



Sar utha ke jiyo! **PRESS RELEASE**



HDFC Life unveils a new ad campaign 'I Love my Family'

- *Marketing innovation drives unique response driven launch through digital media*
- *Campaign to create awareness about the online term plan 'click2protect' & the easy mode to purchase it*

Mumbai, January 24, 2012: HDFC Life, one of India's leading private life insurance companies, has launched a new advertisement campaign to raise awareness about online term insurance plans and the easy mode to buy insurance to protect your family.

Commenting on the new campaign, **Mr. Sanjay Tripathy, EVP and Head, Marketing and Direct Channels**, said, "Following the launch of HDFC Life Click2Protect, our new online term insurance plan, we have embarked on this new marketing campaign to spread awareness about the importance of an online term plan, the needs they cater to, and how they are relevant to a consumer's life."

"The expression 'I love my family, do you?' is derived from the insight that for Indians, family comes first and they want to secure their family's current lifestyle/dreams/ goals even when they are not around. The entire campaign comprises five films addressing the most important need at different life-stages of the bread earner including securing old parents, marrying and securing one's spouse, birth of a child, maintaining a comfortable standard of life & managing liabilities like home loan home loan," he added.

On the completion of this campaign, **Mr. KV Sridhar, National Creative Director, Leo Burnett**, said, "The campaign stems from a simple truth - if we love someone then we'll ensure that he/she will never have to suffer, after we're gone. Since 'term insurance' as a product is designed to protect the family from any financial downfall in case of untimely demise of the policy holder, the above mentioned truth lends itself meaningfully to the creative idea. It is simple - if you really love your family, you will sign up for term insurance, which translates into a man proudly wearing the badge of 'I love my family' and the things he does to ensure that at every stage of life his family is well protected. The campaign also showcases the benefits of term insurance at every stage of life in an engaging manner."

The five films in this campaign are centered around a protagonist and the ways he has chosen for securing his family - his parents, wife and children at different life stages. All the five ads trigger the conversation that to really ensure complete financial security of your loved ones forever, one needs to plan ahead - a thought articulated as "**Ab mein bhi Sar Utha ke kah**



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sakta hoon... I Love my Family" in a powerful campaign message. The USP of this campaign is the dominant tag line which maintains the initial core essence of the brand i.e. 'Self Respect & Financial Independence.' Click2Protect offers the convenience of experiencing a simple, fast, convenient, transparent, and cost-effective way of buying a life insurance plan.

HDFC Life plans to take its new campaign through different platforms and intensify the brand experience. Apart from television, this film will be supported by other mediums such as print, OOH, and digital medium will have significant focus. For the first time, a very unique launch of the ad campaign will be noticed on www.youtube.com specifically targeted at the well-informed, digitally aware users. According to the Internet and Mobile Association of India, as of September 2011, there were 112 million claimed Internet users in India. Compared to last year, there has been a growth of around 13% and the momentum is expected to hold up. HDFC Life's new ad campaign aims to reach out to about 4 million unique users on youtube who will watch the commercial before the television audiences.

Campaign Credits:

Creative agency - Leo Burnett, Mumbai
Executive Creative Director - Rajesh Mani
Creative Director - Manan Mistry
Copywriter - Kumar Sawant, Shatrughan Tripath and Rajesh Mani
Art Director - Manan Mistry
Production House - Code Red films
Director - Gajraj Rao

To know more about Click2Protect, please visit www.hdfclife.com

About HDFC Life

HDFC Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Life's product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing the plans, by adding optional benefits called riders, at a nominal price. The company currently has 29 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.



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Apart from several retail and group products in its portfolio, the company also has five optional rider benefits catering to the savings, investment, protection and retirement needs of customers. HDFC Life continues to have one of the widest reaches with more than 500 branches servicing customer needs, along with a strong base of Financial Consultants. For more information, please visit www.hdfclife.com