

## **HDFC Life launches a new innovative digital platform that encourages you to leave behind more than just money**

*HDFC Life is proud to launch a unique online platform 'Memories for Life' that helps people create messages that will be delivered to their loved ones at an exact date and time, to help them lead a life of pride*

**Mumbai, February 10, 2016:** HDFC Life, India's leading long term private life insurance solution provider has launched a new platform 'Memories for Life', where you can leave behind more than just money for your family. It comes from the customer understanding that, often, a lot is left unsaid in the strife for securing the future of loved ones. Here's how it works: Record your message on the Memories for Life platform, set the date and time you want your loved one to receive it and HDFC Life is committed to ensure its delivery.

Memories For Life allows everyone to record video messages and collate a scrapbook full of your memories with your loved ones. You have the liberty to share it with them at a date and time of your choice. This unique time capsule can store messages for messages up to a period of 10 years. While creating the message, you have the freedom to choose the sound track, background template and create captions as many times for as many people.

Ad Link -

**Mr. Sanjay Tripathy, Senior EVP, Head Marketing, Products, Digital & E-commerce, HDFC Life, says,** "We at HDFC Life believe that today's hard-to-replace individuals are far more important to their families than just their financial legacy. With 'Memories for Life', we have made a strategic move to shift life insurance from a transactional space to a more emotional one in the form of a time capsule. Also, this bolsters our position as a leader in the digital space improving the online end-to-end customer experience. Most of all, 'Memories for Life' is a new opportunity for us to reinforce our brand promise of 'Sar utha ke jiyo' in our customers' lives where they can record life's little and big lessons to help their loved ones lead a life of pride forever."

This value added platform has been launched with an integrated online and offline media campaign. The brand film narrates the story of a young successful executive who forgoes a business trip to Singapore to spend his special day, his birthday with his mother. It is later revealed that it was after watching a poignant video of his father's words of wisdom, recorded when he was 17 years old (10 years back), that propelled him towards this different path. The narrative emphasizes the power of the individual to guide his family through life's many challenges, even in his absence.

Commenting on the launch, Raj Deepak Das, Chief Creative Officer, Leo Burnett, said, "The HDFC Life #MemoriesForLife is a strong example of how we are pushing the bar in bringing innovation, co-creation and creative thinking to build brands."

We wanted to bring HDFC Life's Sar Utha Ke Jiyo philosophy into practice. And that's how we thought of this unique messaging platform, which we aptly named - Memories for Life. The platform enables the man of the family to leave behind valuable life lessons for his loved ones, so that they can make the right choices in life, even in his absence. In

our busy lives we often lose out on special moments with our loved ones. *Sar utha ke jiyo!*  
This film subtly reminds us about that, without losing the Sar Utha Ke Jiyo lens of the brand.”

### **Campaign Credits**

**Agency:** Leo Burnett, Mumbai

**Chief Creative Officer:** Rajdeepak Das

**Group ECD:** Aman Mannan

**Associate ECD:** Pravin Sutar

**Creative Team:** Pradeep Kumar, Nidhi Handa, Maruthi Sivakumar

**Planning Team:** Ajeeta Bharadwaj, Niharika Talwar

**Account Management:** Oindrila Roy, Ravi Adhikari, Sharon Thambi

**Production House:** Red Ice Films

**Director:** Sharat Kataria

**Executive Producer:** Gary Grewal

**Producer:** Vandana Singh and Kilan Shetty

**Music:** Hanif Shaikh

**Lyrics:** Varun Grover and Hanif Shaikh

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### **About HDFC Life**

Established in 2000, HDFC Life is a leading 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, and Health. Customers have the added advantage of customizing plans, by adding optional benefits called riders, at a nominal price. As on December 31, 2015, the Company had 30 individual and 8 group products in its portfolio, along with 10 optional rider benefits catering to a diverse range of customer needs.

HDFC Life continues to benefit from having a wide reach with 402 HDFC Life offices in India and 8,000+ distributor touch-points. The Company has a strong base of Financial Consultants. The

Company has also recently completed incorporation of its wholly owned subsidiary in Dubai to offer reinsurance services.

HDFC Life is a joint venture between HDFC Ltd., India’s leading housing finance institution and Standard Life, a global long term investment savings player. Currently HDFC holds 70.65% and Standard Life holds 26.00% of equity in the joint venture, while the rest is held by others. On August 14, 2015 HDFC Ltd. has entered into a share sale agreement with Standard Life to sell a 9.00% stake in HDFC Life to the latter. The transaction is subject to receipt of regulatory approvals. Post the completion of the above transaction, HDFC will hold 61.65% stake in HDFC Life and Standard Life’s stake will increase to 35.00%, with rest to be held by others.

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