

HDFC Life launches HDFC Life Click2Wealth ULIP digital campaign - #SirfSafeNahinSmartBhiBano

- *Focuses on bursting myths surrounding ULIPs*
- *Highlights the features of HDFC Life Click2Wealth*

Mumbai, Dec 4, 2020: HDFC Life, one of India's leading life insurance companies, launched a new digital campaign that focuses on the role of Unit Linked Insurance Plans (ULIPs) as part of a prudent financial plan. The campaign debunks the commonly held myths surrounding the ULIP category and highlights the unique features of HDFC Click2Wealth plan that make it an attractive customer proposition to achieve diverse life goals.

Through the central message of '#SirfSafeNahiSmartBhiBano', the brand aims to change the way consumers look at ULIPs.

HDFC Life Click2Wealth is a product which that offers not only the dual benefits of protection and investments to customers but also addresses customer needs through features such as Return of Mortality Charges, Loyalty Additions to Fund Value, Free Fund Switches across 10 funds and many more.

The campaign, comprising of one main and two short films, features two characters - Meet (myth) and Jeet (myth burster). Meet and Jeet have opposite view points when it comes to their lifestyles, with Meet confessing to having doubts about investing in a unit linked insurance plan while Jeet dispels his doubts in a light hearted manner by subtly weaving HDFC Life Click2Wealth's benefits into the narrative.

Speaking on the campaign, **Vishal Subharwal, EVP – E-commerce & Digital Marketing**, said, "ULIPs can help customers invest in a systematic, disciplined manner across a range of asset classes to meet their life goals while protecting the downside with a life insurance cover. ULIP as a category is perceived by some as expensive and opaque.

Through this campaign, featuring HDFC Life Click2Wealth, we want to burst myths surrounding ULIPs which impact purchasing decisions. HDFC Life Click2Wealth is a feature rich product that offers customers a bouquet of benefits to create long term wealth and income streams."

The campaign will be promoted across social media channels, YouTube and digital platforms to ensure maximum reach and visibility.

About Us

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 September 30, 2020, the Company had 36 individual and 13 group products in its portfolio, along with 7 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 420 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of our partnerships (including master policyholders) is in excess of 300, comprising traditional partners such as NBFCs, MFIs and SFBs, and includes more than 50 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.

Media Contacts

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