

HDFC Life Unveils new Campaign Featuring Rajasthan Royals Players - *Shane Warne, Rahul Dravid, Ross Taylor, Shaun Tait, Ashok Menaria, Faiz Fazal, Abhishek Raut*

The campaign blends the common values of both HDFC Life and Rajasthan Royals – self pride – the youngsters redefining self-respect through conviction v/s highly experienced international players

Mumbai, April 19, 2011 – HDFC Life, one of India's leading private life insurance unveils a new campaign featuring Rajasthan Royals players - Shane Warne, Rahul Dravid, Ross Taylor, Shaun Tait, Ashok Menaria, Faiz Fazal, Abhishek Raut, among other players; to promote and propagate 'Self Respect,' or living life with head held high. The campaign captures the essence of self belief, pride, and conviction by showcasing the team spirit among the highly experienced international players with the fresh but confident young lot. The video blends the common values (to both HDFC Life and Rajasthan Royals) - self pride – the youngsters redefining self-respect through conviction v/s highly experienced international players.

HDFC Life is the Principal Associate Sponsor of Rajasthan Royals for the third consecutive year in the Indian Premier League 2011.

Commenting on the new campaign, **Mr. Sanjay Tripathy, EVP and Head, Marketing and Direct Channels**, said, "HDFC Life recently refreshed our brand look with a more youthful approach. Our association with Rajasthan Royals fits perfectly with our Brand communication to draw inspiration from the highly experienced parentage and applying this to redefine Self Respect for today's youth... Sar Utha Ke Jeena Ka Naya Andaaz. That's what the new HDFC Life symbolizes. That's what the new HDFC Life speaks. This aligns perfectly with the new Rajasthan Royals team with the leadership of the legendary Shane Warne, the ever dependable Rahul Dravid and the new squad with local talent like Pankaj Singh, Asok Maneria, Deepak Chahar and some proven talent like Akash Chopra, Abhishek Raut. The team this year is a heady mix of youth, experience, emerging talent, innovation and professionalism"

Ad 1: Jersey

This film takes a slice of life instance where 5 young players are standing in the front of Dravid, Shane Watson, Shaun Tait and Ross Taylor in the locker room. Young guys are breathing heavily and sweating out profusely. Rahul Dravid and team look at them and toss their spare new jerseys towards them to join the team for practise in 2 minutes. To get to wear jerseys of their role models fills the young players with excitement. In the next shot, the senior players appreciate what the young players are wearing. In fact, they are wearing Shane's jersey, Dravid's jersey, Taylor's jersey... they look elated and proud as they have got their hero's jerseys. On the ground, the young players come out from the pavilion with some cello-tape stickled on their jerseys as names are covered by it. As they reach to the senior players, Rahul Dravid notices it and look at them in question. On which the junior player responds: "Sir, Aap ki jersey sar aankhon par. Magar hum apna naam kamaayenge... apne dum pe!" In the next shot we see seniors with their thumbs-up acknowledging the youngsters' self- belief.

The uniqueness of this campaign is that it effectively captures – the foundation created by experienced senior players is well complimented with the fresh and uncut lot of highly enthusiastic but confident young players, who wish to succeed on their own terms - a thought articulated as "Sar Utha Ke Jeena Ka Naya Andaz" in a powerful surround campaign.

Ad 2: Maidan

This film focuses on the importance of excelling in the field on D-day. It does not matter how many runs you have scored? How many wickets you have taken? Or How many catches you have taken? It is the performance on the day in the field is what matters. The film captures glimpses of the players practising with only one thing on their mind... to put in their best effort and leave the pitch with Pride. The ad retains the core essence of the HDFC Life brand i.e. 'Self Respect... living life with head held high!'

HDFC Life plans several activities in the coming months along with Rajasthan Royals. Some of them include financial planning sessions for the young players in the Rajasthan Royals team and lots of other on-ground initiatives.

In this association with the Rajasthan Royals, HDFC Life will reward excellence in the field with the "**Sar Utha Ke Jiyo**"- **Most Valuable Player of the Match** award. The Rajasthan Royals coaching staff along with the team captain, Shane Warne, will select the Most Valuable Player of the Day from the Rajasthan Royals team, who will receive this honour along with a cash incentive of USD 1000.

This campaign has been conceptualized and scripted by Leo Burnett and directed by Sanjay Shetty from Opticus. The campaign would be on air across major television channels from this week.

About HDFC Life:

HDFC Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Life's product portfolio comprises 27 solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing their plans, by adding optional benefits called riders, at a nominal price.

Apart from several retail and group products in its portfolio, the company also has five optional rider benefits catering to the savings, investment, protection and retirement needs of customers. HDFC Life continues to have one of the widest reaches with more than 500 branches servicing customer needs, along with a strong base of Financial Consultants.

About Rajasthan Royals:

Rajasthan Royals, champions of the inaugural IPL in 2008 is the Jaipur franchise cricket team that represents the state of Rajasthan in the Indian Premier League. The team is led and coached by the legendary Shane Warne. The Rajasthan Royals team exemplifies the royal elegance, style, valour and class of Rajasthan and Gujarat. The Rajasthan Royals emblem is a reflection on the golden past and a promising future for the team. The Rajasthan Royals emblem, in royal blue and gold, is a reflection on the rich history of the region and their promising future ahead. The team's mascot is a lion named Moochu Singh.