



## HDFC Life's new ad campaign showcases real-life stories of individuals who "Bounced back to Life"

- *The film takes a look at stories of survivors of near death experiences*
- *Brings out the emotion of wanting to protect loved ones, when faced with a crisis*

**Mumbai, September 5, 2019** – HDFC Life, one of India's leading private life insurance companies, has launched a new ad film '**Bounce back to Life**' that features real-life survivor stories to showcase the need for term insurance to financially protect ones family and loved ones when faced with unforeseen circumstances.

The route for the campaign is 'Bounce Back to Life', based on the insight that 'in a near death experience, the first thoughts that flash are always about family / loved ones' and thus, it's important to secure their future. The theme strengthens the HDFC Life's 'Sar Utha ke Jiyo' brand promise.

The campaign introduces real survivor stories of Amrita Raichand (Chef) and Boria Majumdar (Sports Journalist). Amrita survived the Mumbai terror attack and Boria is a survivor of a mid-air engine failure. They talk about living through these difficult experiences and learning how to cope in its aftermath. An important part of bouncing back from these incidents was realising the importance of spending time with their loved ones and protecting their future to ensure that they lead their lives with pride.

The penetration of insurance is low in India. While buying an insurance policy, people do not consider its core benefit – life cover / protection, rather they look for returns. Besides, people tend to believe that nothing is going to happen to them, without realizing that life is uncertain. This campaign thus brings out the need for taking action now and not postponing the plans into an indefinite future.

Speaking on the thought behind the campaign, **Sr. Executive Vice President (Sales) & Chief Marketing Officer, Pankaj Gupta**, said, "I am happy to share that our latest ad film addresses the need for protection and brings out one of the strongest essence of life – Hope. We at HDFC Life, believe that real-life stories relate and connect to every human and helps driving a sense of urgency to evaluate financial decisions that can secure our future and enable a life of Pride."

Speaking about the campaign **Rajdeepak Das, Managing Director India & Chief Creative Officer Leo Burnett South Asia** said "This campaign brings very touching; powerful, human stories told with an impactful narrative, that I am sure will strike a chord with the audience. More so because; although these individuals have lived through a tragedy, our chronicle focuses on the positive way they have survived their individual ordeals and come out of it stronger and more optimistic. After all life needs hope, faith and love. This is a beautiful 'HumanKind' story."

### **AGENCY CREDITS**

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**Executive Vice President and Head of Planning, Mumbai:** Ajeeta Bharadwaj



**Business Head:** Divya Bhatia  
**Account Management:** Alvina Panjekar, Dhvani Nagda  
**Planning:** K Shyam Kumar  
**Production House:** Equinox Films  
**Director:** Nitin Parmar  
**Producer:** Annum Waris  
**Music:** Hanif Shaikh

**About HDFC Life:**

Limited) ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life Aberdeen, a global investment company.

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, Annuity and Health.

As on June 30, 2019, the Company had 38 individual and 11 group products in its portfolio, along with 8 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 421 branches and additional distribution touch-points through several new tie-ups and partnerships with over 270 partners comprising NBFCs, MFIs, SFBs, etc and including more than 40 new-ecosystem partners. The Company has a strong base of financial consultants.

For more information, please visit our website, [www.hdfclife.com](http://www.hdfclife.com). You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.

**About Leo Burnett India:**

Leo Burnett India is the no. 1 agency in Leo Burnett's global network of 86 agencies. The agency is known for building India's top brands based on its Humankind philosophy, believing that "Insightful creativity has the power to change human behaviour". It is the first Indian agency to bring home a Cannes Lion for Innovation and Cannes Lions for Creative Effectiveness for an Indian brand. As a part of the PublicisGroupe, Leo Burnett believes in the Power of One – a platform that helps tell the brand's narrative across platforms, seamlessly.

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