign, we at HDFC Life are highlighting the key role parents play in influencing their children with the right values and mindset." She added, "We believe that when families are financially prepared they are empowered to live with dignity, self-respect and pride; and pass on the legacy of values and financial security to the next generation."

"Our film brings to life a very poignant insight – often children are easily embarrassed by their parents and their choices, only to recognise the true value of their actions later in life. We hope our film resonates with all parents who want to bring up their children with the right set of values", said, **Vikram Pandey, Chief Creative Officer, Leo - South Asia**.

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

### 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 touchpoints 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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