

PRESS RELEASE

Aditya Birla Sun Life Insurance launches ‘*Boodhe Hoke Kya Banoge*’ campaign focused on redefining retirement planning

Mumbai, November 14, 2024: Aditya Birla Sun Life Insurance Company Limited (“ABSLI”), one of India's leading life insurance providers, announced the launch of its new brand campaign ‘*Boodhe Hoke Kya Banoge*’, focused on encouraging individuals to rethink their retirement plans.

Addressing India's Rising Retirement Savings Gap: The campaign captures the essence of India's rising retirement savings gap, where most individuals start planning their retirement quite late in life. With the retirement population steadily rising in India and the gap pertaining to retirement related savings widening, ABSLI's campaign aims to encourage people to plan early on to turn their golden years into a brighter and stress-free chapter of life. By prioritizing early financial planning, the campaign shows that retirement can be a period of personal fulfilment. The campaign's inspiration stems from the **rising life expectancy in India**, which, according to the World Bank, reached 70.19 years in 2022, **reflecting improvements in health and longevity**. The campaign will be aired on television channels, broadcast on YouTube, OTT and digital media platforms as well as amplified through outdoor and regional print media advertising.

A Simple yet Profound Question: The #BoodheHokeKyaBanoge campaign stands out for its emotionally compelling narrative and direct messaging. Drawing inspiration from the familiar Indian childhood question, “Bade Hoke Kya Banoge?” (What will you become when you grow up?), the campaign cleverly reimagines this question for adults, asking, “Aap Boodhe Hoke Kya Banoge?” (What will you become in your old age?). This thought-provoking twist encourages individuals to envision a fulfilling and meaningful post-retirement life, emphasizing the pursuit of passions and newer possibilities.

Mr. Kamlesh Rao, MD & CEO, ABSLI, comments, "At Aditya Birla Sun Life Insurance, we believe, retirement should be a time of fulfilment and joy. Our #BoodheHokeKyaBanoge campaign encourages people to reimagine their golden years, focusing on their passion and living life to the fullest. However, delayed retirement planning can lead to financial insecurity and limited choices during this important phase of life. Early and thoughtful planning is therefore essential to create a future that aligns with one's aspirations and ensures peace of mind. This initiative marks a bold step in redefining retirement, celebrating life's moments and shifting focus from conventional legacies to a journey of purpose. ABSLI's suite of innovative financial products supports a lifestyle that transcends financial needs, helping retirees to live joyfully and independently."

The campaign consists of 3 ad films, showcasing the importance of proactive and early retirement planning, challenging adults to reimagine their future. Each of the films capture heartfelt narratives underscoring the importance of proactive retirement planning and the excitement it can bring along.

- **Ad film 1** - A young girl asks her father what he hopes to do when he grows old, sparking a moment of introspection.

Link: https://www.youtube.com/watch?v=jgBswsGPnXA&list=PLF2or_dJ0YGSfOh-fmAlpRiLs3octQn9Y&index=2

- **Ad film 2** - Another vignette takes place during a lively carpool ride, where children prompt their uncle to imagine a life beyond work, inspiring him to dream of future aspirations.

Link: https://www.youtube.com/watch?v=o7SvIU2eH24&list=PLF2or_dJ0YGSfOh-fmAlpRiLs3octQn9Y&index=1

- **Ad film 3** - A teacher, encouraged by her students' curiosity about her future, begins to picture herself pursuing a PhD as a retirement goal.

Link: https://www.youtube.com/watch?v=DPiMvWFmxxl&list=PLF2or_dJ0YGSfOh-fmAlpRiLs3octQn9Y&index=3

About Aditya Birla Sun Life Insurance Company Limited

Aditya Birla Sun Life Insurance Company Limited ("ABSLI") is a part of Aditya Birla Capital Ltd ("ABCL"). ABSLI was incorporated on August 4th, 2000, and commenced operations on January 17th, 2001. ABSLI is a 51:49 joint venture between the Aditya Birla Group and Sun Life Financial Inc., an international financial services organization in Canada.

ABSLI offers a range of products across the customer's life cycle, including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and Unit Linked Insurance Plans ("ULIPs").

As of September 30, 2024, total AUM of ABSLI stood at Rs.95,553 Crore (24% Increase YOY). ABSLI recorded a gross premium income of Rs.8,657 Crore in Q2 FY25 and registering a y-o-y growth of 27% in Gross Premium with Individual Business FYP with Single Premium at 10% at Rs 1,578 Crore. ABSLI has a nationwide distribution presence through 380+ branches, 11 bancassurance partners, 6 distribution channels, over 59,900+ direct selling agents, other Corporate Agents and Brokers through its website. The company has over 27,000 employees and 20.31 lakh active customers.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is a registered Core Investment Company ("CIC") and the holding company of the financial services businesses. Through its subsidiaries/JVs, ABCL provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 55,000 employees, the businesses of ABCL have a nationwide reach with over 1,470 branches and more than 200,000 agents/channel partners along with several bank partners.

As of September 30, 2024, Aditya Birla Capital Limited manages aggregate assets under management of over Rs. 5.0 Lakh Crore with a consolidated lending book of Rs 1.38 Lakh Crore through its subsidiaries/JVs.

Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 50% of the Group's revenues flow from overseas operations that span over 40 countries in North and South America, Africa, Asia, and Europe.

For more information, visit www.adityabirlacapital.com.

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