

HDFC Life celebrates real 'Model of Happiness' in corporate parks, malls across India

A unique blend of experiential and digital media, this platform will showcase real stories of women, who have been able to shower happiness to their loved ones, thereby helping every woman find true value for herself because of her financial freedom

Mumbai, Sept 20, 2012: HDFC Life, one of India's leading private life insurance companies, has launched a unique experiential campaign clubbed with digital media titled 'Model of Happiness' across 6 malls and 12 corporate parks in Delhi, Pune, Bangalore, and Mumbai. This campaign is aimed at encouraging urban Indian woman to be financially independent. This month long activity will start from September 22 until October 22, 2012.



Speaking about the campaign, **Sanjay Tripathy, EVP & Head Marketing and Direct Channels, HDFC Life** said, "Woman is an integral part of a family, and if she is financially free with a robust plan to take care of her short, medium, and long term life stage needs, she can create several occasions of happiness in her family. A financially secure woman can not only become an active member of the family's decision making process, but can also be a source of happiness to her loved ones by meeting their needs on her own. In other words, her financial freedom enables her to be the 'Model of

Happiness' for her loved ones. Targeted at Urban working women, our new experiential campaign aims to capture real moments of happiness of these women. We believe that representations of a woman as 'Model of Happiness' works on both the inspirational and relatable dimensions for our target audience. They can find an immediate connect with the smart financially secure women featured in the video, get inspired by their lives and get motivated into action. We are keen to bring these stories to life in line with our brand philosophy, 'Sar Utha Ke Jiyo', empowering women to be financially secure and be a source of happiness to their families and inspire others too."

The experiential campaign presents a platform for women across key cities to narrate the happiest moment in their life in a public forum. Approximately 12ft x 12 ft video booths titled



'Model of Happiness' will be installed inside key malls and corporate parks. The booth will represent a mini film set with iconic movie elements in place like a 'Director' chair and lights, trussing to attract even those women who haven't yet seen the sample videos. Each urban woman, who has been a 'Model of Happiness' in her family, can create her own personal video film about her story in these booths.

All these videos will be uploaded on the company's new microsite - www.smartisyoud.com and the Facebook page - www.facebook.com/smartisyoud. Each woman is also encouraged to share the same on her personal Facebook page and Twitter handle so that she becomes a lobbyist of her own videos and stories to inspire others.

HDFC Life plans to feature the best videos in OOH screens, cinemas across the country as a larger appeal to the 'Models of Happiness' platform which will help percolate the inspiring actions of these women to million others. The best videos will be judged by an HDFC Life selection panel and on people's choice (likes received on the company social media's pages, where the videos will be posted).

The 6 malls where the activation will take place are Ambience mall, DLF Promenade in Delhi; Forum Mall in Bangalore; Infinity Mall in Malad, High Street Phoenix in Mumbai; and Inorbit Mall in Pune.

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 25 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.

HDFC Life continues to have one of the widest reaches among new insurance companies with about 500 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. HDFC Life has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit our website, www.hdfclife.com