

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

Category: Business

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**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!*

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**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.



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## 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](#).

