



HDFC Life Launches Season 2 of 'Behind the Journey'

- *Aims to create meaningful content to inspire audiences to plan their finances for achieving personal goals*
- *New season includes a series of short stories about young and successful artists who share their journey and the planning behind it before they set out to achieve stardom*

Mumbai, December 31, 2019: HDFC Life Insurance Company Limited, one of India's leading life insurers, has announced the launch of the second season of its successful digital campaign 'Behind the Journey', in partnership with Only Much Louder (OML), an Indian artist and event management company.

HDFC Life is known for its innovative digital campaigns involving young achievers who have carved a niche in their respective fields while ensuring that they plan their finances. Behind the Journey is one such campaign. **The first season resonated with the target audience and the brand saw a lift of 7.6% in consideration.** Furthermore, it significantly improved brand awareness by 10.7% in the target group.

Building on the success of the first season, HDFC Life has collaborated with five accomplished individuals who have achieved success and fame in their chosen fields – be it standup comedy or sports. They are - Standup comedian, Zakir Khan, web series star, Jeetu, electronic music producer, Ritviz, first female Olympic medalist Sakshi Malik, and music entrepreneur Jasleen Royal. Their stories are centered around grit and determination of these fiery individuals, celebrating their journey to fame, which was made possible not only because of their passion for the art, but also because of a sound financial plan, allowing them to achieve their short and long term goals.

Through this campaign HDFC Life has further strengthened its foray into video content for the savings and investment category, where they have created meaningful resources for the audience that inspires them and influences them to plan their finances smartly.

Speaking on the campaign, **EVP-Ecommerce & Digital Marketing, Vishal Subharwal**, said, " With season 2 of 'Behind the Journey', we continue our endeavor of bringing about a shift in the mindset of the audience towards long term savings & investment products offered along with life insurance.

We have partnered with popular role-models who talk about their own financial struggles and how they have achieved financial freedom through grit and discipline. We believe these stories will resonate well with the audience and help them overcome barriers towards goal based & disciplined investments as a vehicle for achieving financial independence."

Gunjan Arya, CEO – OML, added, "Social media has created an unrealistic standard for our generation. However great a job someone is doing, they probably still pick and choose what to present online. We are now striving to live a picture perfect life, which of course, does not exist. This is a basic insight that HDFC Life connected with – and so did the fans



that came to know the sacrifices and struggles of their favourite artists, who otherwise are associated with glamour and fame. The series highlights the importance financial planning in any career and the lessons therein for all of us. The success of the first season of 'Behind the Journey' for HDFC Life gave us the opportunity to showcase bigger artists across domains and disciplines in its sophomore year, and we're looking forward to taking the association further for fans and consumers alike."

About HDFC Life

HDFC Life Insurance Company Limited (formerly HDFC Standard Life Insurance Company Limited) ('HDFC Life' / 'Company') Limited 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 September 30, 2019, the Company has 40 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 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. You can also connect with us on Facebook, Twitter, YouTube and LinkedIn.

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