

Get set to play the ‘Game of Pride’

HDFC Life organizes the first- of- a- kind Mall activity called ‘Game of Pride’ to leverage its association with Rajasthan Royals in IPL 5

Mumbai, April 24, 2012: HDFC Life, one of India’s leading life insurance companies is all set to conduct a unique experiential marketing activity called ‘Game of Pride’ in malls across 7 cities. Through this on-ground activity, HDFC Life aims to promote its brand philosophy of ‘Sar Utha Ke Jiyoo’ under the key brand insight - ‘Insurance is a promise that helps consumers live with pride’. This initiative will be conducted in selected malls in 7 cities - Mumbai, Bangalore, Kolkata, Pune, Jaipur, New Delhi and Chennai.

Speaking on this unique activation programme, **Mr. Sanjay Tripathy, EVP & Head Marketing and Direct Channels, HDFC Life** said, “In India cricket is not just a game, it is an integral part of a common man’s life. With the ‘Game of Pride’, this game of cricket will be played in the spirit of the brand. We have combined the benefits of life insurance solutions for different need stages into different challenges of the game and created thematic overs, thus offering a real-time experience to the individuals.”



Game of Pride is a unique activation programme initiated by HDFC Life. Under this initiative, a customer walks into the ‘Game of pride’ zone and fills form to participate in the lucky draw to win match tickets. Promoter (life coach) explains the objective of the game & the rules. He then explains the 3 thematic overs to chose from - child plan, protection plan & retirement plan. The family/group then nominates a batsman and picks an over. The players wear the Rajasthan Royals jersey while they play the thematic over. Basis the chosen thematic over, pitch is prepared with fielders carrying the road blocks/problems (like inflation, rising cost of child’s education etc) placard and stopping the batsman from scoring.



“The mall activation will help us to connect with the consumer directly and make him understand and plan better in life to avoid obstacles they could face in future like high college fees, inflation etc” Mr. Tripathy further added.

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 Ltd. holds 72.37% and Standard Life (Mauritius Holding) Ltd. holds 26.00% of equity in the joint venture, while the rest is held by others.

HDFC Life’s product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing the plans, by adding optional benefits called riders, at a nominal price. The company currently has 28 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.

HDFC Life continues to have one of the widest reaches among new insurance companies with about 500 branches servicing customer needs in over 700 cities and towns. The company has a strong presence in its existing markets with a strong base of Financial Consultants.

To know more about HDFC Life, log onto www.hdfclife.com