

HDFC Life launches the Click to Insure Campaign

Showcasing the wide range of insurance plans along with the prompt pre and post sales assistance available on HDFC Life's online platforms, this new campaign encourages consumers to buy insurance online

Mumbai, October 5th, 2016: HDFC Life, India's leading long-term life insurance solutions provider, has launched a new campaign that is focused on the ease of buying life insurance online, with real-time assistance through the entire pre and post, online sales process.

The campaign is based against the backdrop of the fact that though we are a country of millions of online shoppers, the number of online insurance buyers is still negligible. Despite being aware of the benefits of online purchase, they are reluctant to try something new, owing to the unfamiliarity of the process. Leveraging on this insight, HDFC Life's Click to Insure campaign reassures prospective insurance buyers that HDFC Life's online platforms have been designed to offer assistance to a first time buyer through every step of the journey – be it insurance research, suitable policy buying, or even post sales queries and support.

While speaking on the topic Mr. Sanjay Tripathy, Senior Executive Vice President, Marketing, Analytics, Digital & E-Commerce at HDFC Life said, "Consumers today are more empowered than they have ever been with the digital medium, with complete freedom to make independent buying choices. We believe, that like any other online purchase, life insurance too can be bought online without much ado and which is why our robust online platforms offer a wide range of plans, with real time assistance, making it a smooth and enriching purchase experience for the customer. Also, HDFC Life as a brand has always encouraged people to lead their lives with dignity & self-respect and to be self-reliant, which they can now do by going online and taking an informed decision of securing their family's future entirely on their own accord."

Speaking about the ad film, Mr. Raj Deepak Das, Chief Creative Officer, Leo Burnett, said, "In this country, people are happy to buy everything online – from air tickets to mobile phones but when it comes to life insurance, people are hesitant. Our challenge was to change this behavior. In our TVC, through a simple story of a new father, we have highlighted how behavior can be changed when there is someone by your side to help you."

Agency Credits for Brand Campaign

Agency: Leo Burnett, Mumbai

Chief Creative Officer: Raj Deepak Das

Group ECD: Aman Mannan

Associate ECD: Pravin Sutar

Business Head: Oindrila Roy

Creative Team: Pradeep Kumar, Vijay Kumbhar, Swagata Banerjee, Vidhi Wala

Account Management: Sharon Thambi, Rhea Amin

Planning: Ajeeta Bharadwaj (Planning Head, Mumbai), Amrita Chatterji

Production House: Equinox Films

Director: Sandeep Modi

Executive Producer: Manoj Shroff

Producer – Sethu Desai

About HDFC Life

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 and Health. Customers have the added advantage of customizing plans, by adding optional benefits called riders, at a nominal price. As on July 31st, 2016, the Company had 30 individual and 9 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 having a wide reach with 398 HDFC Life offices in India and 9,000+ distributor touch-points. The Company has a strong base of Financial Consultants. The Company has also recently completed incorporation of its wholly owned subsidiary in Dubai to offer reinsurance services.

HDFC Standard Life Insurance Company Limited ('HDFC Life') is a partnership between HDFC Ltd., India's leading housing finance institution and Standard Life, a global long term investment savings player. Currently HDFC Ltd. holds 61.63% and Standard Life (Mauritius Holdings) 2006 Limited holds 35.00% of equity in HDFC Life, while the rest is held by others.

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