



HDFC Life's new communication campaign highlights the need for early retirement planning

Targets a younger audience to change the mindset

Mumbai, January 25, 2013: HDFC Life, one of India's leading private life insurance companies, has launched a new advertising campaign to increase awareness about early retirement planning.

Commenting on the new campaign, **Sanjay Tripathy, EVP and Head, Marketing, Product & Direct Channels** said, "In India, the concept of retirement has undergone a paradigm shift in the last couple of years. In addition to maintaining the same lifestyle individuals have had during their working years, the expectation is also to pursue their interests and even take up hobbies. Our new campaign talks to a younger audience, to help change their mindset that retirement planning is an exercise which one needs to take up only when he is 40-45 years old and all other financial planning objectives have been met."

This campaign follows the launch of HDFC Life's two pension plans - HDFC Life Pension Super Plus (a regular premium unit linked plan) and HDFC Life Single Premium Pension Super (single premium unit linked plan). HDFC Life is the first private life insurer to bring back pension planning based on the new guidelines issued by the regulator.

"Increase in life expectancy, emotional tendency not to depend on relatives/children for expenses, desire to maintain independent lifestyle and remain a contributor, lack of social security system, and wish to opt for rest and relaxation are the compelling reasons to focus on a robust retirement plan during one's prime earning years. This is because an early investor will enjoy the benefit of young age, good health, and multiplier effect of money." added Sanjay.

On the completion of this campaign, **KV Sridhar, National Creative Director, Leo Burnett, said,** "Young professionals think retirement is too far away to worry about it today. This campaign taps into the insight that these people, all of whom grew up in a liberalized economy, prize their current lifestyle a lot and would like it to continue post-retirement. Via a lighthearted story of a young husband playing a prank on his wife about his retirement, we delivered the need to plan your future and our promise 'Taaki kal, bilkul aaj jaisa ho'. The humorous nature of the story allowed us to be more relatable to the target and yet maintain the HDFC Life brand space."

The communications concept of HDFC Life's retirement campaign is 'a solid back-up plan,' which signifies that 'you will enjoy the fruits of your labor without any worries, when your future is secured. The creative expression is, 'Retirement plan karo taaki aapka kal bilkul aaj jaisa ho.'" 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 will have significant focus.

Campaign Credits:

Creative agency - Leo Burnett, Mumbai
Chief Creative Office - K. V. Shirdhar
National Creative Director - Nitesh Tiwari
Copywriter – Nitesh Tiwari & Shreyas Jain
Art Director – Prasad Patil & Vallabh Yeolekar
Production House - Code Red Films
Producer - Subrat Ray
Director - Gajraj Rao

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 31 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