

# HDFC Life's New Campaign Highlights Parental Values and Financial Planning with a Heartwarming Twist

Category: Business

written by International Khabar | January 23, 2025



**Your values and planning shape your family's future.**

Secure their future today.

**Protection Plans**   **Savings & Investment Plans**   **Retirement Plans**

**HDFC Life**  
Sar utha ke jayo!

[www.HDFCLife.com](http://www.HDFCLife.com)   1800 2034

The above mentioned plan names are only the names of the categories of plans.  
HDFC Life Insurance Company Limited ("HDFC Life"), CIN: L65110MH3000PCC128245, IRDAI Registration No. 101.  
Registered Office: 13th Floor, Lofia Exorcia, Apollo Mills Compound, P.M. Joshi Marg, Mahalaxmi, Mumbai - 400 011. Email: [service@hdfclife.com](mailto:service@hdfclife.com), Tel No: 022-68446530. Available Mon-Sat from 10 am to 7 pm. (Local charges apply). Website: [www.hdfclife.com](http://www.hdfclife.com). The name/logo of HDFC Life Insurance Company Limited (HDFC Life) belongs to HDFC Bank Limited and is used by HDFC Life under license from HDFC Bank Limited. For more details on the risk factors, associated terms and conditions and exclusions, please read the sales brochure carefully before concluding a sale. ARN: NC/01/25/20124.

**BWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS**  
• IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premium. Public receiving such phone calls are requested to lodge a police complaint.

HDFC Life, one of India's leading life insurers, has launched a new campaign that underscores the timeless role of parental values in shaping families and securing their future. With a moving story, the campaign demonstrates how love, respect,

perseverance, and independence transcend appearances to create enduring bonds.

**Your values and planning  
shape your family's future.**

Secure their future today.

Protection Plans   Savings & Investment Plans   Retirement Plans

**HDFC Life**  
*Sar utha ke jiyo!*

[www.HDFCLife.com](http://www.HDFCLife.com)   1800 2034

The above mentioned plan names are only the names of the categories of plans.  
HDFC Life Insurance Company Limited ("HDFC Life"), CIN: L65110MH2000FPC128245, IRDAI Registration No. 101.  
Registered Office: 13th Floor, Lodha Esplanade, Apollo Mills Compound, N.M. Joshi Marg, Mahalaxmi, Mumbai - 400 011. Email: [service@hdfclife.com](mailto:service@hdfclife.com), Tel No: 022-68446530. Available Mon-Sat from 10 am to 7 pm. (Local charges apply). Website: [www.hdfclife.com](http://www.hdfclife.com). The name/letter 'HDFC' in the name/logo of HDFC Life Insurance Company Limited (HDFC Life) belongs to HDFC Bank Limited and is used by HDFC Life under license from HDFC Bank Limited. For more details on the risk factors, associated terms and conditions and exclusions, please read the sales brochure carefully before concluding a sale. ARN: MC/01/25/20134.

**BWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS**  
\* IRDAI is not involved in activities like selling insurance policies, announcing bonus or investment of premiums. Public receiving such phone calls are requested to lodge a police complaint.

## HDFC Life's New Campaign Highlights Parental Values and Financial Planning with a Heartwarming Twist

[HDFC Life](#) has built a reputation for creating relatable and inspiring ad films, and this latest campaign takes a fresh approach. It emphasises how parental teachings serve as a guiding compass for children in an ever-changing [world](#), helping them navigate uncertainties with confidence and integrity.

The [heart of the campaign is a story](#) of two brothers whose connection goes beyond appearances, rooted instead, in the

shared values imparted by their parents. A simple moment of sibling camaraderie becomes an emotional reminder of the importance of instilling strong values and complementing them with [financial planning](#) for a secure future.



**Vishal Subharwal, Group Head Strategy & Chief Marketing Officer, [HDFC Life](#)**

Commenting on the campaign, **Vishal Subharwal, [Group Head Strategy & Chief Marketing Officer, HDFC Life](#)**, said, “Parents play a pivotal role as their children’s first teachers and role models. The values they impart serve as a foundation that shapes children’s lives, guiding them with courage and integrity. This [campaign highlights](#) how these values, when paired with financial preparedness; create a strong and lasting foundation for families.

Indian upbringing has always been rooted in [family values](#) and cohesion. This unique and heart-warming story of two brothers takes the audiences on an emotional journey showcasing how the [values](#) imparted within a family shape not only the present but

*also the future of the next generation; perfectly bringing to life the HDFC Life message – Sar Utha Ke Jiyo,”* **Vikram Pandey, Chief Creative Officer, Leo Burnett South Asia**, added.

Notably, the campaign’s film has been directed by acclaimed filmmaker Shoojit Sircar, adding a unique touch to the storytelling.

The campaign will be featured across television, [digital platforms](#), and outdoor media, reaching audiences nationwide.

To watch the campaign film, click [here](#).

