

Media Release

IndiaFirst Life launches 'Stress ko Karo Kill' campaign

- Unveils 'BhonduJustChill – Stress Ko Karo Kill, IndiaFirst Life & Chill' a new campaign that stems from the brand's proposition 'Because Life Is Full of it's Certainties'
- Features versatile actor Sanjay Mishra by adapting famous catchphrase to 'Bhondu'

Mumbai, January 20, 2021: IndiaFirst Life Insurance Company Limited (IndiaFirst Life), promoted by Bank of Baroda and Union Bank of India has launched a new social media campaign, titled '#BhonduJustChill – Stress Ko Karo Kill, IndiaFirst Life & Chill'. The campaign plays with the catchphrase 'Bhondu Just Chill' adapted from a popular Hindi movie with a slight twist. Stemming from the company's core value of "Because Life Is Full of Certainties" and its #CustomerFirst philosophy, the campaign is an endeavour to encourage investments albeit in a fun and quirky manner.

'#BhonduJustChill – Stress Ko Karo Kill, IndiaFirst Life & Chill' campaign features versatile Bollywood actor Sanjay Mishra. True to its brand ethos, the campaign highlights the significance of opting for life insurance, a must-have tool to ensure financial protection of family and loved ones, making it important to fortify its awareness across life stages.

As the country is embracing the new normal, the campaign conceptualised by WATConsult is rooted in the idea that your life is secured and protected with IndiaFirst Life's insurance plans. This will ensure peace of mind for the entire family during life-changing milestones like marriage, children's education, and retirement.

Commenting on the campaign, **Sonia Notani, Chief Marketing Officer, IndiaFirst Life Insurance Company Limited** said, "We understand the importance of a stress-free life and want to propagate the role IndiaFirst Life Insurance can play in ensuring the same for our customers. We have a suite of 40+ products tailored to suit protection and assurance needs of customers across life stages. This campaign provides an interesting take on the fact that safeguarding our family's needs, does not have to come at the cost of our own peace of mind."

Versatile actor Sanjay Mishra has been roped in for this campaign Building on the actor's quirky image, the brand drove home the importance of self-care and reinstated that having life insurance helps you sail through worry-free.

Talking about his association, **Sanjay Mishra, Indian Film Actor**, said, "The life mantra that I abide by is to chill. And I will only be able to abide by this mantra when my loved ones are taken care of and secured. The attitude of being relaxed can only be donned when you experience peace of mind. When you're sure that you're living a protected life, a covered life, there ought to be peace of mind. You can chill more and stress less"

Expanding on the digital collaboration with IndiaFirst Life, **Heeru Dingra, CEO, WATConsult** said, "Inspired by a famous comedy movie dialogue, the campaign's catchphrase - 'Bhondu just chill' is a humorous way for people to bring in a little relaxed and chilled moment to their lives. We wanted to capture the hilarity and weave it with the brand's belief that the right insurance plan can ensure peace of mind at various life-changing moments. Humour also wraps the message in a more fun package, helps in better expanding its reach and accentuates the point further. Today, as stress has become an unavoidable part of everyone's lives, a small reminder to simply chill definitely presents itself as a welcome breather."



The film will be aired across social media platforms including ShareChat, YouTube, Twitter, Instagram, and Facebook. The campaign is envisioned and executed by WATConsult.

The campaign has a total of five ad films which will be released phase-wise over a period of three months.

Campaign Details:

Link to the first ad film: [#BhonduJustChill](#)

Video Duration: 20 seconds

Creative Agency: WATConsult | **Production House:** WATConsult | **Director:** Yash Danak

From IndiaFirst Life:

- Sonia Notani, Chief Marketing Officer
- Aashish Walia, Head – Marketing & PR
- Serena Paes, Senior Manager – Marketing

Creative Agency: WATConsult

Production Team:

- Director: Yash Danak
- Executive Producer: Prasanna Shetty
- Screenplay Writer: Priyaal Tripathi & Yash Danak
- DOP: Debashis Remy Dalai
- Editor: Divyashree Samantaray

Strategy & Execution Team:

- Ayushi Jhunjhunwala, Shaily Jain, Insha Padania, Janice D’souza, Priyanka Tippa

Design Team:

- Sumit Bansode, Shweta Kadam, Deepiksha Nayak and Pranali Raut

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About IndiaFirst Life Insurance Company Ltd: Headquartered in Mumbai, IndiaFirst Life Insurance Company Limited (IndiaFirst Life), with a paid-up share capital of INR 663 crores, is one of the country's youngest life insurance companies. It is promoted by two of India's largest public-sector banks – Bank of Baroda and Union Bank of India, which hold 44% and 30% stakes in the company, respectively. Carmel Point Investments India Private Limited incorporated by Carmel Point Investment Ltd, a body corporate incorporated under the laws of Mauritius and owned by private equity funds managed by Warburg Pincus LLC, New York, United States also holds 26% stake in IndiaFirst Life. The company's key differentiator is its simple, easy-to understand products that are fairly priced and efficiently serviced. For details, please visit <https://www.indiafirstlife.com/>

For Media Queries:

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