

Aditya Birla Sun Life Insurance Launches *#YeAkelaHiKaafiHai* Featuring Farhan Akhtar

~ Introducing the Super Term Plan – One Plan. Total Protection. #YeAkelaHiKaafiHai ~

Mumbai, August 21, 2025: Aditya Birla Sun Life Insurance Company Limited (“ABSLI”), the life insurance subsidiary of Aditya Birla Capital, India’s leading diversified financial services company, has launched its latest product campaign titled #YeAkelaHiKaafiHai, spotlighting the all-new Super Term Plan by ABSLI.

At the heart of this digital-first campaign is **Farhan Akhtar** – the acclaimed actor, director, and musician – who perfectly embodies the essence of a multi-faceted personality. As the protagonist, Farhan brings alive the core proposition of the Super Term Plan: a single, powerful product that offers comprehensive protection for life, health, and income. **#YeAkelaHiKaafiHai.**

Mr Kamlesh Rao, MD & CEO, Aditya Birla Sun Life Insurance Company Limited said, *“Insurance is no longer optional - it’s a necessity. Today’s customers seek more than just life cover; they want a single plan that protects their health, secures their income, and prepares them for life’s uncertainties. The Super Term Plan delivers exactly that - life cover, critical illness protection, health services, and income security, all in one. With this plan, we aim to empower individuals to make confident, informed choices with a solution that truly does it all.”#YehAkelaHiKaafiHai.*

The campaign comprises three digital ad films, each creatively exploring a key benefit of the Super Term Plan through slice-of-life moments and Farhan’s signature charm. The films have been launched across digital platforms, YouTube, and will be further amplified later across different mediums.

- **Film 1** - On a film set, Farhan delivers one scene in multiple moods, prompting the director to ask, “Kitne options dega?” Farhan playfully replies that if the Super Term Plan offers so many choices, he can too
Link: <https://www.youtube.com/watch?v=nY0uAO1MCxI>
- **Film 2** - In a witty train station scene, Farhan quips, “Yeh ABSLI ka premium thodi hai jo wapas aa jaaye!”—highlighting the unique return of premium feature offered under the ABSLI Super Term Plan.
Link: <https://www.youtube.com/watch?v=hM1-biWmTMM>
- **Film 3** - The film features Farhan Akhtar in a witty banter highlighting how life doesn’t stop even if a dialogue or a premium is missed. Through humour and camaraderie, the film brings alive the unique feature of Super Term Plan that allows missing up to 12 premiums (i.e.1 full year) with uninterrupted coverage.
Link: <https://www.youtube.com/watch?v=FS-G5x-O3T8>

PRESS RELEASE



The **ABSLI Super Term Plan** is built for today's evolving protection needs, offering life cover, critical illness benefits, health services, and income security in one powerful solution. Customers can choose from three plan options: **Level Cover**, **Increasing Cover**, and **Level Cover with Return of Premium**. It also includes built-in **Health Management Services & Enhanced Life Stage Protection** for key milestones like marriage or childbirth, and the flexibility to receive death benefits as a lump sum, monthly income, or both.

With features like **Instant Claim Pay-out** and **Cover Continuance Benefit**, which keeps protection intact even after missing premiums, the Super Term Plan goes beyond traditional insurance.

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 a 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 June 30, 2025 total AUM of ABSLI stood at 103,817 Cr. ABSLI recorded a gross premium income of Rs.3,594 Cr with Individual Business FYP with Single Premium at 10% of Rs. 795 Cr registering a growth of 23.4%. Renewal Premium grew by 18% with gross Individual and Group segment. ABSLI has a nationwide distribution presence through 440+ branches, 12 bancassurance partners, 6 distribution channels, over 65,000+ direct selling agents, other Corporate Agents and Brokers through its website. The company has over 30,000+ employees and 28.44 lakh active customers.

About Aditya Birla Capital Limited:

Aditya Birla Capital Limited ("ABCL") is a listed systemically important non-deposit taking Non-Banking Financial Company (NBFC) and the holding company of the financial services businesses. ABCL and its subsidiaries/JVs 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 61,600 employees, the businesses of ABCL have a nationwide reach with over 1,690 branches and more than 200,000 agents/channel partners along with several bank partners.

ABCL and its subsidiaries/JVs manage aggregate assets under management of over Rs. 5.53 Lakh Crore with a consolidated lending book of over Rs 1.65 Lakh Crore as of June 30, 2025.

Aditya Birla Capital Limited is a part of the US\$67 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 227,500 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, about 42% of the Group revenues flow from overseas operations that span 41 countries across six continents.

For more information, visit www.adityabirlacapital.com

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