



Birla Sun Life Insurance launches the second leg of its ‘Khud Ko kar Buland’ brand campaign

- A campaign that helps you protect your dreams of your loved ones by ascertaining your financial well-being
- BSLI urges all to stand tall in the face of destiny's challenge and ensure you live your life on your own terms

Mumbai, February 15, 2016: The life insurance industry has been in existence for several decades and during this period subjected to multiple phases of evolution especially over the past few years. However, despite the efforts of an entire industry, mass India is yet unclear on the key role that life insurance can play in their lives. Is it an investment? Is it protection? Is it savings? Or, is it just tax saving? Despite the efforts and investments of the industry comprising 24 players, the category penetration remains low at 3.1% of GDP. There is therefore a need for the category to compellingly communicate its real role and value in the customer's life.

Birla Sun Life Insurance (BSLI), the life insurance arm of the Aditya Birla Financial Services Group, through its latest campaign for their '**Khud Ko Kar Buland**' positioning seeks to create relevance of the key role that BSLI can play in the life of customers. It is a brand belief that we alone write the story of our lives. Destiny may indeed pose surprises, but how we deal with them is in our hands. If a man so chooses, he can ascertain how he lives his life, by the decisions he makes and the actions he takes. By being a front runner in this, BSLI has taken the opportunity to own and appropriate the belief that one must stand tall in the face of uncertainties.

In its second year, the campaign's television commercial (TVC) tells an extraordinary story of an ordinary man, his endearing relationship with his boss and his enduring relationship with life's uncertainties. The main film establishes a concern and it ends with a solution where the protagonist is now happier because of his planning.

Ajay Kakar, Chief Marketing Officer – Financial Services, Aditya Birla Group, said, "Despite the investments and efforts of an entire industry, the life insurance consumer yet does not have an answer to his question, "What role do you play in my life?". At BSLI we are committed spending to the spirit of "Khud Ko Kar Buland" and encouraging our audiences to take control of their fate. And live their life with financial security. This film is another investment towards that end."

Agnello Dias, Chief Creative Officer, Taproot India, says, "For some time now, the Birla Sun Life Insurance brand has celebrated human spirit of taking on all the odds that life throws at you. This film is another inspirational story of an everyday hero who pushes back at fate even when the going gets tough."

Pallavi Chakravarti, Senior Creative Director, Taproot India, says, "Through the platform of "Khud Ko Kar Buland" Birla Sun Life Insurance has sent out a simple message: Destiny can only do so much, when an individual is prepared. This film carries the campaign thought forward



through the story of a man who surprised both, his employer and fate, when life threw an unexpected turn his way.”

Creative Execution:

This story is in the form of a 75 second television commercial that tells an inspiring story of a common man, his endearing relationship with his boss and his enduring relationship with life.

It very interestingly tracks the journey of an employee and a boss while dealing with mishaps and everyday uncertainties. This film begins with Madan, an earnest, hard-working man, recovering from his bypass in a hospital, while his boss walks in to pay him a visit at the hospital. Their conversation makes the viewer's aware of the trust Madan's boss has in him and of Madan's proficiency as a PA. The film captures the faith that the boss has in his employee and that humanity has a role to play and give back to the person who has served him selflessly.

The TVC is punctuated in the end with Madan's boss receiving yet another unexpected blow – when Madan's wife reveals that Madan's health will not allow him to continue working. The boss is taken aback. He realises that Madan is suddenly left without a job, with a family to take care of and hospital bills to bear. He is deeply concerned. But then an idea strikes him, which he excitedly shares with Madan. He says he'll be happy to hire Suraj in Madan's place, at the same salary. Madan is touched by his concern and generous offer. But he has other plans. He tells his boss that he doesn't need the help. And neither does his son. In fact, his son Suraj is actually going to England to do an MBA. The boss is pleasantly surprised. As he goes ahead to heartily congratulate the boy. The story ends on a note of hope, highlighting the triumph of the human spirit and delivering the message that nothing can stand in the way of someone who stands prepared against all odds.

Team on TVC

Agency: Taproot Dentsu India

- Agnello Dias – Chief Creative Officer
- Santosh Padhi – Chief Creative Officer
- Umesh Shrikhande – Chief Executive Officer
- Pallavi Chakravarti – Sr. Creative Director
- Apoorva Jain – Sr. Copywriter
- Ayesha Ghosh – General Manager
- Priyank Misra – Account Director

Production House: Red Ice Films

Director: Shimit Amin

Producers: Gary Grewal, Vandana Singh, Lisa D'Costa

Ends