

Mr. Sanjay Tripathy
Senior Executive Vice President, HDFC Life

Mr. Sanjay Tripathy is Senior Executive Vice President, Marketing, Product, Digital, and Direct Channels, including E-commerce and member of the Executive management Committee at HDFC Life. His core responsibilities are managing Direct Channels, E-commerce, Marketing and Product Strategy, Brand Planning, Advertising, Communication & Media, Customer Insights, Online and Digital Strategy, Customer Analytics, & Corporate communication.

Sanjay is credited for establishing HDFC Life as a strong and distinct brand in the insurance category through 'Self Respect,' the core brand proposition. The brand re-launch in FY2010-11 has helped reposition HDFC Life as a contemporary and dynamic brand. He is also credited for establishing two best-in-class sales channels (Direct and Online) in the industry. He has been instrumental in designing innovative products in the industry including Smart Woman, India's first ULIP for woman, and Click2Protect, a highly competitive online term plan.

He started his career with GCMMF Ltd. in 1992. Since then he has worked with various reputed organizations like Frito-Lay (PepsiCo), Mattel and Reliance Communications (erstwhile Reliance Infocomm) before moving on to his current role at HDFC Life in 2004. Some of his major contributions include launching Dhara at GCMMF, setting up of Frito-Lay's business in the East, building Mattel's business in India. At Reliance Communications, he was instrumental in launching the Dhirubhai Ambani entrepreneur programme and the Reliance IndiaCall (international calling card) in USA, Canada and UK.

Sanjay has featured in Campaign India 'The A list 2009, 2010, 2011, and 2012' of most influential people in Media, Marketing and Advertising apart from winning several other awards. He is a management graduate from IRMA and is a Board Member at Media Research Users Council (MRUC), an Advisory Board member at DMAi (Direct Marketing Association - India) and a member of the Awareness Subcommittee of the Life Insurance Council.