



### **Emotion, not transaction**

We're sticking with insurance. When Sanjay Tripathi of HDFC Life says they are making a strategic shift from a transactional space to an emotional one, he isn't kidding. The latest offering is a kind of a time capsule that enshrines what you want someone to listen to at a future date when you might not be there to say it. Memories of Life is a digital platform where you can leave your message to be played out to someone on a particular date in the future. This is truly path-breaking. The film shows a successful young man whose humdrum work is suddenly interrupted by the words of his long-departed father. The message makes him visit his mother, who lives in a small town, teaching some kids. Honestly, though the film is well made, the idea is what makes you look once more, pause, think and then marvel at a strategy that appears so different, it needs to be lauded. This film offers you not just the message of insurance. It offers you immortality.