

HDFC Life's latest ad campaign talks about accepting setbacks as a step to #BounceBack to success

- *Set in the context of students struggling under the pressure of meeting high expectations, the ad film focuses on how setbacks are as important as successes*
- *Brings out the emotion of wanting to help a loved one to **#BounceBack** from life's disappointments*

Mumbai, February 05, 2020 – HDFC Life, one of India's leading private life insurance companies, has launched a new ad film that speaks about bouncing back from life's setbacks, instead of letting them bring you down.

As a society, we tend glorify success. However, on the path to success, one often needs to overcome challenges, which are seldom spoken about. This creates a perception that successful people never face difficulties, leading to unnecessary pressure on individuals, especially children.

Keeping this in mind, the latest ad film by HDFC Life showcases an endearing story of a young girl who has not performed well in an examination, despite giving it her best effort. She faces the dilemma of explaining it to her father. However, her father senses her emotion and realises that he has been unable to prepare his daughter to deal with challenges. He therefore decides to start this lesson by revealing the setback that he had overcome in his life.

'**BounceBack**' has been used as a theme in the brand's recent campaigns. It further strengthens the brand promise of HDFC Life's '**Sar utha ke jiyo !**'.

Speaking on the thought behind the campaign, **Sr. Executive Vice President (Sales) & Chief Marketing Officer, Pankaj Gupta**, said, "Preparing the young generation to face challenges and pressures, in order to do well and live a life of pride, is an integral part of parenting. Especially in today's scenario wherein we often see students struggling due to academic, parental and peer pressures. Support from the family is what one counts on, to bounce back from setbacks. We have tried to portray this through the ad film".

He further added, "Life insurance plays a similar role. It offers a support system which enables individuals and families to bounce back from life's uncertainties. Be it critical illness, accidental disability or untimely death, life insurance empowers families in their bounce back journey by being their financial partner."

Speaking about the campaign **Rajdeepak Das, Managing Director India & Chief Creative Officer, Leo Burnett South Asia** said, "This campaign takes forward the '**BounceBack**' narrative. Failure is one of the most important teachers of life but we often shy away from talking about our failures. Through this campaign, HDFC Life adopts a refreshingly different and bold perspective and takes a stand to not only secure your loved ones financially but also emotionally to deal with failures. For a brand like HDFC Life, whose DNA emphasizes '**Sar utha ke jiyo !**', this campaign is the perfect springboard to talk about empowering your loved ones to bounce back from setbacks."

AGENCY CREDITS

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Producer: Annum Waris
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About HDFC Life:

HDFC Life Insurance Company Limited (formerly HDFC Standard Life Insurance Company 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 December 31, 2019, the Company had 42 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. The count of our partnerships is in excess of 270, comprising traditional partners such as NBFCs, MFIs and SFBs, and includes 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 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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