



Star Union Dai-ichi  
Life Insurance

A joint venture of  
Bank of India | Union Bank | Dai-ichi Life

# STRATEGIC APPROACH



# Agenda

- Category Understanding
- Competition Understanding
- Consumer Understanding
- Recommended Campaign
- Content Pillars
- Platform Strategy
- Digital Strategy





Category Understanding

# Indian Life Insurance Category

## Understanding the market

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- Indian life insurance industry to grow at an **exceptional rate of 6.6% in 2022 and further rise to 7.1% next year.**
- Increased awareness towards term plan
- **ULIPs and guaranteed insurance** products are gaining significant traction of late in the insurance space; flexibility they provide to manage the funds and also offer wealth creation along with a life cover
- **“Phygital” is going to drive the insurance sector** for years to come.
- Consumers are looking for better product-mix and tailor-made plans basis their requirements

# ULIP Market

## Understanding the market

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- **ULIPS are making a strong comeback;** including low interest rates, buoyant equity markets, increasing financial sophistication of customers and product innovation by the leading private life insurers
- **Two out of three Indians intend to invest in ULIPs in the coming year.** 92% of consumers have increased affinity towards ULIPs has increased after the first wave of the pandemic (Metro's and Non- Metro's; 21-50 age group
- **Attraction towards ULIP-** Ease of tracking of investments, low-cost structure and convenience of adding rider or top-up, and withdrawal of money, according to the survey.

# Why Are Consumers Investing in ULIPS

## Life Goals

Financial Security

Retirement Planning

Investment

Children's Education

## Key Factors for choosing the plan

Good Returns

Income Tax Benefit

Fund Performance

Insurance Coverage on Death

Range of Fund Options

Expert Advice by the company

Flexibility of partial withdrawal

General Investors

Affluent Investors

# Why Do Indians Find ULIP Attractive



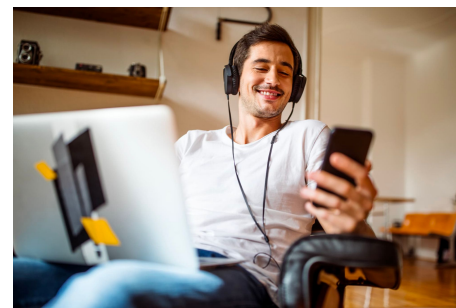
## Affluent Class

Ease of tracking investment, low-cost structure and convenience of adding rider or top-up, and withdrawal of money,  
**Key Factor-** Guidance of Expert



## Middle Income Indians

**Key Factor-**  
Seeks facility of partial withdrawal



## Younger Investors (21-30 yrs)

**Key Feature-** Systematic Investment Plan



## Matured Investors (40 years and above)

**Key Factor-** Lump Sum Investment

**Common Factor-** Zero-cost fund switching cost, dual benefit of insurance and investments and low-cost structure as key differentiators for ULIP.

# Why Are Consumers Investing in Guaranteed Savings Plan

## Long Term Life Goals

Post Retirement Plan

Children's Education

Mortgage Free Life

Families Security

## Key Factors for choosing the plan

Guaranteed Payouts

Income Tax Benefit

Death Benefits

Flexible plans

lump sum payout vs monthly pension options

Returns

Add Riders

Loan Facility

General Investors

Affluent Investors



# Why Are Consumers Investing in Protection Plans

Financial Protection

Financial Backing

Financial Uncertainties

Key Factors for choosing the plan

Claim Settlement Ratio

Income Tax Benefit

Adequate and better Coverages

Inclusion and exclusions of policies

Competitive Premiums

Hidden clauses

General Investors

Affluent Investors









# Competition Analysis

# Competition Platform Analysis


Brand	Frequency	Post Formats	Content Buckets	Eng rate	Platforms
<b>IndiaFirst Insurance</b>	3-5 Posts every week	Statics, Reels, Videos, and Carousels	Consumers Testimonials, Contest, Educational, Informational, Conversational, Moment Marketing and Influencer collaboration	0.39%	IG, FB, YT, TW, LN
<b>Canara HSBC Life Insurance</b>	3-5 Posts every week	Statics, Reels, Videos, and Carousels	Consumers Testimonials,, Educational, Informational, Brand Stories, Conversational, and Influencer collaboration	1%	IG, FB, YT, LN, TW
<b>PNB Metlife Insurance</b>	6-7 Posts every week	Statics, Reels, Videos, and Carousels	Consumers Testimonials,, Educational, Contest, Informational, Brand Events, Conversational, and Influencer collaboration	0.72%	IG, FB, TW, LN, YT
<b>ICICI Prudential Life Insurance</b>	4-6 Posts every week	Statics, Reels, and Carousels	Consumers Testimonials, Educational, Informational, Conversational and Influencer collaboration	5.38%	IG, SC, YT, LN
<b>HDFC Life Insurance</b>	4-6 Posts every week	Statics, Reels, Videos, and Carousels	Consumers Testimonials, Contest, Educational, Informational, Brand Stories, Conversational, Moment Marketing and Influencer collaboration	0.33%	IG, TW, LN, YT, FB. Slide share, Whatsapp
<b>Bajaj Allianz Life Insurance</b>	3-5 Posts every week	Statics, Reels, Videos, and Carousels	Consumers Testimonials, Contest, Educational, Informational, Brand Stories, Conversational, Moment Marketing and Influencer collaboration	0.34%	IG, FB, TW, LN, YT,

# FACEBOOK PAGE ANALYSIS

PROFILE	COMMUNITY SIZE	POSTS	REACTIONS / LIKES	COMMENTS	SHARES	TOTAL INTERACTIONS	ENGAGEMENT RATE (ER) ⓘ
 <b>Bajaj Allianz Life</b> @bajajallianzlifeinsura...	2,485,804 Page Likes	35	2,715	178	272	3,165	0.00%
 <b>Canara HSBC Life Insurance Company Limited</b> @CanaraHSBCLifeInsurance	891,763 Page Likes	30	33,922	281	453	34,656	0.13%
 <b>HDFC Life</b> @HDFClife	6,402,053 Page Likes	20	19,326	270	165	19,761	0.02%
 <b>ICICI Prudential Life Insurance</b> @ICICIPruLife	433,601 Page Likes	16	340,227	2,955	1,402	344,584	4.97%
 <b>IndiaFirst Life Insurance</b> @indiafirstlife	319,618 Page Likes	25	5,514	46	26	5,586	0.07%
 <b>PNB MetLife</b> @PNBMetLife	1,030,867 Page Likes	53	67,249	391	386	68,026	0.12%







HDFC Life insurance has the highest Facebook page likes however, ICICI Prudential Life insurance has the maximum engagement of **4.97%** compared to other competitors.

# INSTAGRAM PAGE ANALYSIS

PROFILE	COMMUNITY SIZE	POSTS	REACTIONS / LIKES	COMMENTS	SHARES	TOTAL INTERACTIONS	ENGAGEMENT RATE (ER) ⓘ
 <b>bajajallianzlifeinsurance</b> @bajajallianzlifeinsurance	45,996 Followers	24	1,711	55	N/A	1,766	0.16%
 <b>canarahsbcobc</b> @canarahsbcobc	21,012 Followers	28	835	81	N/A	916	0.16%
 <b>hdfclife</b> @hdfclife	62,008 Followers	17	1,719	48	N/A	1,767	0.17%
 <b>iciciprulifeofficial</b> @iciciprulifeofficial	61,586 Followers	15	1,996	42	N/A	2,038	0.22%
 <b>indiafirst_life</b> @indiafirst_life	14,249 Followers	18	303	21	N/A	324	0.13%
 <b>pnb_metlife</b> @pnb_metlife	10,198 Followers	51	2,231	92	N/A	2,323	0.45%


HDFC Life insurance has the highest instagram followers however, PNB Met life insurance has the maximum engagement of **0.45%** compared to other competitors.

# YOUTUBE PAGE ANALYSIS

PROFILE	COMMUNITY SIZE	POSTS	REACTIONS / LIKES	COMMENTS	SHARES	TOTAL INTERACTIONS	ENGAGEMENT RATE (ER) ⓘ
 Bajaj Allianz Life Insurance @bajajallianz	23,300 Subscribers	3	15	0	0	15	0.02%
 Canara HSBC Life Insurance @canarahsbclifeinsurance	17,200 Subscribers	37	4,346	99	0	4,445	0.70%
 HDFC Life @hdfclife	95,100 Subscribers	5	681	0	0	681	0.14%
 ICICI Prudential Life Insurance @iciciprulife	27,600 Subscribers	33	211	13	0	224	0.02%
 IndiaFirst Life @indiafirstlifeinsurance	14,300 Subscribers	4	3	0	0	3	0.01%
 PNB MetLife @pnbmetlife	11,000 Subscribers	7	118	0	0	118	0.15%

HDFC Life insurance has the highest Youtube subscribers however, Canara HSBClife insurance has the maximum engagement of **0.70%** compared to other competitors.

# TWITTER PAGE ANALYSIS

PROFILE	COMMUNITY SIZE	POSTS	REACTIONS / LIKES	COMMENTS	SHARES	TOTAL INTERACTIONS	ENGAGEMENT RATE (ER) ⓘ
 <b>Bajaj Allianz Life</b> @BajajAllianzLIC	171,010 Followers	276	135	159	13	307	0.00%
 <b>Canara HSBC Life Insurance</b> @CanaraHSBCLI	8,454 Followers	86	39	49	5	93	0.01%
 <b>HDFC Life</b> @HDFCLIFE	429,876 Followers	574	940	294	82	1,316	0.00%
 <b>ICICI Pru Life</b> @ICICIPruLife	32,675 Followers	500	23,517	607	3,462	27,586	0.17%
 <b>IndiaFirst Life Insurance</b> @IndiaFirst_Life	19,923 Followers	95	3,045	71	259	3,375	0.18%
 <b>PNB MetLife</b> @PNBMetlife1	91,508 Followers	189	79	87	17	183	0.00%

- HDFC Life insurance has the highest Twitter followers however, IndiaFirst life insurance has the maximum engagement of **0.18%** compared to other competitors.

# Bajaj Allianz Hashtags







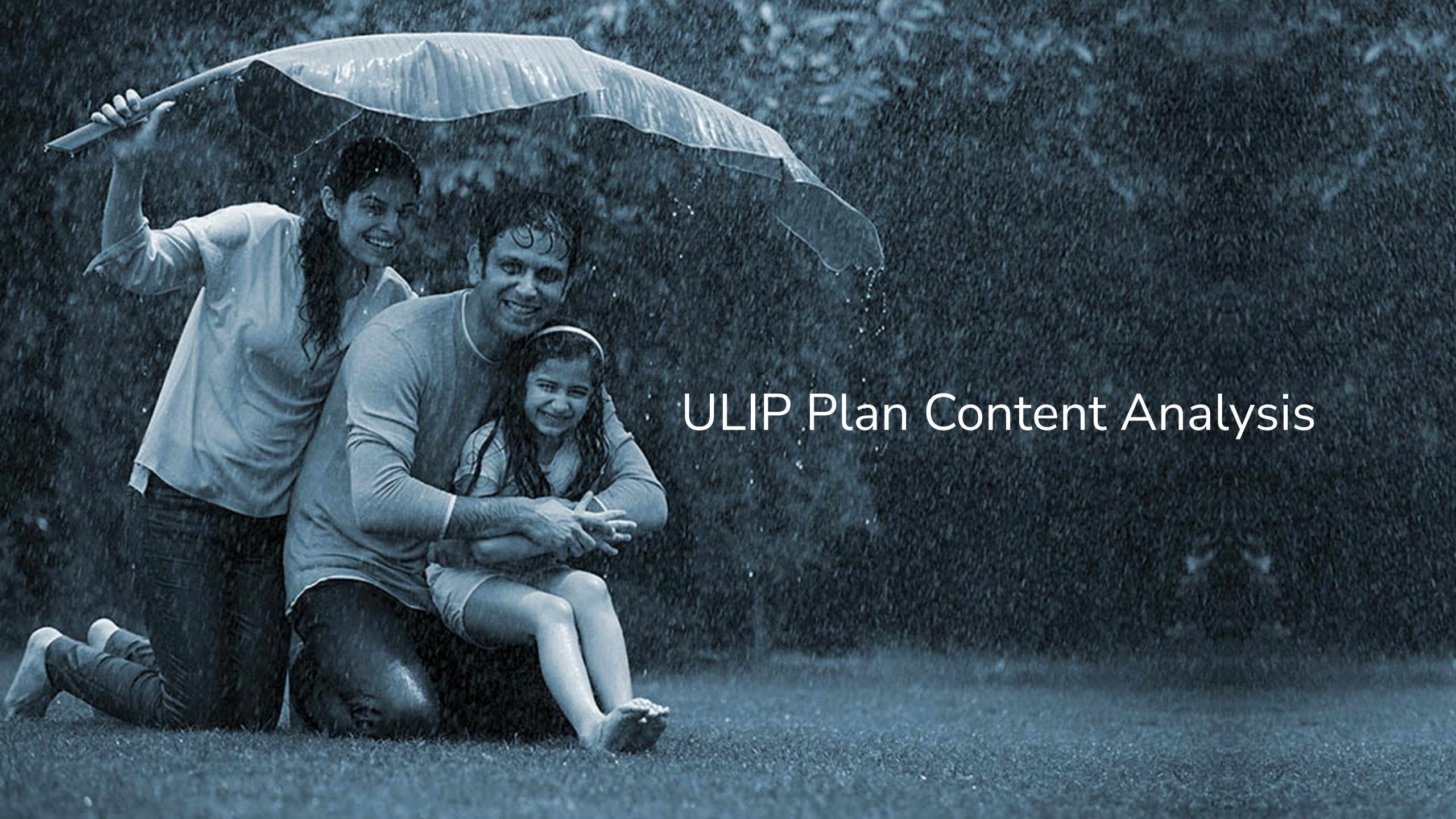
# HDFC Life Insurance Hashtags



# ICICI Prudential Life Insurance Hashtags







## ULIP Plan Content Analysis

# IndiaFirst Wealth Maximizer Plan

Creating A Lasting Legacy

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- Choose from multiple policy terms and premium-payment terms to find the right balance for you.
- Flexibility to choose from 7 different fund options as per your requirement.
- Earn more with Loyalty Benefits, Loyalty Advantage, and Profit Boosters as you grow with the market.
- Tax benefits may be available on the premiums paid and benefits received from this wealth builder plan as per prevailing income tax laws in India



# Canara HSBC Invest 4G Plan

Achieve Your Goals and Save Tax

- Create wealth while being insured
- Tailored financial plans basis individual's goals and changing needs.
- Wealth creation with insurance
- Flexible investment options: 7 different plans and 4 different portfolios to invest money in.
- Liquidity when you need it: Partial Withdrawal
- Tax Free Income gains
- Loyalty addition and wealth boosters: As additional benefit to increase savings
- Premium Amount-  
Start investing at as low as Rs 2,000/month  
Enjoy Tax benefits upto Rs. 46,800  
Pay Rs 5,000/month for 15 years, get Rs 11.2 Lakh at 4% and Rs 15.3 lakh at 8%, with life cover

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

**INVEST 4G**  
A Unit Linked Individual Life Insurance Savings Plan

**LIVE A LIFE FULL OF FULFILLED PROMISES AND ZERO WORRIES.**

**KEY BENEFITS**

- Life cover
- Minimal charges
- Refund of mortality charges\*
- Loyalty additions\*
- Wealth boosters\*

There are no charges other than Fund Management Charge, Mortality Charge and Premium Funding Benefit Charge (in case of Core Option) that would be deducted. Refund of Mortality Charge is available in all three options. Rebates starting from the end of every 5<sup>th</sup> policy year from the commencement of the policy and is available @ the end of Premium Payment Term, provided all the premiums are received @ that time. Additional rebates at the end of every 5<sup>th</sup> policy year starting from 10<sup>th</sup> policy year, provided all the premiums @ that time have been paid. The Unit Linked Insurance Products do not offer any liquidity during the first five years of the contract. The Policyholder will not be able to surrender/withdraw the Premiums invested in Unit Linked Insurance Products completely or partially till the end of the 5<sup>th</sup> year. Purchase of any insurance product by a bank's customer is purely voluntary and is not linked to evaluation of any other liability from the bank.

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

**INVEST 4G**  
A Unit Linked Individual Life Insurance Savings Plan

Confused between Savings & Insurance?  
Get both in One Plan with Life Cover

Premium starts from ₹2,000 p.m.\*

\*T&C Apply | UIN: 136L064V03 | IRDAI Regn. no. 136 | WBRFINV4GCH-03EP22 ENG

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

**INVEST 4G**  
A Unit Linked Individual Life Insurance Savings Plan

Plan Today For A Better Financial Tomorrow

Get Life Cover  
Premium Starts @ ₹2,000 p.m.\*

Get a Free Quote

\*T&C Apply | UIN: 136L064V03 | IRDAI Regn. no. 136 | WBRFINV4GCH-03EJL22 ENG

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**INVEST 4G**  
A Unit Linked Individual Life Insurance Savings Plan

Plan Today For A Better Financial Tomorrow

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Premium Starts @ ₹2,000 p.m.\*

Get a Free Quote

\*T&C Apply | UIN: 136L064V03 | IRDAI Regn. no. 136 | WBRFINV4GCH-03EJL22 ENG

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

**INVEST 4G**  
A Unit Linked Individual Life Insurance Savings Plan

Plan For Your Child's Dream

- Life Cover
- Loyalty Additions\*
- Save Tax\*

Starts @ ₹2,000 p.m.\*

Check Now

\*T&C Apply | UIN: 136L064V03 | IRDAI Regn. no. 136 | WBRFINV4GCH-03EP22 ENG

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

**INVEST 4G**  
A Unit Linked Individual Life Insurance Savings Plan

One Plan Multiple Benefits

- Life Cover
- Loyalty Additions\*
- Save Tax\*

Premium starts @ ₹2,000 p.m.\*

Get a Quote

\*T&C Apply | UIN: 136L064V03 | IRDAI Regn. no. 136 | WBRFINV4GCH-03EJL22 ENG

# PNB Metlife Mera Wealth Plan



- 
- Pay As you like
  - Life cover
  - Loyalty addition at the end of 6th Year
  - Create your own plan from Self-managed and systematic transfer options



# ICICI Pru Signature Plan

- No premium allocation costs included in this bundle.
- Tax benefits are available for premiums paid under Sections 80(C) and 10 of the Income Tax Act of 1961. (10D).
- Wealth boosters will be available at the end of every five-year term beginning with the tenth insurance year.
- Up to the age of 99, life insurance is given.

**iciciprulife.com**

Life Cover + Wealth Creator + Tax Saver = More than a Savings Plan

**INVEST NOW**

At just ₹ 2,500 p.m. in our ULIP - ICICI Pru Signature Online

Grow your savings with equity, balanced & debt funds

Tax benefits\* on premiums & benefits

Life cover including COVID-19 life claims

\*T&C Apply. W/1/1298/2020-21

**iciciprulife.com**

IN ULIPs, THE INVESTMENT RISK IN THE INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER

**iciciprulife.com**

**iciciprulife.com**

**iciciprulife.com**

**SECURE FINANCIAL PROTECTION FOR FAMILY**

Life Cover for the entire policy term so that your family is financially secured even in your absence

**ENJOY MARKET LINKED RETURNS**

Invest 100% of your money across Equity, Debt & Balanced Funds and get market linked returns

**WITHDRAW MONEY ACCORDING TO YOUR NEEDS**

Get money at regular intervals to fund your different life goals with Systematic Withdrawal Plan<sup>3</sup>

**AVAIL MAXIMUM BENEFITS BY BUYING ONLINE**

No Premium allocation charges, exclusively for online buyers. Return of mortality charge and policy administration charges at maturity<sup>4</sup>

\*T&C Apply. W/1/1298/2020-21

# Key Category Communication

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- **Life cover, Market linked returns, Tax savings and loyalty additions** are key category communication
- **Functional communication of premium or life cover** per month to drive interest and traction among consumers
- **Retirement planning and investment are** popular life goals with respect to ULIP



# Guaranteed Savings Plan Content Analysis

Save for your family

Get  
**₹1.07 crore\***  
in income

On investing  
₹20,000/month\*

MAX LIFE  
GUARANTEED SAVINGS  
INSURANCE PLANS

Pay

**₹10,000**  
per month  
for 5 years

Get

**₹10.15 lakh\***  
after 10 years

Guaranteed\*  
& Tax Free\*

Max Life Guaranteed Savings  
Life Insurance Solutions

Guaranteed\*  
& Tax Free\*

Returns  
up to  
**7.27%<sup>^</sup>**

MAX LIFE  
GUARANTEED SAVINGS  
LIFE INSURANCE SOLUTIONS

\*Disclaimer | ~ Rs. 1.07Cr in form of monthly income of Rs.26,805 for 25 years + Rs.26.67 lakh at policy maturity on monthly investment of Rs. 20,000 for 12 years for 25 years old healthy male with Max Life Smart Wealth Plan. A non-linked non-participating individual life insurance savings plan. The guaranteed benefits are applicable only if all due premiums are paid. Life insurance is available in this product | ARN: 05082022/SDC/SWP/GiveGet/FamilyExp/1cr

\*Disclaimer | # Applicable only if all due premiums are paid and customer survives the policy term. All tax benefits are subject to tax laws prevailing at the time of payment of premium or receipt of benefits by you. Tax benefits are subject to changes in tax laws | \* Applicable for Titanium variant of Max Life Smart Fixed-Return Digital Plan, Non-Linked Non-Participating Individual Life Insurance Savings Plan | Premium payment term of 5 years, Policy Term of 10 years for 18 years old male (exclusive of all applicable taxes) | Life cover is also available in this product | ARN:21092022/SDC/SFRD/GiveGet-02

\*Disclaimer | # Applicable only if all due premiums are paid and customer survives the policy term. All tax benefits are subject to tax laws prevailing at the time of payment of premium or receipt of benefits by you. Tax benefits are subject to changes in tax laws | \* Applicable for the Titanium variant of Max Life Smart Fixed-Return Digital Plan, Non-Linked Non-Participating Individual Life Insurance Savings Plan (Premium payment term of 5 years, Policy Term of 10 years) and a 18 year old male paying Rs.30,000/- per month (exclusive of all applicable taxes) with 7.27% return. The Net Rate of Return has been calculated based on the total maturity benefit, assuming that all premiums have been paid as and when due (excluding applicable taxes, cesses and levies and rider premiums, if any) | ARN:01092022/SDC/SFRD/Guaranteed

icicprulife.com

GET THE  
GUARANTEED  
INCOME FOR  
TOMORROW

An investment of  
**₹10,000 p.m.**  
can fulfil my child's  
big dreams.

PAY | ₹10,000 p.m.  
for 7 years

GET | ₹15.49 Lakh\*  
+ Life Cover

TAX-FREE\*  
RETURNS

icicprulife.com

When your  
savings sit idle

vs

When you invest  
in savings plan

- ✗ No Returns
- ✗ Tax Deduction
- ✗ No Life Cover

- ✓ 100% Guaranteed\* returns
- ✓ Tax-free\* returns
- ✓ Life Cover

Start with just ₹ 2,500 p.m.

LIFE COVER + TAX BENEFITS\*

GET THE  
GUARANTEED  
INCOME FOR  
TOMORROW



No matter how much life shuffles.  
You will always **win at it.**

- Guaranteed<sup>1</sup> benefits**
- Life cover**



**HDFC Life Sanchay Plus**



1. Provided all due premiums have been paid and the policy is in force.  
\*T&C Apply

ARN: ED/04/22/28378

Let uncertainty take  
a **backseat!**  
Enjoy life with  
assured benefits.



\*T&C Apply

ARN: EC/04/22/28369



**KARO NO FIKAR  
OF YOUR FAMILY'S  
FUTURE.**

\*T&C Apply

ARN: EC/01/22/27197

**BUILD WEALTH  
OVER TIME**

You can invest and get  
**guaranteed<sup>1</sup> income** for a  
fixed term of 25 to 30 years<sup>2</sup>



1. Provided all due premiums have been paid and the policy is in force.  
2. Available under Long Term Income Option  
\*T&C Apply

ARN: ED/05/21/23706

**LEVERAGE  
TAX BENEFITS<sup>3</sup>**

You can get tax benefits  
as per prevailing tax laws



3. As per Income Tax Act, 1961. Tax Benefits are subject to changes in tax laws.  
\*T&C Apply

ARN: ED/05/21/23706

**ATTAIN FINANCIAL  
INDEPENDENCE**  
With the security of life cover



\*T&C Apply

ARN: ED/05/21/23706

**SYSTEMATIC SAVINGS**  
for life goals with  
**guaranteed<sup>1</sup> returns**



1. Provided all due premiums have been paid and the policy is in force.  
\*T&C Apply

ARN: ED/05/21/23706

**MORE TIME  
FOR YOURSELF**  
Fulfil your dreams  
and retire early



\*T&C Apply

ARN: ED/05/21/23706

# REGULAR INCREASING INCOME<sup>1</sup>. 100% GUARANTEED<sup>2</sup>



STEP-UP INCOME

A Non linked, Non Participating, Individual, Life Insurance Savings Plan

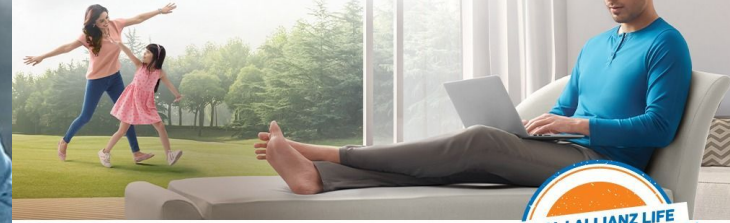
Bajaj Allianz Life Insurance Co. Ltd.  
IRDAI Reg. No.: 116



<sup>1,2</sup>T&C Apply  
BJAZ-OT-ECNF-03092/22

# GET 100% GUARANTEED<sup>1</sup>, TAX-FREE<sup>2</sup> SECOND INCOME.

Bajaj Allianz Life  
**ASSURED WEALTH GOAL**  
A Non linked, Non Participating, Individual, Life Insurance Savings Plan



Guaranteed<sup>1</sup> income for up to 30 years<sup>2</sup>

Tax benefit u/s 80C<sup>3</sup>

Life Cover

YE BHI SAHI HAI

Bajaj Allianz Life Insurance Co. Ltd.  
IRDAI Reg. No.: 116

<sup>1,2,3</sup>T&C Apply  
BJAZ-OT-EC-00002/22

# 100% GUARANTEED<sup>1</sup> TAX-FREE<sup>2</sup> SECOND INCOME



SECOND INCOME

A Non linked, Non Participating, Individual, Life Insurance Savings Plan



<sup>1,2</sup>T&C Apply  
BJAZ-OT-EC-02745/21

## Bajaj Allianz Life Guaranteed Income Goal

A Non-Linked Non-Participating Endowment Life Insurance Plan

Guaranteed<sup>1</sup> Increasing Income<sup>2</sup>

Life Cover



**PAY**  
₹3,00,004 p.a.  
for 7 years  
Total ₹21,00,028

**GET**  
₹40,21,035<sup>3</sup>  
Maturity Benefit on 15<sup>th</sup> policy year

BUY NOW

<sup>1,2,3</sup>T&C Apply | B.JAZ-WB-EC-03286/22

# Karo bade sapno ki tayyari

PNB MetLife

## Guaranteed Future Plan

Individual, Non-Linked, Non-participating, Savings Life Insurance Plan

Returns up to 3X\* of total premium

- + Life cover
- + Tax benefits\*\*

[Know More >>](#)



PV Sindhu  
Two-time Olympic medalist  
Brand Ambassador &  
Esteemed Customer

PNB MetLife Insurance Company Limited | IRDAI REG No 117 | Toll Free No 1800 425 6969 | T & C Apply | UIN: 117N124V04 | AD-F/2021-22/806

Get ready <sup>3 BHK</sup> for your new ~~2 BHK~~ home.

Karo bade sapno ki tayyari

PNB MetLife

## Guaranteed Future Plan

Individual, Non-Linked, Non-participating, Savings Life Insurance Plan

Returns up to 3X\* of total premium

- + Life cover
- + Tax benefits\*\*

[Know More >>](#)



PNB MetLife Insurance Company Limited | IRDAI REG No 117 | Toll Free No 1800 425 6969 | T & C Apply | UIN: 117N124V04 | AD-F/2021-22/806

Give wings <sup>international</sup> to your child's higher education dreams.

Karo bade sapno ki tayyari

PNB MetLife

## Guaranteed Future Plan

Individual, Non-Linked, Non-participating, Savings Life Insurance Plan

Returns up to 3X\* of total premium

- + Life cover
- + Tax benefits\*\*

[Know More >>](#)



PNB MetLife Insurance Company Limited | IRDAI REG No 117 | Toll Free No 1800 425 6969 | T & C Apply | UIN: 117N124V04 | AD-F/2021-22/806

<sup>international</sup> Plan your retirement vacation.

Karo bade sapno ki tayyari

PNB MetLife

## Guaranteed Future Plan

Individual, Non-Linked, Non-participating, Savings Life Insurance Plan

Returns up to 3X\* of total premium

- + Life cover
- + Tax benefits\*\*

[Know More >>](#)



PNB MetLife Insurance Company Limited | IRDAI REG No 117 | Toll Free No 1800 425 6969 | T & C Apply | UIN: 117N124V04 | AD-F/2021-22/806

# Category Key Communication

- 
- 100% guaranteed tax free income
  - Guaranteed income/Benefits
  - Life cover
  - Pay X amount pm/pa for 10/15 years and get Y amount
  - Children's education and retirement planning are popular long term goals for Guaranteed savings plan





Protection Plan

# GET LIFE COVER AND TAX BENEFITS<sup>^</sup>

SECURE YOUR FAMILY'S FINANCIAL FUTURE AT JUST ₹20\*/DAY

Buy Now



A Non Linked, Non Participating, Pure Life Term Insurance Plan



Bajaj Allianz Life Insurance Co. Ltd. IRDAI Reg No. 116 | <sup>^</sup>T&C Apply BIAZ-WB-EC-03263/22

## PAY ONLY FOR 5 YEARS, GET COVERED TILL THE AGE OF 99 YEARS\*\*



A NON LINKED, NON PARTICIPATING, PURE LIFE TERM INSURANCE PLAN

COVERS COVID-19 CLAIMS<sup>##</sup>

### GET ₹ 1 CR. LIFE COVER FOR ₹ 20 PER DAY<sup>1</sup>

Bajaj Allianz Life Insurance Co. Ltd. | IRDAI Reg no.116  
<sup>##</sup>T&C Apply | BIAZ-WB-EC-03314/22

## SECURE YOUR FAMILY'S FUTURE WITH A TERM PLAN STARTING @ ₹381\*/MONTH



A Non Linked, Non Participating, Pure Life Term Insurance Plan

BUY NOW

Bajaj Allianz Life Insurance Co. Ltd. IRDAI Reg No. 116 | <sup>1</sup>T&C Apply BIAZ-WB-EC-03030/22

## NEW IndiaFirst Life e-Term Plus Plan

₹ 50 Lakh Life Cover @ ₹ 8/Day\*

Increase or Decrease Life Cover at Different Stages of Life Without any additional Medicals<sup>#</sup>

CALCULATE PREMIUM



<sup>#</sup> Applicable under Life Stage Benefit feature available under plus version. Life Benefit feature Benefit & Activation based Benefit. Please refer product brochure for detailed Terms & Conditions on Life Stage Benefit. <sup>1</sup>For illustration purpose only. Actual cover may vary based on the details of the policy. Life Benefit feature may be subject to the terms and conditions of the policy. <sup>##</sup>For more details on risk factors and terms and conditions, please read the sales brochure carefully before concluding the sale. IRDAI Reg No. 145 | CIN: L66201MH2009PLC038079

Watching your favourite series = 30 mins + 10 mins = Securing family's future



Protect your family's future with IndiaFirst Life Guaranteed Protection Plan

Get a Quote

<sup>\*\*</sup>T&C Apply  
Issuance of policy will be subject to submission & review of documents as per IndiaFirst Life's underwriting policies. Trade logo displayed above belongs to our promoters M/s Bank of Baroda and M/s Union Bank of India and are used by IndiaFirst Life Insurance Co. Ltd under License. IRDAI Regd. No. 145 | CIN: L66201MH2009PLC038079  
For more details on risk factors and terms and conditions, please read the sales brochure carefully before concluding the sale. Non-Linked, Non-Participating, Individual Term Insurance Plan | UIN 143NDS8V01.ARN IndiaFirst/WB/00557/Pr2022



### A Term Plan that gives you optional cover against

# 50

Critical Illnesses



PNB MetLife Insurance Company Limited | IRDAI REG No 117 | Toll Free No 1800 425 6969 | T & C Apply | AD-F/2021-22/738



# Consumer Understanding

# Who Are We Talking To- Primary Consumers



## Kumar (32 Years)- Working Professional (70%)

Only **earning member of his family** and has a 6 year old child.

Major concern is his **family's financial protection and well-being**. Also needs to **plan for his child's higher education**. Must ensure **enough capital growth for both goals to avoid having to dip into one to fund the other**. Looks for plans with **partial withdrawal option and then retirement plans with left balance Funds**

**Goal- Wealth Creation and withdrawal for specific goal**

---

**Investment and Impact-** Great tool as it offers insurance and will help him achieve multiple financial goals.



## Mr. Kapoor(43 Years)- Self Employed (20%)

Wants to chalk out a **legacy plan for his 12-year-old daughter**. Worried out the **financial well being and security of his family members**

**Goal- Legacy Planning**

---

**Investment and Impact-** Need balanced funds where the death benefit is higher of sum assured on death or fund value

# Who Are We Talking To- Secondary Consumers



## Narendra (24 years) -Young Professional (5%)

Landed his first job, Wants to first **insure himself so that her parents are safeguarded**

Seeks **investment options that can help build substantial capital in the long term.** She chooses a ULIP because it offers both.

**Goal- Protection and Wealth Creation**

---

**Investment and Impact-** Invests with **towards higher equity participation.** Keeps **adjusting the portfolio according to her risk appetite.**



## Savita Devi (30 Years), Housewife (5%)

Wants the **best for her family.** Seeks **security and stability for her family and It's future.** Also seeks options that will help her with **financial freedom.** Wants to contribute towards for children's education, marriage, International Trip etc

**Goal- Security+Savings (Long term prospective)**

---

**Investment and Impact-** Seeks Life coverage and investment opportunity to use her savings for financial freedom.



## Key Takeaways

# Key Takeaways

## OUR OBSERVATION

---

- Consumers today **are more aware and informed** about their financial security and investment choices
- Each consumer has their **own set of financial and life goals** and seeks a reliable partner to achieve their goals
- Consumers are inclined towards **Modern financial planning; careful investment management and planning for life uncertainties**
- Consumers are looking to **become economically secure and boost financial immunity**; Financial security



# Recommended Brand Campaign

Option 1



SUD Life understands all type of financial requirements which ensures one's wealth and happiness

Guaranteed Savings  
Guaranteed Maturity  
Wealth Creation  
Financial Planning  
Financial Security



Star Union Dai-ichi  
Life Insurance

A joint venture of  
Bank of India | Union Bank of India | Dai-ichi Kangmei

SUD Life  
e-WEALTH  
ROYALE

#KhushiyonKiShuruat





# Recommended Brand Campaign

Option 2

There are various promises which we make...

Wealth Happiness Promise

Guaranteed Happiness Promise

Family Protection Promise

And SUD life

Understands all importance of all such promises and offers tailor made plans for consumers



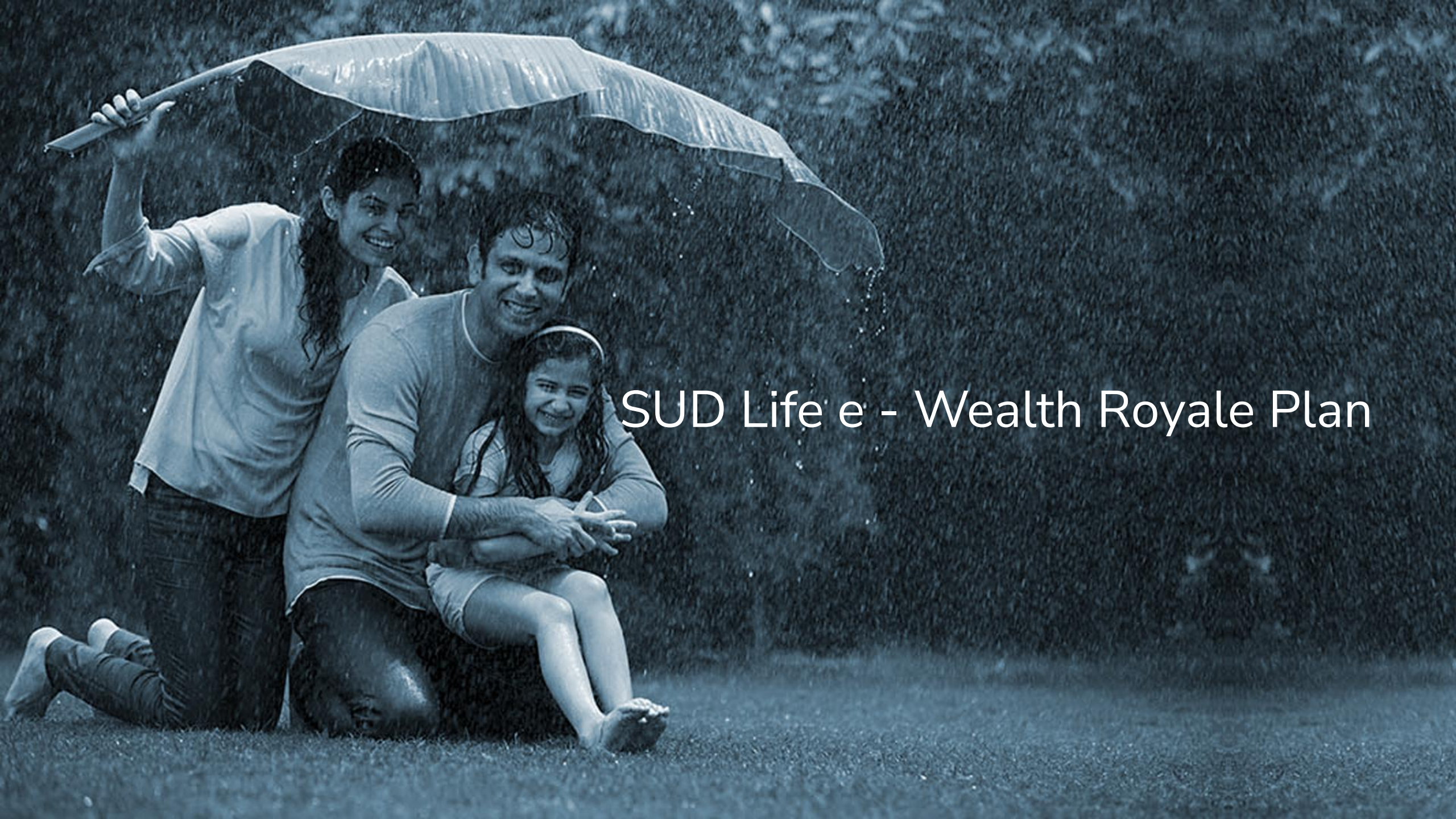
**Star Union Dai-ichi**  
Life Insurance

A joint venture of  
Bank of India | Union Bank | Dai-ichi Life

 **SUD Life**  
**e-WEALTH**  
**ROYALE**

**Hum Samjhe Aapke Promises Ko**





SUD Life e - Wealth Royale Plan

## Insight:

How to create **Wealth**  
**and Protect the loved**  
**ones at one time...**

Financial Goals are  
causing stress to the  
Millennials and GenZs

Stress has returned to pre-pandemic levels, with more than 41% of millennials and 46% of GenZs saying they feel stressed all or most of the time. The pandemic has created much uncertainty and stress around millennials' and Gen Zs' financial futures. About two-thirds of each group agreed (to some degree) that they often worry or become stressed by their personal financial situations. Their families' welfare was also a main cause of stress for millennials; uncertainty about jobs/career prospects was top for GenZs..( Deloitte Global Survey 2021)

## Idea:

A Plan from a Trusted Brand which can create Wealth, provide life cover and multiple benefits all in one.

Then how can you worry about your Happiness with SUD Life



 **SUD Life**  
**e-WEALTH**  
**ROYALE**



**#KhushiyonKoBoloHi5**

# #KhushiyonKoBoloHi5

Primary Communication



Market Linked Return  
With Insurance Cover



Double Tax Benefit  
80C and 10 (10D)\*



Unlimited  
Free Switches



Zero LTCG Tax Unlike  
10% in Mutual Fund



Zero Handling  
Charges\*

# #KhushiyonKoBoloHi5

Secondary Communication

---



Loyalty additions and  
Wealth boosters



100% Fund  
Allocation



Partial Withdrawal  
option\*



Campaign Execution

# CELEBRITY SUGGESTION

## DIVYENDU SHARMA

Versatile actor best known for **Pyaar Ka Punchnama**, **Mirzapur** and **Chashme Baddoor (2013)**.

Has essayed characters who have been loved by Indian audiences and has a boy next door personality which is trusted by a lot of people





Star Union Dai-ichi  
Life Insurance

Bank of India | Indian Post | Dai-ichi Life



#DivyenduKyaKare  
#DivyenduKyaKare  
#DivyenduKyaKare



Home

Explore

Notifications

Messages

Saves

Lists

Profile

More options

Tweet

Star Union Dai-ichi Life Insurance  
621 Tweets



Edit Profile

Star Union Dai-ichi Life Insurance

@SUDLifeIN

#KushaKyaKare life ke har match ke liye with SUD Life Insurance!

Insurance Company Navi Mumbai | sudlife.in | Joined December 2016

30 Following 646 Followers

Tweets Tweets and replies Multimedia Likes

Pinned Tweet



Star Union Dai-ichi Life Insurance @SUDLifeIN · March 23  
Planning ahead can help you take each step to win the game of life. #KushaKyaKare Insurance to bring you one message- #KushaKyaKare life ke har match ke liye with SUD Life Insurance plans.



9:00 PM · Oct 7, 2022 · TweetDeck

123 345 234



Manish Mishra @manishbhaji · October 10  
Replying to #KushaKyaKare  
2nd innings ki planning

123 345 234



Lekhya @lekhya3006789 · October 10  
Replying to #KushaKyaKare  
Stocks mei investment karna hoga

123 345 234

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Matrix3D @Matrix3D\_India

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Business & finance · LIVE

सेसेक्स और शेपर बाजार की ताजा खबरे



Context Climate · 4 hours ago

As climate change destroys crops, India's women forfeit their gold to survive



Entertainment · Trending

#KatrinaKaif

Trending with #IshaanKhatter, #PhoneBhoot

Indian Premier League · Trending

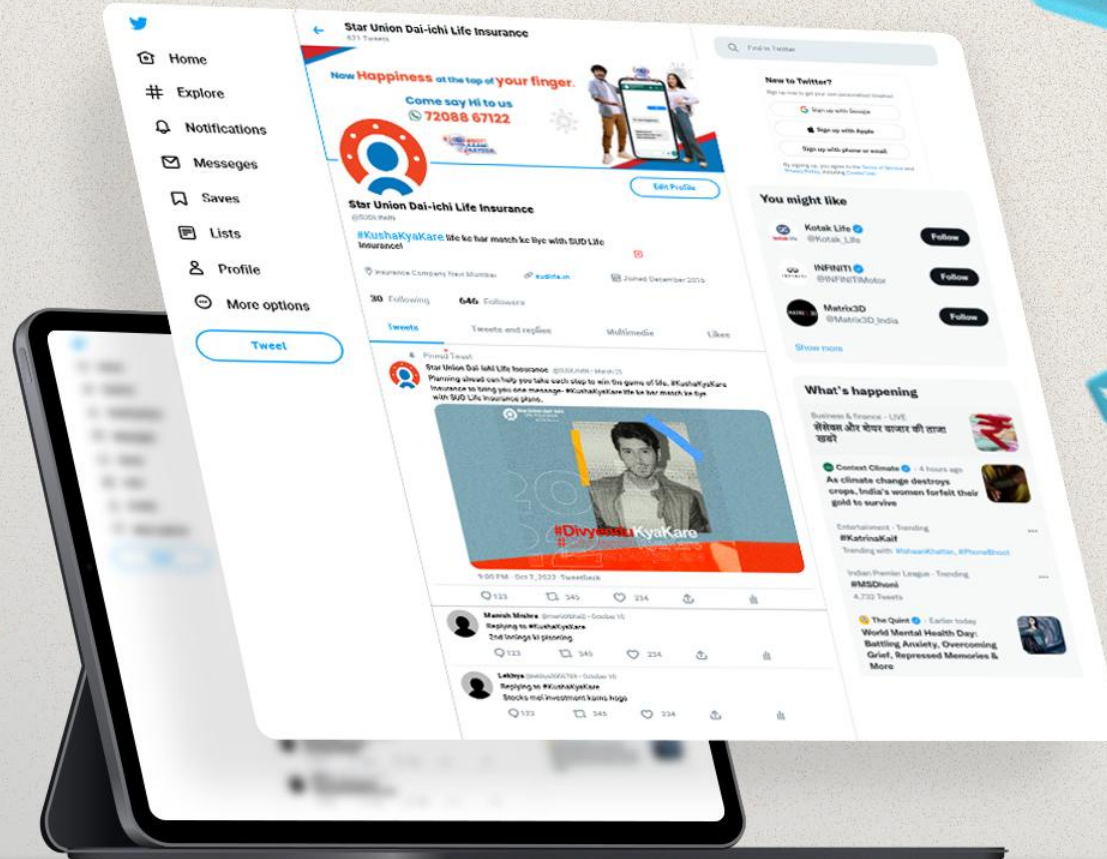
#MSDhoni

4,732 Tweets

The Quint · Earlier today

World Mental Health Day: Battling Anxiety, Overcoming Grief, Repressed Memories & More









Contest Alert

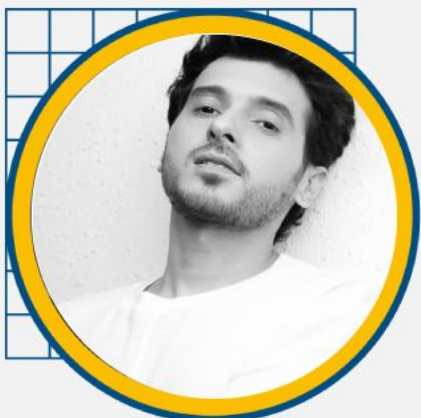
# #Financial Worries KyaKarein?

Tell us about your **3 biggest**  
financial worries and  
win a special gift hamper

Follow the link to know more

<https://www.sudlife.in/e-royale>





Divyendu



Shweta Tripathi



Bhuvan Bam



Sandeep Maheshwari



# THE SHORTEST FINANCIAL ADVICE EVER



29<sup>th</sup> NOVEMBER | 6:00 P.M.

To register for the event:

<https://insider.in/theshortestfinancialadviceever/even>

# CAMPAIGN ROLLOUT

- We begin by showing a **cryptic GIF, “#KushaKyaKare #FinancialWorries on Instagram**
- Campaign Teaser with twitter thread and Instagram stories, **#KushaKyaKare**
- Campaign proceeds to showcase **Kusha’s tête-à-tête with her buddies on whatsapp**
- Campaign drops a contest for everyone **“#FinancialWorriesKyaKare” with their Financial Worries listed in 1,2,3 points**
- Ultimately leading to a grand digital event, an **invite-only Zoom call which will be LIVE on all platforms**

# #KhushiyoKoKaroHi5

## Educative Series

### Objective:

Making consumers invest journey simple by educating them on technical aspects of a ULIP plan

### Idea:

**Wealth Creation Youtube series, 8 episode**  
**7-9 Min each**, breaking down technical ULIP terms in simple terminology

### Topics;

1. What is loyalty addition and wealth booster
2. What does 100% fund allocation means
3. Goal based strategy for investment in ULIPs
4. Types of charges in ULIP Plan

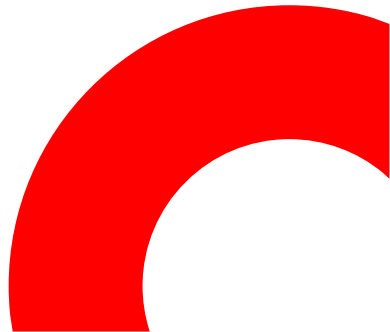
**Platform-** Youtube and LinkedIn

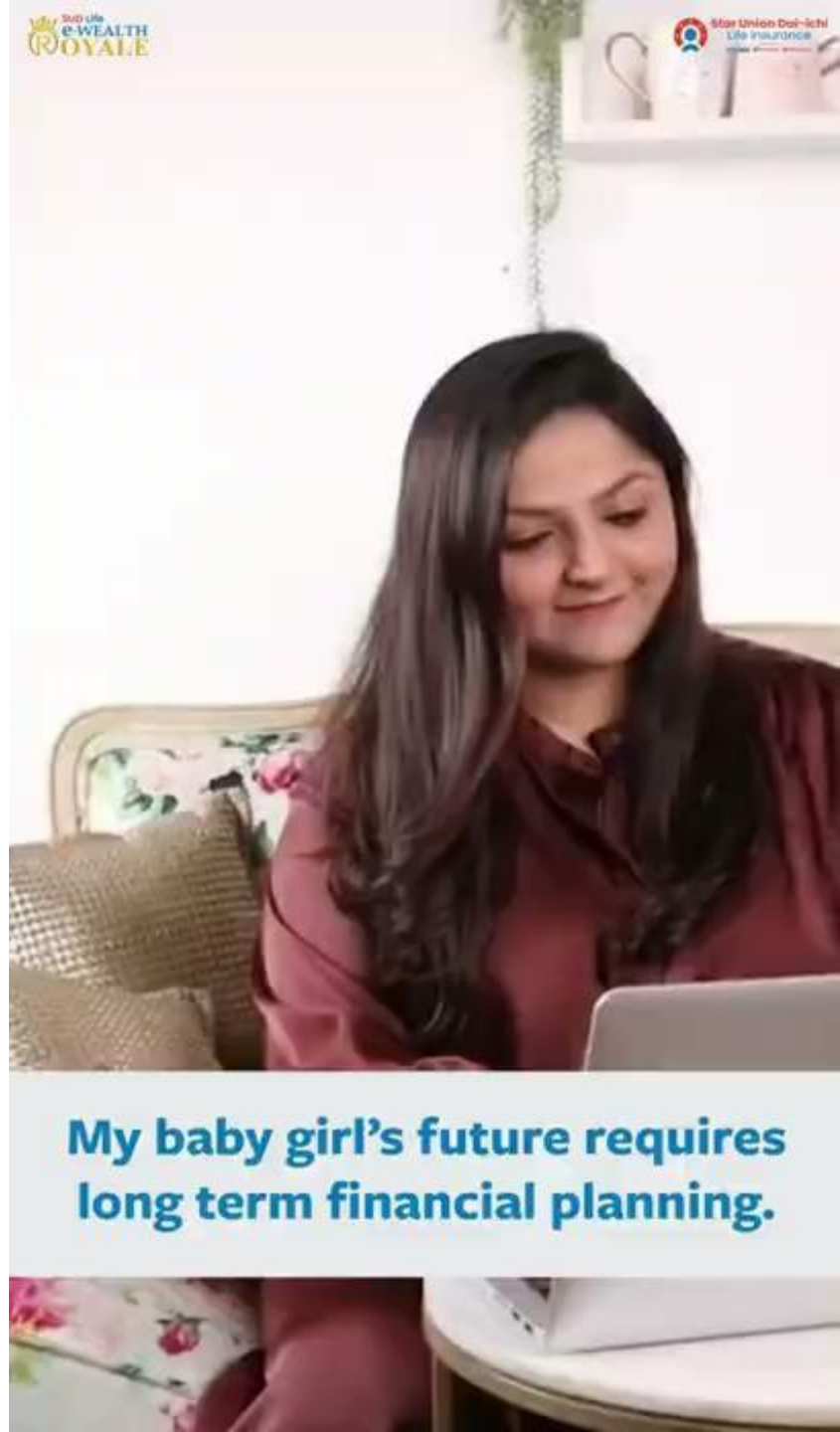
EPISODE 2

**EDUCATIVE SERIES** What does **100%** fund allocation means?

**#KhushiyoKoKaroHi5**

W 11





**My baby girl's future requires  
long term financial planning.**

# #KhushiyonKoKaroHi5 #Zindagikibaat Podcast

## Objective:

Educate consumers about the benefits of investing with ULIPs

## Idea: Financial Protection Podcast

Trusted financial influencers who brings alive benefit of ULIP investment as compared to other available investment options

## Topics:

Why is goal based investment important  
Three reasons to invest in ULIP  
ULIP vs MF investment

## Execution:

8-10 episode series with 7 min episode on each topic  
Platform- Spotify, YouTube and LinkedIn

Tentative Cost- 5-8 lakhs



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Life Insurance

A joint venture of  
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# Upcoming episode:

Why is goal based investment important?



MARIE STINSON

#KhushiyonKoKaroHi5

EPISODE 1



# #KhushiyonKoKaroHi5 Wealth Happiness Series

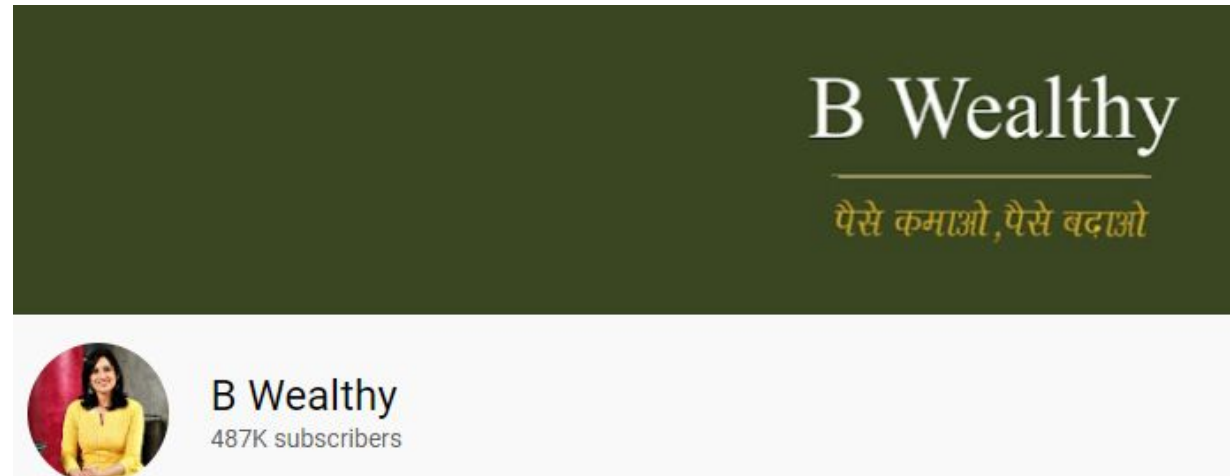
## Objective:

Educate Housewives about importance of financially secure future

## Idea:

Collaboration with regional influencers, to discuss about assurance of Wealth creation and Life cover, to contribute towards families financial well being.

**Platform-** YouTube and Instagram



# #Khushiyo**n**KoKaroHi5- Sud Life Empowering Stories

## Objective:

To establish the brand legacy

## Idea:

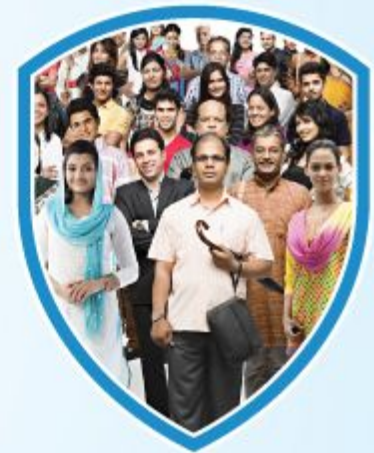
3 part brand series showcasing how SUD Life, over the years, have transformed millions of lives across India in its mission to get every Indian insured.

**Series will be narrated by Bhuvan Bam.**

**Platforms:** YouTube, Facebook and LinkedIn



Ab India ka  
**har parivaar**  
rahega **surakshit.**





**#KhushiyonKoKaroHi5**

Sustenance

# #KhushiyonKoKaroHi5 Blogs

## Objective:

Address myths and misconceptions around ULIP Investment

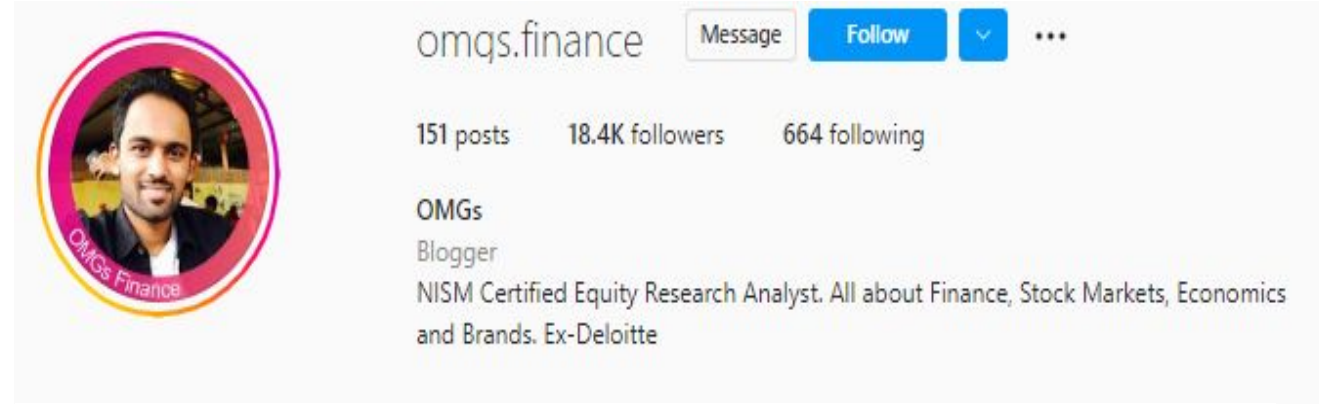
## Idea:

Special blogs series by OMGs to establish ULIP plans as best investment tool for goal based investments

OMGs, certified Equity Research Analyst and talks only in terms of finance, stock markets and investment in a language easily understood by the commons.

**Execution-** Weekly blogs for two months.

**Platform-** LinkedIn and Facebook



# #KhushiyonKoKaroHi5 SUD Life - LinkedIn Speaker Series

## Objective:

Establish the legacy and credibility of SUD Life

## Idea:

Interaction series with *Twinkle Jain* and top leaders SUD life to discuss the brand's mission, to insure every Indian and we develop various customer first programs.

## Execution:

Six episode series, 6-10 min each. Content can also be utilized to create educative with infographics (Static and video)

Platform: LinkedIn and YouTube



# #KhushiyonKoKaroHi5 - Collaboration with Insurance Aggregators

## Objective:

Guide housewives and early investors in their first steps towards financially secure future

## Idea:

White paper/ joint research or blog providing information that will help and encourage consumers to take their first investment steps with ULIP Plan.

## Topics:

Why should housewives invest in ULIP Plans?

Benefits of investing early with SUD Life e-Wealth Royale Plan

Platform- Facebook and LinkedIn

Tentative Cost- 10 Lakhs



# Recommended Influencer List

S.no	Name	Instagram Followers	YouTube Followers	Linked Followers	Content Type
1	<b>Sandeep Maheshwari</b>	3.5 M	22.2 Mn		Large business, travel, startup, literature and gadgets
2	<b>Mumbiker Nikhil</b>	1.4	4 M		Moto and Lifestyle
3	<b>Neeraj Kabi</b>	26.8	-	-	
4	<b>Bhuvan Bam</b>	14.8 M	168 K		Content creator
5	<b>Invest aaj for Kal</b>	167K	1.63 M	14249	Finance Influencer and Trainer
6	<b>B Wealth</b>	8.5 M	24.1 M	-	Finance Influencer
7	<b>Gaurav Taneja</b>	3.4 M	7.72	-	Family content and Pilot
8	<b>CA Twinkle Jain</b>	296K	1.05K	11,228	Chartered accountant and Content creator
9	<b>OMGs Finance</b>	20.2K	-	-	

Tentative Cost- 40 lakhs- Association Cost

# #KhushiyonKoKaroHi5 Campaign Summary

Launch (30 days)

Post Launch  
(Next 30 days)

Sustenance  
(properties)

Divyendu Sharma worried about her financial future

Social Media contest Divyendu Sharma ko kaise mile best Financial advice  
#KhushiyonKoKaroHi5  
#DivyenduKoKyaChahiye  
#DivyenduKyaKare

4 Influencers on a Zoom Call, live on various channels looking for Financial Advice

Every two days for the next 30 days, each of the 10 influencers drop a Video on #KhushiyonKoKaroHi5

Divyendu Sharma on the Launch of the Podcast + YouTube Channel of the #KhushiyonKoKaroHi5

Featuring 10 emerging Financial experts across various new media channels #KhushiyonKoKaroHi5

- SUDRadio, #BaatZindagiKi #BaatKhushiyonKi- Podcast+ Youtube Channel
- SUDFam on Social every Month on various topics and conversations around wealth & financial protection

Brand Experts Talk #KhushiyonKoKaroHi5



# #KhushiyonKoKaroHi5 - Annual Content Bucket

Target Consumer	Objective	Idea	Duration	Platform
Primary Consumers (Middle class and affluent investors)	Awareness	Product campaign	2-3 Weeks	Facebook, Youtube and LinkedIn
		Educative series	One episode/ week	Youtube and LinkedIn
		Blogs	One Month	Facebook and LinkedIn
	Engagement	Reels and Shorts	1-2/Week	Instagram and Youtube
		Financial Protection Podcast	2 Months	Spotify, Facebook and Youtube
		ISL Digital Activation	2 Months	Microsite and Facebook
		LinkedIn Speaker Series	Quarterly	LinkedIn
	Consideration	SUD Life Empowering Stories	Quarterly	Youtube, LinkedIn and Facebook
	Secondary Consumers (Housewives and new age investors)	Awareness	Collaboration with Insurance Aggregators	Ongoing
Wealth Happiness Series			Ongoing	Youtube and Facebook



**#KhushiyonKoKaroHi5**  
Social and Digital Ads



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**Financial Protection  
+  
Wealth Creation**

Ab

**#KhushiyonKoKaroHi5**

 **SUD Life**  
**e-WEALTH**  
**ROYALE**





**Star Union Dai-ichi**  
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Loyalty Additions  
+  
Wealth Boosters

Ab

#KhushiyonKoKaroHi5



# A Plan For Their Bright Future



SUD Life  
**e-WEALTH  
ROYALE**

Life Cover

Tax Benefits\*

Loyalty Additions\*

#KhushiyonKoKaroHi5

\*T&C apply

# Second Innings ki Planning Mein Deri Kaisi ?



SUD Life  
**e-WEALTH  
ROYALE**

Wealth Boosters\*

Life Cover

100% Fund Allocation

#KhushiyonKoKaroHi5

\*T&C apply

N





Campaign 2

# Idea:

## Introducing **MANI (Money)**

Cronu, a planet nestled deep in the Odysseu solar system has sent a saviour to Earth.

Saviour **MANI** an intuitive droid with a sensor for kindness, lands on Earth to help people in financial dilemma. **MANI** can help you to see unique possibilities and inspiration for the future that you might not have realised before.

In all, **MANI** is there to save your day. He is a Financial Wizz.

**#MANI ki #Sudlife**





**Star Union Dai-ichi**  
Life Insurance

A joint venture of  
Bank of India | Union Bank | Dai-ichi Life

INTRODUCING  
**MANI**



**#MANikiLife**

# Post Zero

Your friendly robot, MANI, has entered the Earth's atmosphere! Our newest member loves money & the good life, so be rest assured to get your daily dose of friendly financial advice, protection from scams and stories from his everyday life.

#MANIKiLife



# #WhatsYourMANIstory?

## Idea: UGC Testimonials

Who would have thought that behind these pics was a crazy adventure!

I've been creating and recreating recipes for everyone on YouTube since 2014. The attention my videos have received over the years has been overwhelming! I had never expected to even make videos that reach millions. My life goals are now clearer than ever before, but I was still a novice at understanding finance 😊 That's when I met Mani.

Mani guided me towards the unified path of Life Cover and Wealth Creation!

Some things are out of your control. But all you can do is focus on everything that is going your way, and accept that the good and bad are both part of life. Simply put, let Mani help you with the money troubles!

What's been your Mani story? Would love to hear below !



# #WhatsYourMANistory?





sudlifeinsurance Message Follow ...

250 posts 940 followers 1 following

Star Union Dai-ichi Life Insurance company
#ReadyRaho life ke har match ke liye with SUD Life Insurance!
bit.ly/3MJqpyy

POSTS IGTV TAGGED



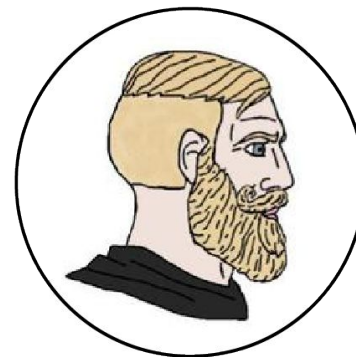
# **Social Media Posts**

My love language is  
**protecting the  
ones I love**





**Tell MANI you're investing**  
Without telling  
MANI you're investing



Thank you for  
changing my life



**I'm literally MANI**  
Just a robot!

# Landing Page

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICYHOLDER.

Unit Linked Life Insurance Plan

Create wealth while enjoying Dual Tax\* advantage

Buy online & avail 0% premium allocation charges\*

- Advantage of market conditions
- Best ULIP Policy of the Year 2021\*



Plans start at just ₹2500 p.m. Invest Now!

e-Wealth Royale ULIP Calculator - Wealth Creation

Wealth  Retirement  Child

Buying for

Self  Spouse  Child  Grandchild

Gender

Male  Female  Other

Date of Birth

DD/MM/YYYY

Annual Income ?

Select your income

Mobile Number ?

10 digit mobile number

Email ID

Enter Your Email Id

By submitting my details, I authorize my KYC registration and authorize Star Union Dai-ichi Life Insurance to contact me through call, WhatsApp and e-mail. I further consent to share my information on confidential basis with third parties for evaluating and processing the proposal.

To undergo suitability analysis, please click here. If you are not undergoing the suitability analysis, you warrant to purchase the policy based on your independent assessment of the suitability of the product. If you wish to be redirected to calculate your premium without sharing your personal details, click here.

Let's Calculate Returns

**Low Cost:**  
No allocation charges and return of charges

**Financial Protection:**  
Life cover along with wealth creation for the entire policy term

**Special Benefits\*:**  
Loyalty Additions from 8<sup>th</sup> policy year and Wealth Boosters from 10<sup>th</sup> policy year to boost your investment

**Free Switches\*:**  
Get twelve free switches per policy year

**Tax Benefits:**  
On maturity amount U/S 10(10D) and premium paid U/S 80C of Income Tax Act, 1961

**Partial Withdrawal\*:**  
Liquidity through partial withdrawal after completion of 5<sup>th</sup> policy year onwards

Recommended For

- Regular Investor
- Retirement
- Child Education
- Existing Customer
- Equity Investor
- Tax-Saver\*



**Regular Investor**  
People in the market looking for a financial instrument that helps them grow and save their money regularly and want to take advantage of a low charge plan with the flexibility of investment and withdrawal.

Pay	₹5000 p.m. for 20 years
Get	₹24.88 Lakh*
	8% 4%

Invest Now

## What is SUD Life e-Wealth Royale Online?

SUD Life e-Wealth Royale is an award-winning<sup>6</sup> Unit Linked Insurance Plan (ULIP) that helps you save systematically and build wealth with tax-free\* market-linked returns while also securing the future of your loved ones with a life cover.

### Return of Charges<sup>1</sup>

No premium allocation charges when buying online. Return of Mortality Charges and policy administration charges at maturity.

### Wealth Boosters<sup>2</sup>

Get rewarded with Wealth Boosters<sup>2</sup> at regular intervals at 3.25% of your fund value by just staying invested in the plan.

### Free withdrawals<sup>3</sup>

Get money at regular intervals to fund your different life goals with Systematic Withdrawal Plan. Get Partial Withdrawals without any penalty or reduction in life cover.



## How the plan works?

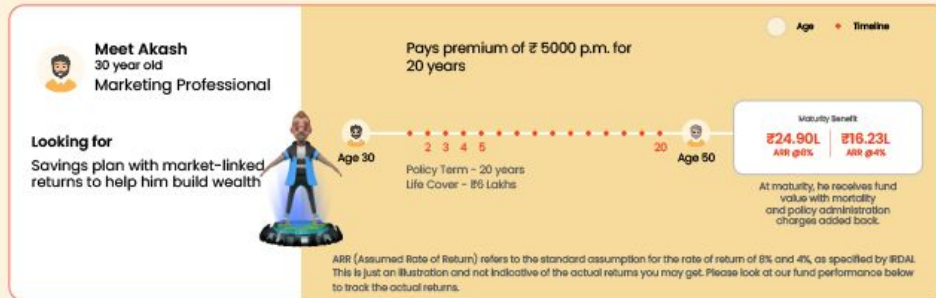
One plan, multiple objectives



### Plan Snapshot

<p><b>Charges</b> Return of charges+ on maturity</p>	<p><b>Fund Options</b> 16 funds across all fund classes</p>	<p><b>Premium Allocation Charges</b> Nil+</p>	<p><b>Min Investment:</b> ₹2,500 p.m. For Whole Life Option- ₹5,000 p.m</p>	<p><b>Wealth Boosters<sup>2</sup></b> 3.25% of Fund Value added on staying invested</p>
<p><b>Life Cover</b> Life cover for the entire policy term</p>	<p><b>Premium Payment Term Options</b> Limited / Regular Pay</p>	<p><b>Lock-in Period</b> 5 Years</p>	<p><b>Withdrawals</b> Unlimited Free Withdrawals<sup>3</sup></p>	<p><b>Fund Switches</b> Unlimited free fund switches<sup>5</sup></p>

## Akash's Wealth Creation Story



ARR (Assumed Rate of Return) refers to the standard assumption for the rate of return of 6% and 4%, as specified by IRDAI. This is just an illustration and not indicative of the actual returns you may get. Please look at our fund performance below to track the actual returns.

**Meet Akash**  
30 year old  
Marketing Professional

Pays premium of ₹ 5000 p.m. for 20 years

Looking for Savings plan with market-linked returns to help him build wealth

ARR (Assumed Rate of Return) refers to the standard assumption for the rate of return of 8% and 4%, as specified by IRDAI. This is just an illustration and not indicative of the actual returns you may get. Please look at our fund performance below to track the actual returns.

### Fund Performance

All <sup>15</sup> Equity <sup>10</sup> Balanced <sup>3</sup> Debt <sup>3</sup>

Opportunities Fund	Equity	1 Yr Returns
		<b>-1.06%</b>
3 year returns		14.90%
5 year returns		11.08%
Since inception		10.81%
Latest NAV	NAV as on	
₹37.8318	07-Oct-2022	
Return as on	Inception Date	
30-Sep-2022	31-Oct-2009	

Sustainable Energy Fund	Equity	1 Yr Returns
		<b>NA</b>
Latest NAV	NAV as on	
₹9.4919	07-Oct-2022	

Value Enhancer Fund	Equity	1 Yr Returns
		<b>-4.90%</b>
Latest NAV	NAV as on	
₹13.8526	07-Oct-2022	

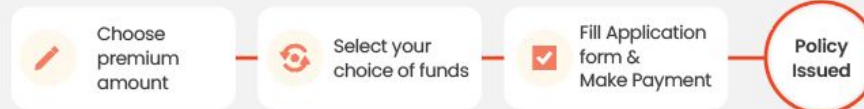
### Good to Know

You should try to invest 10% of your annual income into life insurance

### How to maximize your ULIP returns?

- Start investing Early
- Pay premiums regulary
- Right Asset Allocation
- Make fund switches to safeguard your gains
- Keep a younger person as the Life Assured

### Buy Online in 3 simple steps



### Why choose SUD Life e-Wealth Royale?



**5.81 Cr**

Lives covered as  
on March 31, 2022<sup>T</sup>



**₹2.04 Lakh Cr**

Benefits paid till  
March 31, 2022



**₹2.4 Lakh Cr**

Assets under  
management as on  
March 31, 2022<sup>18</sup>



**30 Day  
Return Policy**

If not satisfied, return  
(free look) the policy  
and get your money back

### Frequently Asked Questions

What are the benefits that I get under this plan? >

What are the tax benefits under this plan? >

In case of death, what benefit does this plan give? >

Do I get some extra benefit under this plan? >

Can I buy this plan online? >

How is my money invested? >

How are the returns calculated? >

Who will manage my investment? >

At what age can I start and close this plan? >

How long do I need to pay the premiums for? >

Can I surrender this plan? >

What happens if I discontinue paying premiums? >

Who will manage my investment? >

At what age can I start and close this plan? >

How long do I need to pay the premiums for? >

Can I surrender this plan? >

What happens if I discontinue paying premiums? >

Can I withdraw money from this plan before maturity? >

Can I switch my investment from one fund to another before maturity? >

Can I cancel this plan after purchase? >

How can I check the value of my investment at any time? >

What are the charges under this plan? >

### Key Terminology

Sum Assured

Fund Value

Net Asset Value (NAV)

Premium

Death Benefit

Maturity Benefit

Riders

Lock-in Period

Switching Options

ULIP Returns

Top-ups

ULIP Charges

#### Sum Assured

The nominee of the policy is liable to receive a fixed amount in case of the demise of the policy holder during the policy term. This amount is called the Sum Assured. When purchasing a ULIP, you must ensure that the Sum Assured you opt for is sufficient for your dependents to continue with their lives in case something happens to you.

Disclaimer >



Campaign 3



# INSIGHT

Our target audience today is **goal-oriented** and motivated to pursue **enjoyable careers & live the good life** but they are **uncertain about efficiently managing their finances.**



# CONCEPT NOTE

Our audience includes a wide gamut of individuals from different facets of life, from **working professionals, entrepreneurs, housewives to fresh graduates**. But, their impulse to plan and the drive to achieve goals form a solid foundation for long-term success. Herein, they seek **a smart & solid partner to guide them through their goals and bring their future plans to life.**



While it is imperative to **think about your growth**, one thing that becomes even more important is to **think about how you would achieve it?**

**#ThinkKhushiyanThinkSUDLife**

# CHARACTER PROFILE

## **SAVEMANI SUBRAMANIAM (SMS)**

He is a man who is quite well-put together but still manages to keep up to his persisting habit of 'saving' every chance he gets.

A humble, approachable and respectable individual,  
**Savemani is constantly on the look to 'SAVE & INVEST MONEY'.**



# CAMPAIGN ROLLOUT

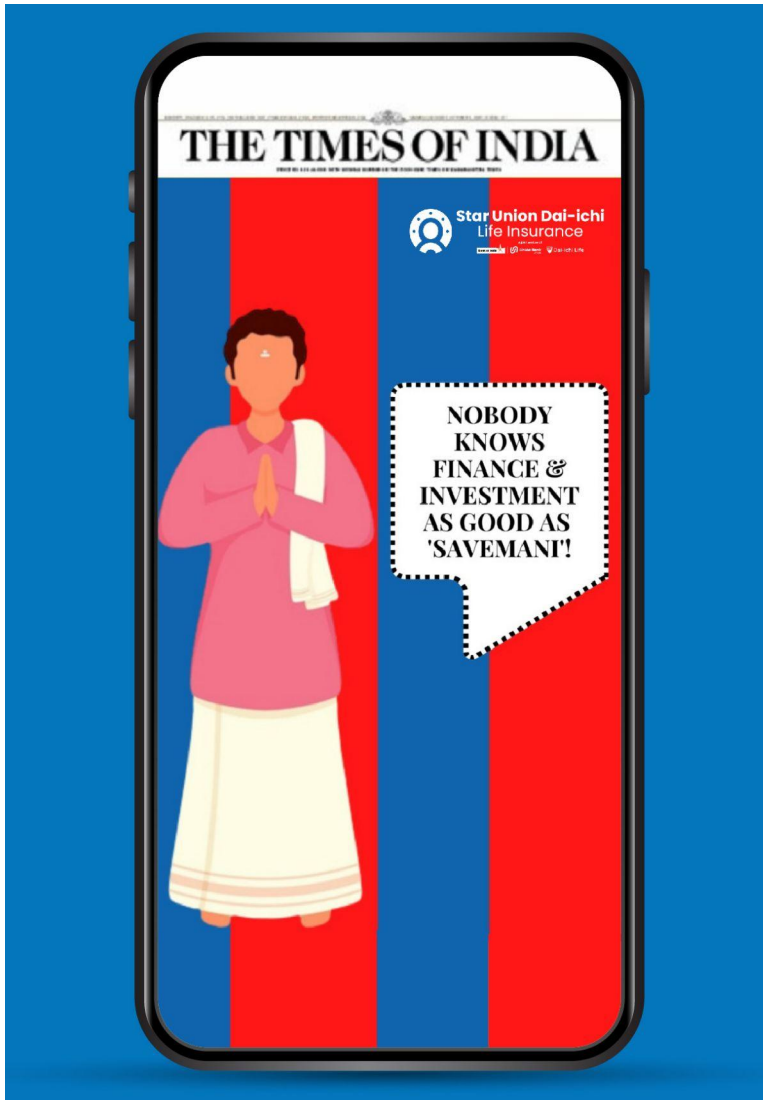
**We begin by taking control of each and every big platform and pose a strong statement as declared by 'SAVEMANI SUBRAMANIAM' (SMS)**

With the inception of this campaign, we begin by first **establishing 'SAVEMANI' as regional characters specific to the a particular area/region**

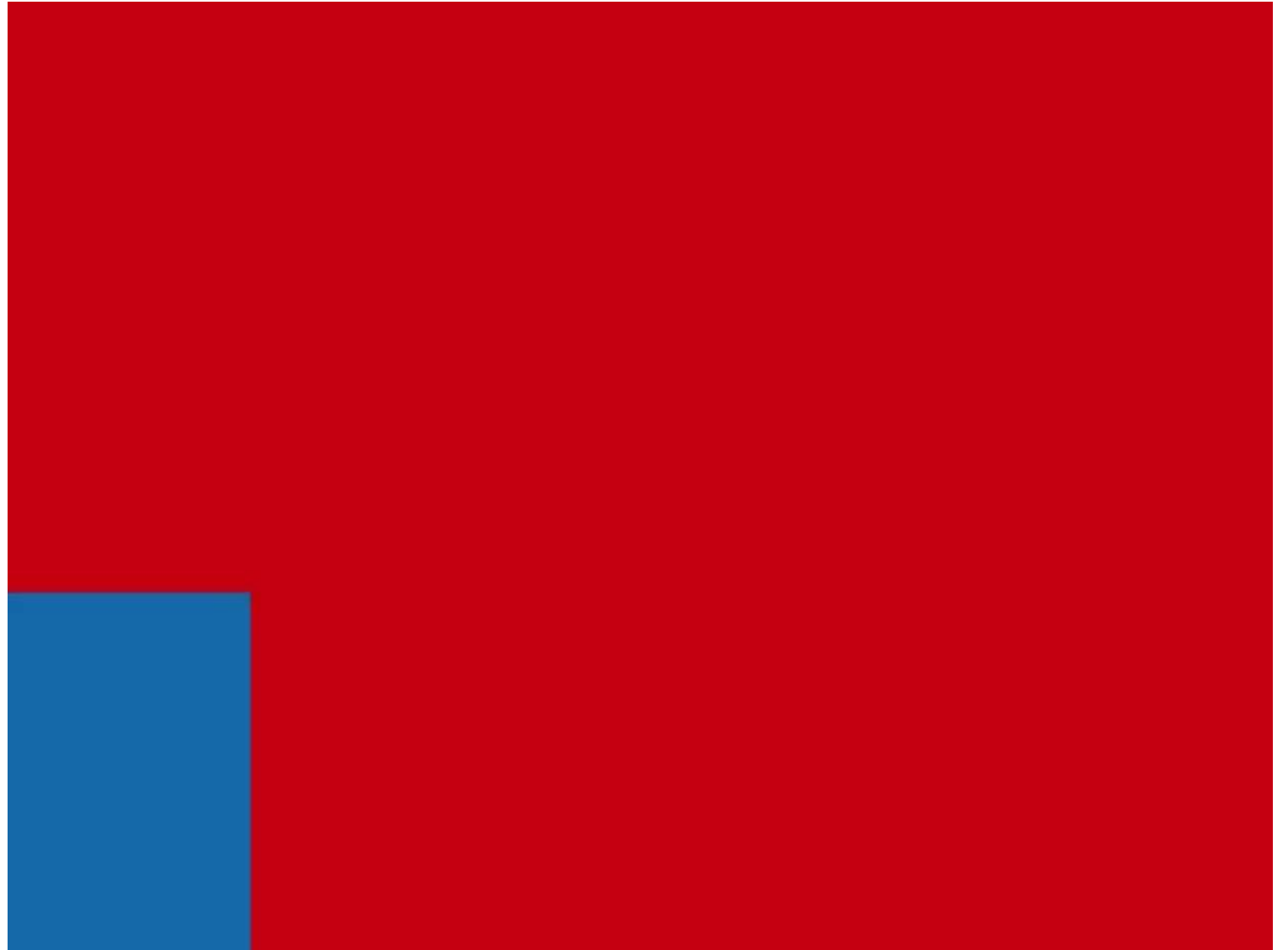
The campaign begins with SAVEMANI taking over the social media handles, newspaper front pages & website homepage banners of leading knowledge partners like - **ET Money ~ Business Standard ~ Mint ~ Dainik Jagran ~ TOI.**

**Our strong statement - *Nobody knows finance & investment as good as 'SAVEMANI'!* - begins stirring a wave curiosity amongst his followers.**

We also begin a whirl of similar activities on various **OTT celebrities/Macro-influencer handles** as well as **online and offline platforms such as Billboards, YouTube, Spotify, Snapchat, Twitter etc.**



NEWSPAPER AD SAMPLE



YOUTUBE SAMPLE

# SPOTIFY AD SAMPLE





# SOCIAL MEDIA ROLLOUT

Influencer 15	Influencer 14	Influencer 13
Brand Credibility	Brand Trust	Brand Awareness
Influencer 12	Influencer 11	Influencer 10
100% Fund Allocation	Partial Withdrawal Facility	Financial Protection
Influencer 9	Influencer 8	Influencer 7
Zero LTCG Tax Unlike 10% in Mutual Fund	Zero Handling Charges	Loyalty Additions and Wealth Boosters
Influencer 6	Influencer 5	Influencer 4
Market Linked Returns with Insurance Cover	Double Tax Benefit	Unlimited Free Switches
Influencer 3	Influencer 2	Influencer 1
Character Reveal	Main DVC with Vijay Verma	Character Reveal
Have you started planning your future	#ThinkGoalsThinkSUDLife	with the right partner?
Psstt.. Sharma ji ke bete ki taraki dekhi?	Psstt.. Sharma ji ke bete ki nayi naukri ka suna?	Psstt.. Sharma ji ke bete ki nayi gaadi dekhi?



SUD Life  
Century Royale Plan

## Insight:

How to ensure sufficient **backing to achieve long term goals without any uncertainties to ensure a happy life**

Financial immunity is key preference for Millennials and Gen Z

32 percent of the Indian Gen Z and Millennials are inclined toward saving more than spending,

Seek convenience of planning and ease of execution.

Have higher affinity towards return on investments, their financial goals and being prepared for emergencies



Star Union Dai-ichi  
Life Insurance

A joint venture of  
Bank of India | Union Bank | Dai-ichi Life

SUD Life  
CENTURY  
ROYALE

#KhusiyonKiDoubleGuarantee



# #KhusiyonKiDoubleGuarantee

Primary Communication



Double Guaranty\*



Life Cover\*



Tax Benefit

# #KhusiyonKiDoubleGuarantee

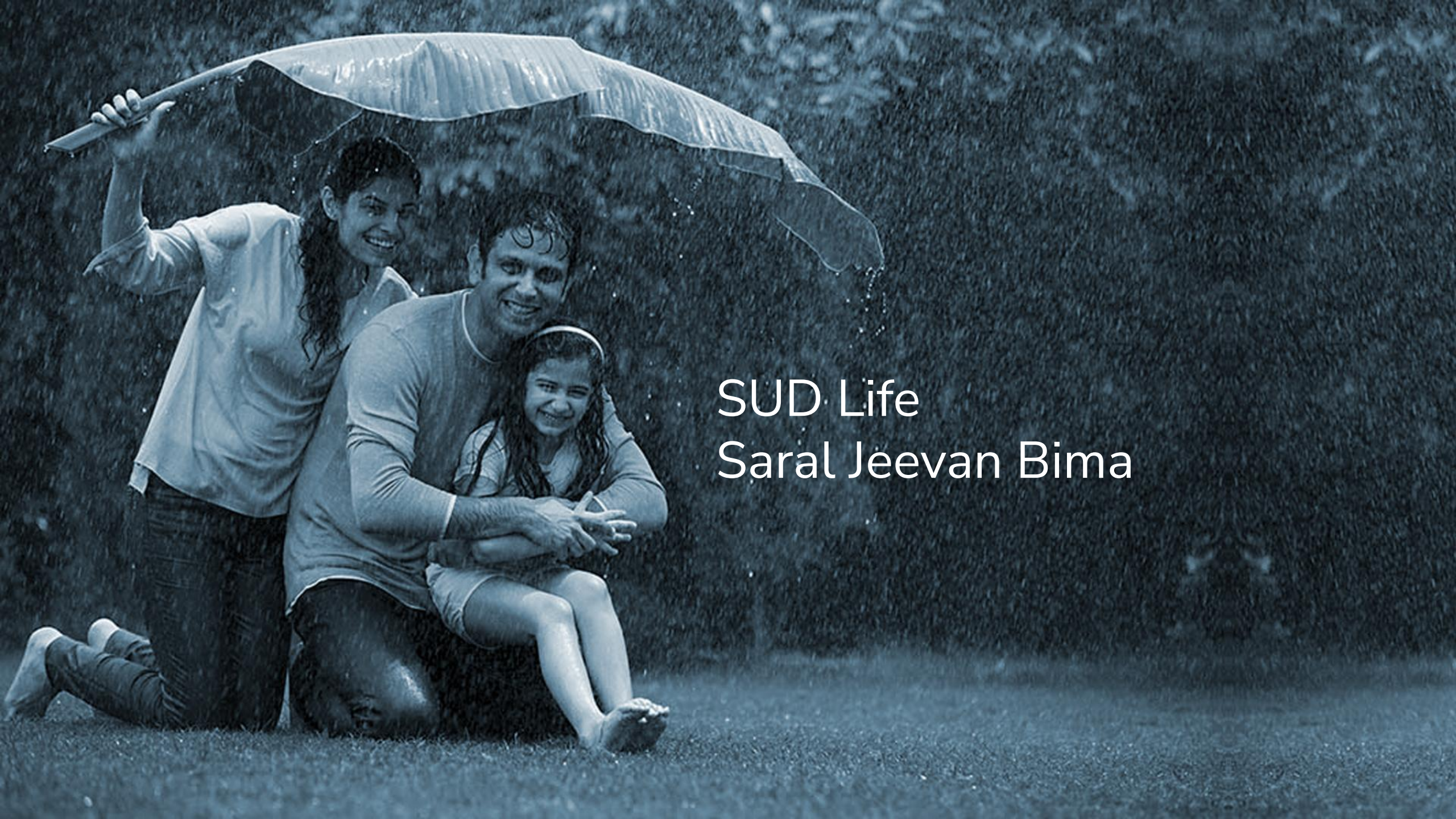
Secondary Communication



Avail Loan facility



Pay for 7/12 year and enjoy long-term benefits



SUD Life  
Saral Jeevan Bima



**Star Union Dai-ichi**  
Life Insurance

A joint venture of  
Bank of India | Union Bank | Dai-ichi Life

**SUD Life**  
**Saral Jeevan Bima**

*#Khushiyan*  
**Secure Future Ki**





# #KhushiyanSecureFutureKi

Key Communication

## SUD Life Saral Jeevan Bima



Life Cover\*



Tax Benefit



Secure Family Future

# Starting Point

Ab India Ka Har Parivar Rahega Surakshit

- 
- Happiness
  - Promise
  - Wealth
  - Baat Zindagi Ki. Life Ki har Match ke Liye ready Raho
  - **#Khushiyon Ki Shuruat;**

#KhushiyonKoBoloHi- 5, #KhusiyonKiDoubleGuarantee , #KhushiyanSecureFutureKi

-

# Recommended Campaign Summary

## #KhushiyonKiShuruat



**#KhushiyonKoBoloHi5**

SUD LIFE E-Wealth Royale Plan

**#KhusiyonKiDoubleGuarantee**

SUD Life Century Royal Plan

**#KhushiyanSecureFutureKi**

SUD Life Saral Jeevan Bima

## Recommended Campaign Summary

# #HumSamjheAapKePromisesko



**#PromiseWealthCreationKa**

SUD LIFE E-Wealth Royale Plan

**#PromiseGauranteedHappinessKa**

SUD Life Century Royal Plan

**#PromiseSecureFutureKa**

SUD Life Saral Jeevan Bima



# Platform Strategy

Assigning Objective to each Platform

# Focused Platform Strategy



## Information Provider

- Influencer content
- Education series
- Podcast
- Blogs
- Collaborations and white paper research



## Explainer Guide

- Educative series
- Explainer videos
- Influencer content
- Podcast
- Youtube shorts



## Engagement Hub

- Influencer content
- New age content- Reels and Guides
- Community Building with consumer engagement
- Contest and Q&A



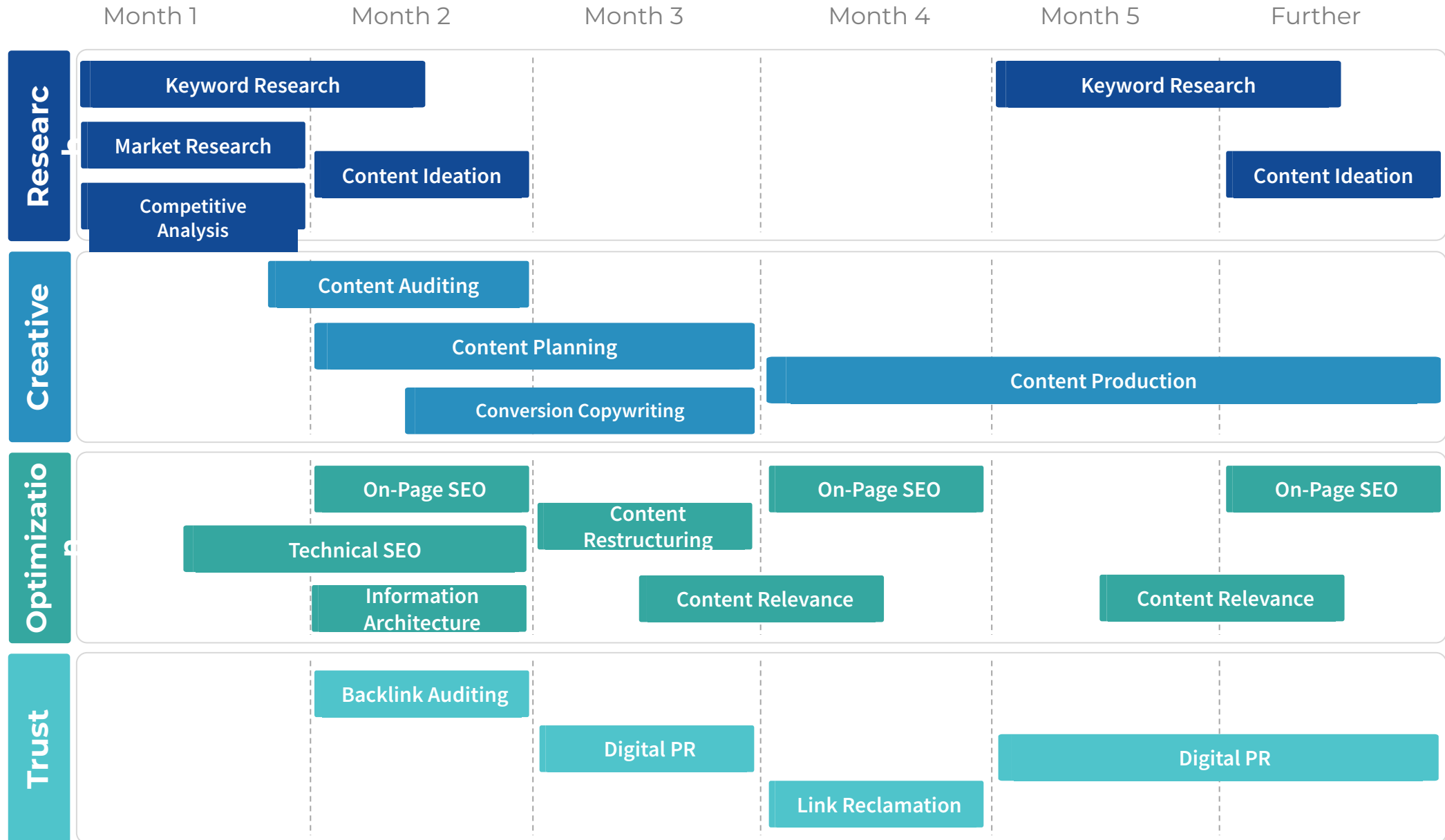
## Informative

- Blogs
- Podcast
- LinkedIn Speaker Series
- Influencer content
- Polls and discussion with industry experts and key opinion leaders



SEO Approach

# 5 Month SEO Roadmap





# SEO Monthly Execution Plan

Month 1 & 2	Month 3	Month 4	Month 5	Further
Optimizing H1, H2, H3	W3C Compatibility	Classified Ad Postings &	Image Postings & Local Listings	Profile Creations, Social Networking
Title Tags	Internal Links, External Links	Article Submission & Web 2.0	Press Release & Ping Submissions	Guest Posting & Alexa Traffic Tracking
Description Tags	Structured Data	Profile Creations, Social Networking	Social Networking, PDF & PPT Submission, Profile Creations	Competitor Backlinks
URL Optimization	Alt Tags, Blogs topic research, Article topic submission	Competitor Backlinks, Blogs topic research	Video & Podcast Promotions	Profile Creations

# SEO Growth Plan

KPI	Current Status	1st Month	2nd Month	3rd Month	4th Month	5th Month	Further
DR	46	48	50	52	53	54	55
UR	42	43	45	47	49	51	53
Backlinks	11.3K	12k	15k	16k	18k	20k	21k
First Page Keywords	340	480	500	530	550	570	600
Second Page Keywords	1012	1500	1700	2000	2200	2400	2700
Total keywords in Google	16014k	170K	175K	180K	183K	185K	190K
Traffic (Ahref)	27.0K	30K	31K	33K	35K	36K	38K

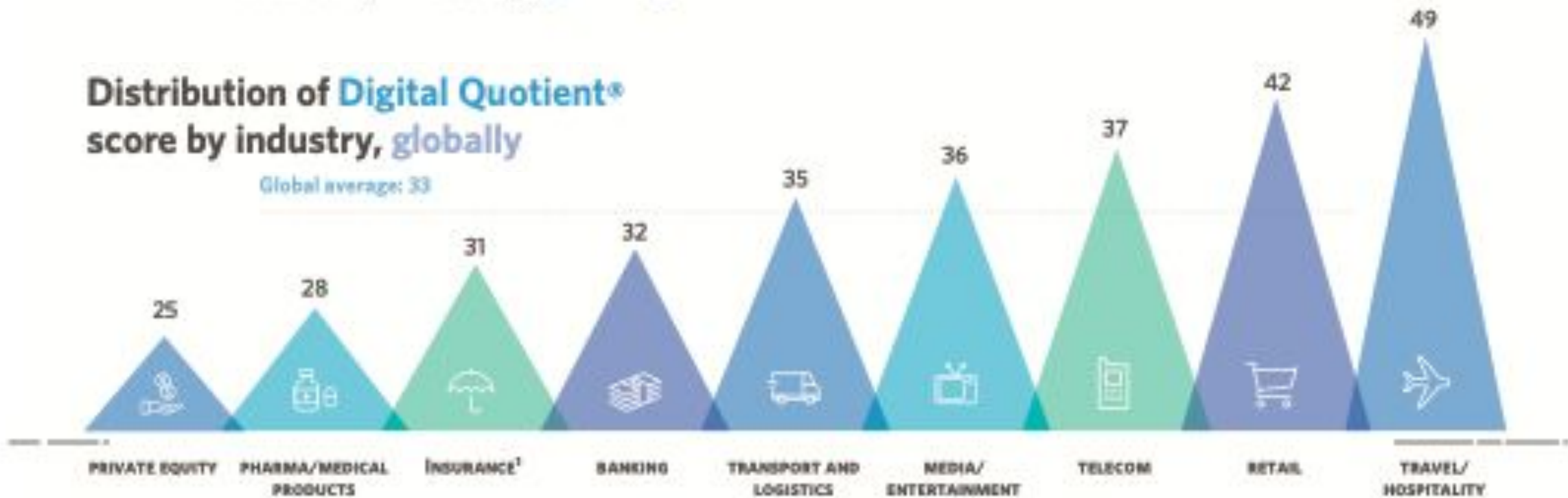
**Key Takeaway-** These are the metrics with numbers that we achieve at MOM



# Digital Strategy

## Distribution of Digital Quotient® score by industry, globally

Global average: 33



### Insurers' digital maturity as measured by the Digital Quotient®

Points out of 100 for P&C insurers in each of four areas



STRATEGY



CULTURE

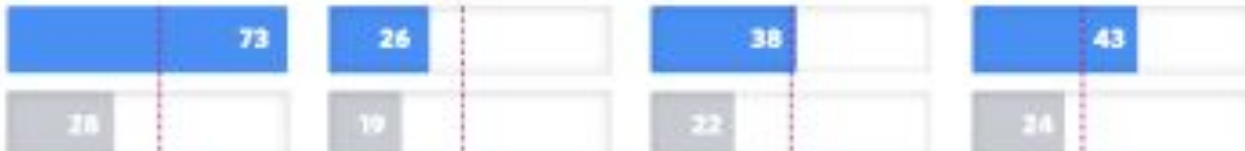


ORGANIZATION



CAPABILITIES

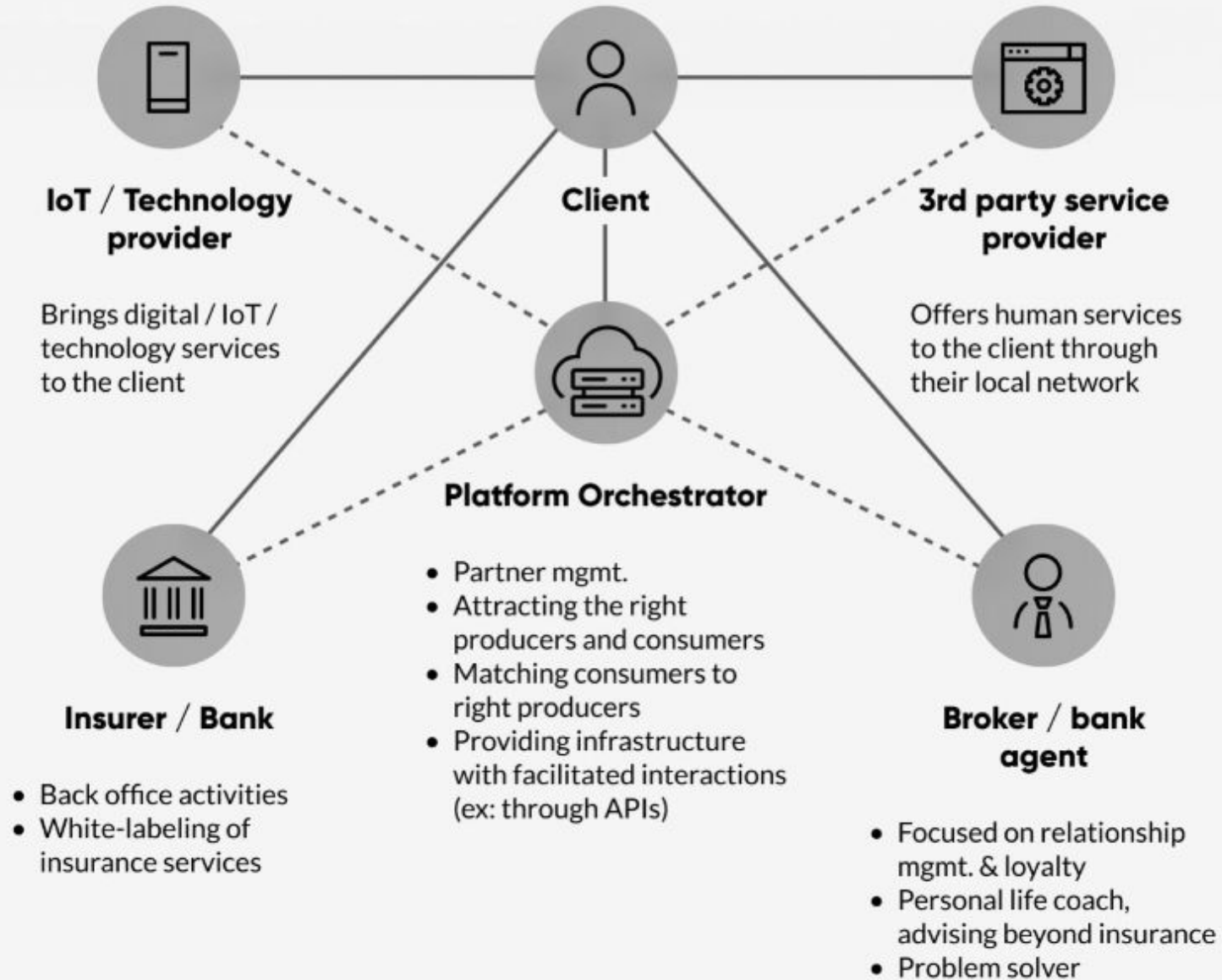
Average among insurers in the top quartile<sup>2</sup>



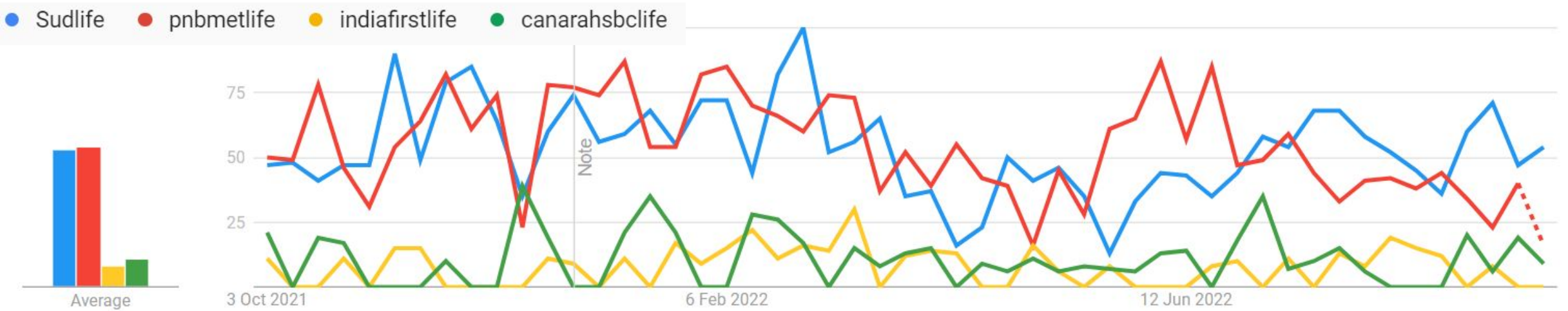
Average among all companies, excluding insurers<sup>2</sup>



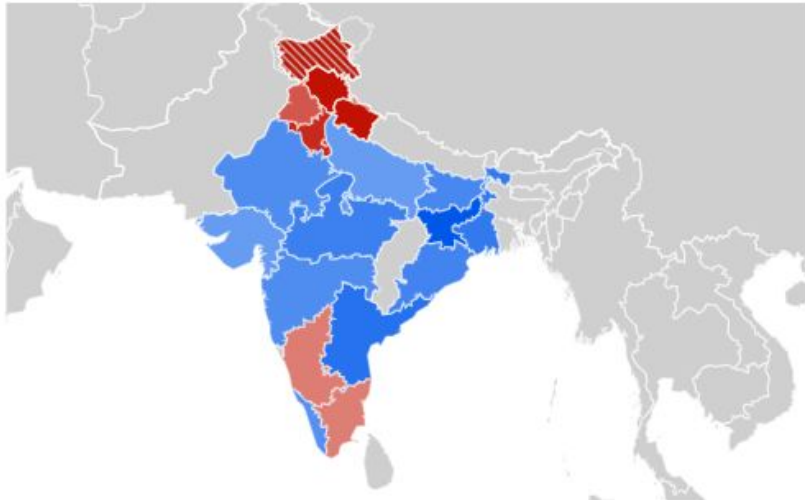
# TODAY



# Share Of Voice & Domination



● Sudlife ● pnbmetlife ● indiafirstlife ● canarahsbclife

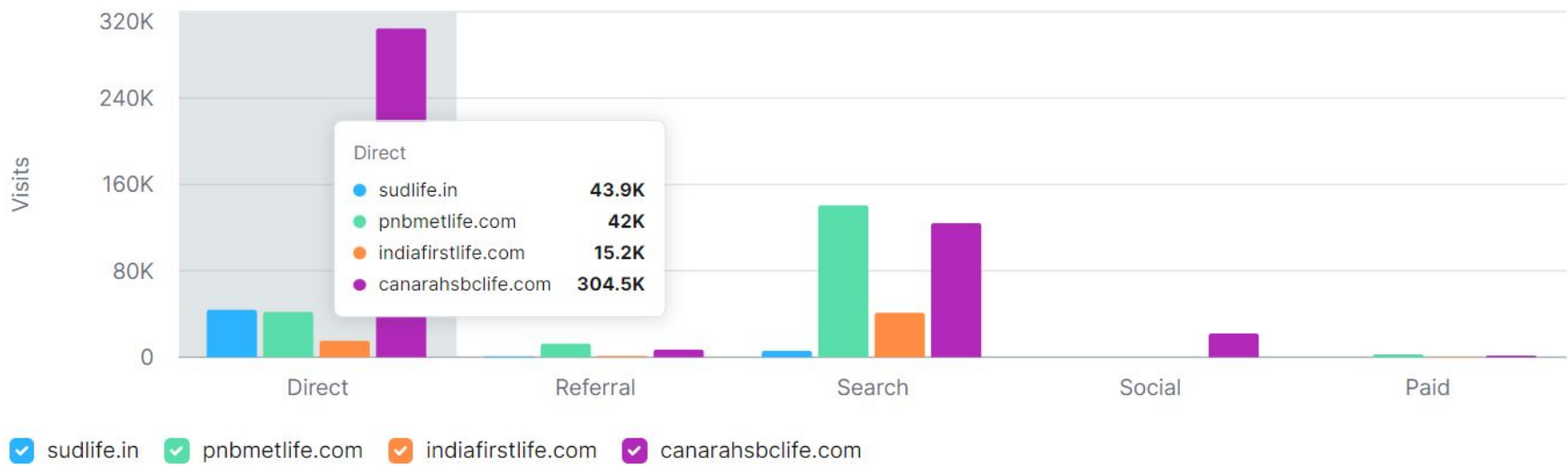


Region	Sudlife	pnbmetlife	indiafirstlife	canara hsbclife
Jammu & Kashmir		100%		
Jharkhand	100%			
Himachal Pradesh		100%		
Chandigarh		100%		
Delhi	18%	78%		4%
Haryana		86%		14%
Punjab	39%	61%		
Maharashtra	55%	34%	2%	9%
Uttar Pradesh	42%	41%	12%	5%

# Traffic Analysis.

● sudlife.in ● pnbmetlife.com ● indiafirstlife.c... ● canarahsbclif...

Target	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
● sudlife.in	50.6K ↑18.6%	20.9K ↓26.19%	3.3 ↑54.78%	23:25 ↑1,478.65%	9.82% ↑36.95%
● pnbmetlife.com	198.1K ↓12.5%	110.1K ↓0.94%	6.1 ↑63.38%	09:53 ↑90.68%	23.03% ↑19.42%
● indiafirstlife.com	58K ↓16.81%	53.1K ↓3.3%	2.6 ↑13.06%	06:35 ↑28.66%	79.1% ↓9.74%
● canar...bclife.com	459.4K ↓29.58%	349.1K ↓21.8%	1.6 ↓36.46%	16:34 ↓0.5%	81.07% ↓22.64%



# Referral traffic sources

sudlife.in vs. pnbmetlife.com indiafirstlife.com canarahsbclife.com

## Top publishers

Worldwide Desktop

Domain	Traffic Share
yahoo.com	100%
irctc.co.in	100%
money.rediff.com	100%
explore.skillbuilder.aws	100%
msn.com	100%

## Top ad networks

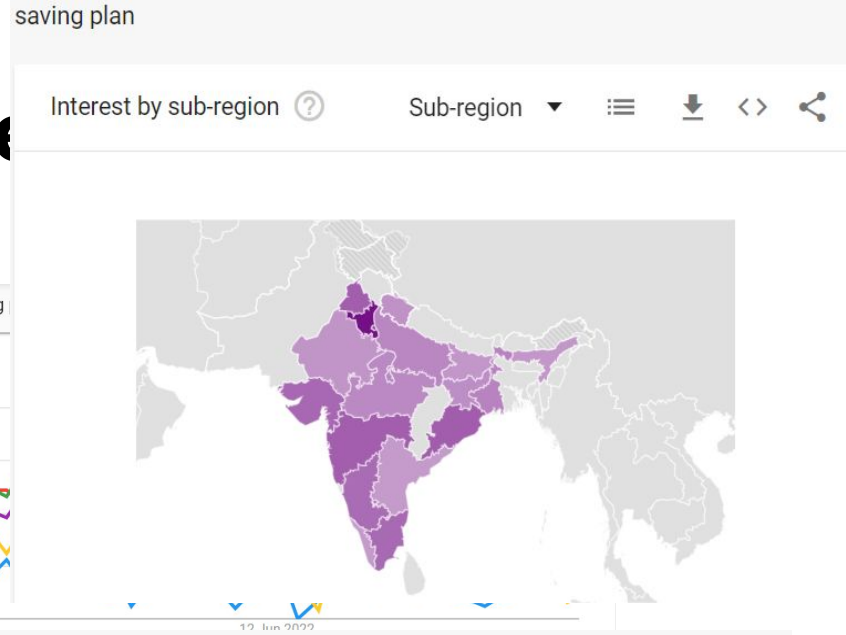
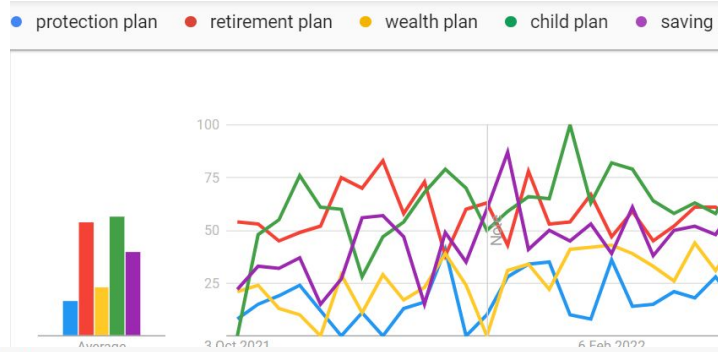
Worldwide Desktop

Ad Network	Total Share
Yahoo Advertising	100%
Google Display Network	30.1% 62.6%
TripleLift	100%
Unidentified Networks	100%

Takeaway- Brand has very low visibility on display networks

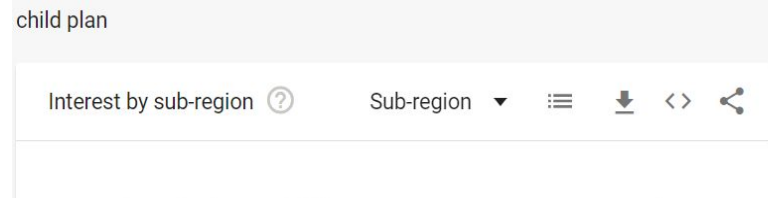


# Consumer is se



Related queries ? Rising [dropdown] [icons]

1	national savings certificate	Breakout
2	unit linked insurance plan	Breakout
3	atal pension yojana	+250%
4	quant tax plan	+250%
5	quant tax plan direct growth	+200%



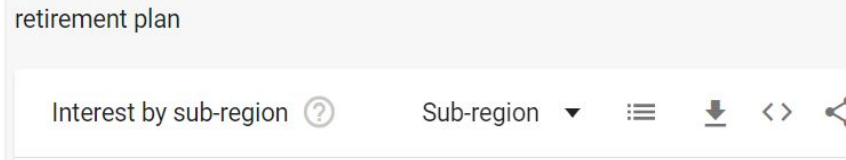
Related queries ? Rising [dropdown] [icons]

1	best child insurance plan in india 2021	+350%
---	-----------------------------------------	-------



## Region wise affinity with Product type

- Child plan has string pull
- Retirement Plan is Searched a lot



Related queries ? Rising [dropdown] [icons]

1	hdfc systematic retirement plan	Breakout
2	hdfc retirement savings fund equity plan direct...	Breakout
3	systematic retirement plan hdfc life	Breakout
4	retirement plan solutions	Breakout
5	quant tax plan	Breakout

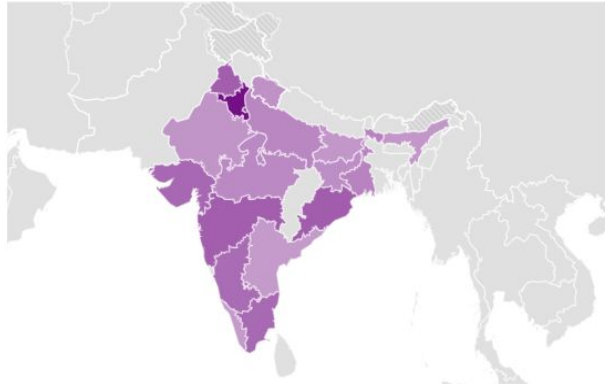
## Consumers are searching for

- Child plan has most searches
- Next is Retirement plan
- Saving plan, Wealth plan & Protection plan

## saving plan

Interest by sub-region ?

Sub-region ▾



Related queries ?

Rising ▾

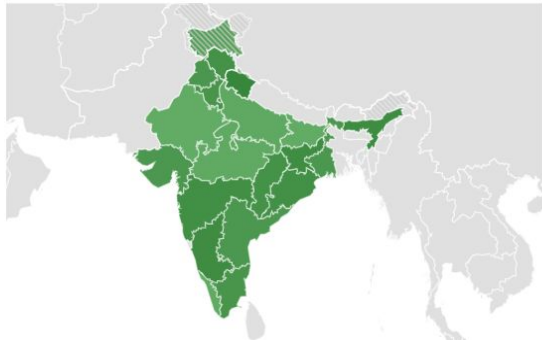


- |   |                              |          |
|---|------------------------------|----------|
| 1 | national savings certificate | Breakout |
| 2 | unit linked insurance plan   | Breakout |
| 3 | atal pension yojana          | +250%    |
| 4 | quant tax plan               | +250%    |
| 5 | quant tax plan direct growth | +200%    |

## child plan

Interest by sub-region ?

Sub-region ▾



Related queries ?

Rising ▾

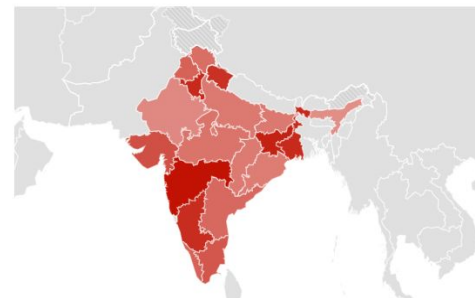


- |   |                                         |       |
|---|-----------------------------------------|-------|
| 1 | best child insurance plan in india 2021 | +350% |
| 2 | bharti axa child advantage plan         | +350% |
| 3 | tata aia child plan                     | +300% |
| 4 | sbi mutual fund                         |       |
| 5 | best investment plan for child educ     |       |

## retirement plan

Interest by sub-region ?

Sub-region ▾



Related queries ?

Rising ▾

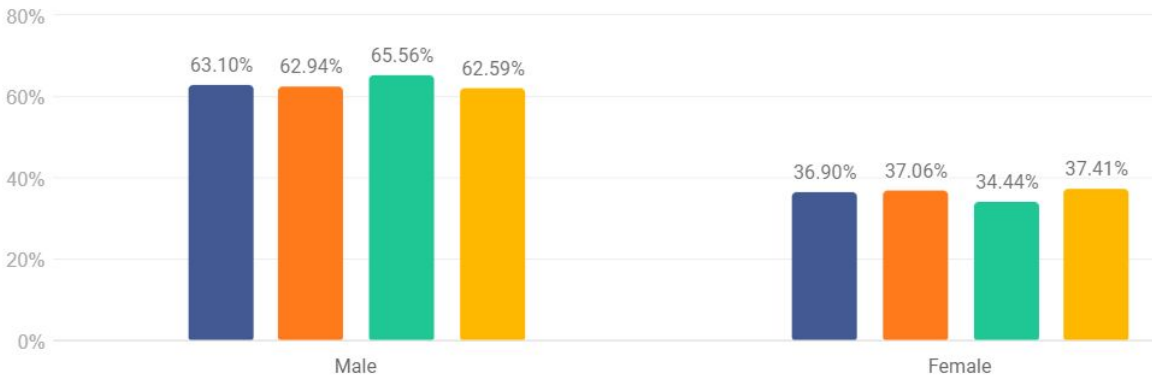


- |   |                                                    |          |
|---|----------------------------------------------------|----------|
| 1 | hdfc systematic retirement plan                    | Breakout |
| 2 | hdfc retirement savings fund equity plan direct... | Breakout |
| 3 | systematic retirement plan hdfc life               | Breakout |
| 4 | retirement plan solutions                          | Breakout |
| 5 | quant tax plan                                     | Breakout |

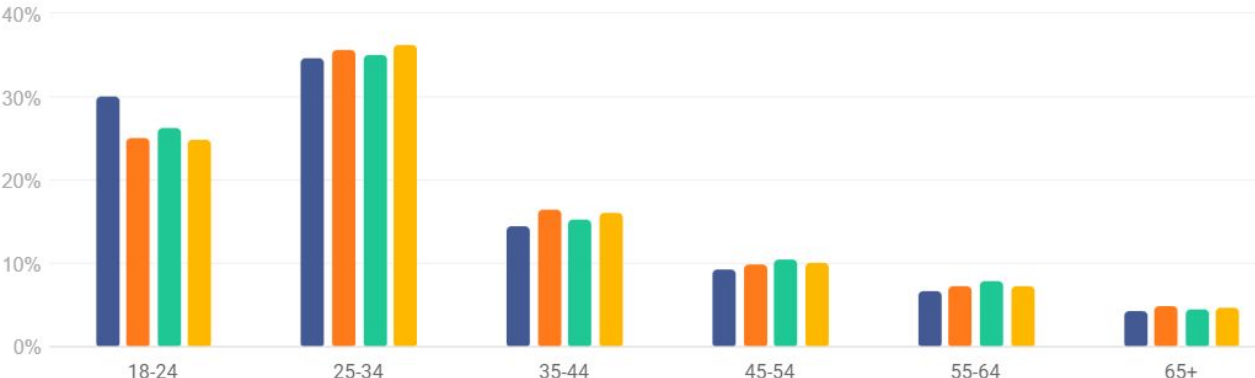
# Audience Overview By Demographics

sudlife.in vs. pnbmetlife.com indiafirstlife.com canarahsbclife.com

Gender Distribution ⓘ



Age Distribution ⓘ



Defining Our Consumers on Digital

# Consumer Types

## Middle Income Investors



**Goal-** Wealth Creation and withdrawal for specific goal

**Investment and Impact-** Great tool as it offers insurance and will help him achieve multiple financial goals.

## Matured Investors



**Goal-** Investment and Legacy Planning

**Investment and Impact-** Need balanced funds where the death benefit is higher of sum assured on death

## Housewives and Young Investors



**Goal-** Protection and Security+Savings (Long term prospective)

**Investment and Impact-** Seeks Life coverage and investment opportunity to use her savings for financial freedom.



Media Approach

# Affluent Segment Audience | Social

## Location:

India: Visakhapatnam Andhra Pradesh; Chandigarh; Delhi; Ahmedabad, Surat Gujarat; Faridabad, Gurugram Haryana; Kochi Kerala; Mumbai, Nagpur, Pune Maharashtra; Bangalore Karnataka; Bhubaneswar Odisha; Amritsar, Punjab Punjab region; Jaipur Rajasthan; Kolkata West Bengal; Patna Bihar; Bhopal Madhya Pradesh; Ghaziabad, Lucknow, Noida Uttar Pradesh; Raipur Chhattisgarh; Jamshedpur Jharkhand; Hyderabad Telangana

## Age:

25-35

## People who match:

Interests: Retirement Insurance Benefits, Saving, Insurance policy, Financial plan, Insurance, Retirement planning, Investment management, Investment strategy, Term life insurance, Life insurance, Wealth management, Wealth or Retirement age

## And must also match:

Interests: Insurance policy, Insurance or Retirement planning

## Location:

India: Visakhapatnam Andhra Pradesh; Chandigarh; Delhi; Ahmedabad, Surat Gujarat; Faridabad, Gurugram Haryana; Kochi Kerala; Mumbai, Nagpur, Pune Maharashtra; Bangalore Karnataka; Bhubaneswar Odisha; Amritsar, Punjab Punjab region; Jaipur Rajasthan; Kolkata West Bengal; Patna Bihar; Bhopal Madhya Pradesh; Ghaziabad, Lucknow, Noida Uttar Pradesh; Raipur Chhattisgarh; Jamshedpur Jharkhand; Hyderabad Telangana

## Age:

25-35

## People who match:

Job title: Chief marketing officer, Business, Executive director, Senior management, Business Owner, Owner, Chief financial officer, Director general, Owner/Manager/CEO, Co-Founder and COO, Founder/Manager, Co Owner, Founder, Director, CEO, Owner and Founder, Owner/Managing Director, Own Business, Marketing Vice President, Chairman & Managing Director, Founder and Managing Director, Owner and CEO, Director (business), Vice President Sales and Marketing, Sales Manager, Director of Sales and Marketing, Managing Director, Business Owner/Engineer, Sales Director, Sales and Marketing Manager, Director Sales and Marketing, Founder, Marketing Operations Director or Managing Director



## INTERESTS

**Estimated audience size**  
12,200,000 - 14,300,000

## MIDDLE CLASS INVESTOR

**Estimated audience size**  
244,800 - 288,000

# Matured Segment Audience | Social

## Location:

India: Visakhapatnam Andhra Pradesh; Chandigarh; Delhi; Ahmedabad, Surat Gujarat; Faridabad, Gurugram Haryana; Kochi Kerala; Mumbai, Nagpur, Pune Maharashtra; Bangalore Karnataka; Bhubaneswar Odisha; Amritsar, Punjab Punjab region; Jaipur Rajasthan; Kolkata West Bengal; Patna Bihar; Bhopal Madhya Pradesh; Ghaziabad, Lucknow, Noida Uttar Pradesh; Raipur Chhattisgarh; Jamshedpur Jharkhand; Hyderabad Telangana

## Age:

35-55

## People who match:

Interests: Retirement Insurance Benefits, Saving, Insurance policy, Financial plan, Insurance, Retirement planning, Investment management, Investment strategy, Term life insurance, Life insurance, Wealth management, Wealth or Retirement age

## And must also match:

Interests: Insurance policy, Insurance or Retirement planning

## Location:

India: Visakhapatnam Andhra Pradesh; Chandigarh; Delhi; Ahmedabad, Surat Gujarat; Faridabad, Gurugram Haryana; Kochi Kerala; Mumbai, Nagpur, Pune Maharashtra; Bangalore Karnataka; Bhubaneswar Odisha; Amritsar, Punjab Punjab region; Jaipur Rajasthan; Kolkata West Bengal; Patna Bihar; Bhopal Madhya Pradesh; Ghaziabad, Lucknow, Noida Uttar Pradesh; Raipur Chhattisgarh; Jamshedpur Jharkhand; Hyderabad Telangana

## Age:

35-55

## People who match:

Job title: Chief marketing officer, Business, Executive director, Senior management, Business Owner, Owner, Chief financial officer, Director general, Owner/Manager/CEO, Co-Founder and COO, Founder/Manager, Co Owner, Founder, Director, CEO, Owner and Founder, Owner/Managing Director, Own Business, Marketing Vice President, Chairman & Managing Director, Founder and Managing Director, Owner and CEO, Director (business), Vice President Sales and Marketing, Sales Manager, Director of Sales and Marketing, Managing Director, Business Owner/Engineer, Sales Director, Sales and Marketing Manager, Director Sales and Marketing, Founder, Marketing Operations Director or Managing Director



## INTERESTS

**Estimated audience size**

6,900,000 - 8,200,000

## MATURED INVESTOR

**Estimated audience size**

278,100 - 327,200

# Female Centric Segment | Social

## Location:

India: Visakhapatnam Andhra Pradesh; Chandigarh Chandigarh; Delhi; Ahmedabad, Surat Gujarat; Faridabad, Gurugram Haryana; Kochi Kerala; Mumbai, Nagpur, Pune Maharashtra; Bangalore Karnataka; Bhubaneswar Odisha; Amritsar, Punjab Punjab region; Jaipur Rajasthan; Kolkata West Bengal; Patna Bihar; Bhopal Madhya Pradesh; Ghaziabad, Lucknow, Noida Uttar Pradesh; Raipur Chhattisgarh; Jamshedpur Jharkhand; Hyderabad Telangana

## Age:

31-55

## Gender:

Female

## People who match:

Interests: Retirement Insurance Benefits, Saving, Insurance policy, Financial plan, Insurance, Retirement planning, Investment management, Investment strategy, Term life insurance, Life insurance, Wealth management, Wealth or Retirement age

## And must also match:

Interests: Insurance policy, Insurance, Retirement planning or Wife, Relationship Status: Married

## Location:

India: Visakhapatnam Andhra Pradesh; Chandigarh; Delhi; Ahmedabad, Surat Gujarat; Faridabad, Gurugram Haryana; Kochi Kerala; Mumbai, Nagpur, Pune Maharashtra; Bangalore Karnataka; Bhubaneswar Odisha; Amritsar, Punjab Punjab region; Jaipur Rajasthan; Kolkata West Bengal; Patna Bihar; Bhopal Madhya Pradesh; Ghaziabad, Lucknow, Noida Uttar Pradesh; Raipur Chhattisgarh; Jamshedpur Jharkhand; Hyderabad Telangana

## Age:

25-55

## People who match:

Interests: Max Life Insurance, Bajaj Allianz Life Insurance, Life Insurance Corporation of India, Aviva, HDFC Life, Bharti AXA General Insurance Company Limited or SBI Life Insurance



## HOUSEWIVES

### Estimated audience size

4,400,000 - 5,200,000

## COMPETITOR

### Estimated audience size

4,600,000 - 5,400,000



# Products Keywords

Keywords	Volume
wealth	27100
building wealth	260
wealth creation	2400
wealth plan	260
investment for future	210
wealth creation plan	260
investing future	880
creating wealth	260
ulip	22200
smart wealth creation	20

Keywords	Volume
ways to build wealth	10
invest in the future	110
wealth management plan	30
best wealth creation plan	70
wealth investment plan	40
wealth creation company	30
unit linked insurance	210
ulip insurance	1300
ulip investment	880



Search Volume Approx 56K for all Product base keywords

# Brand Keywords

Keywords	Volume
sud life e wealth royale	30
sudlife	9900
sud life wealth creator	140
sud life wealth builder plan	40
sudlife wealth creator plan	10
sud life insurance	5000
sud life health insurance	50
wealth creator sud life	70
sud life policy	50
sud life company	20

Keywords	Volume
sud life ulip plan	70
sud life money back plan	20
sud life premium	40
sud life policy	50
sud life immediate annuity plan	50
sud life products	500
sud life guaranteed money back plan	50



Search Volume Approx 16k+for all branded keywords

# Funnel Segmented Approach

## DISPLAY

Smart Bidding adds value at every stage of the conversion funnel



### Brand + Product

Topics ^

This segment visits websites related to these topics

- Insurance
- Life Insurance
- Finance

### Competitor Visitors

Segment insights ∨  
India, All languages, Display

Weekly impressions  
**100M – 500M**

Gender ∨  
91% male

Age ∨  
30% 35 - 44

Parental status ∨  
63% non-parents

Topics ^

This segment visits websites related to these topics

- Insurance
- Life Insurance
- Finance

### Interest Based

Segment insights ∨  
India, All languages, Display

Weekly impressions  
**50M – 100M**

Gender ∨  
91% male

Age ∨  
24% 35 - 44

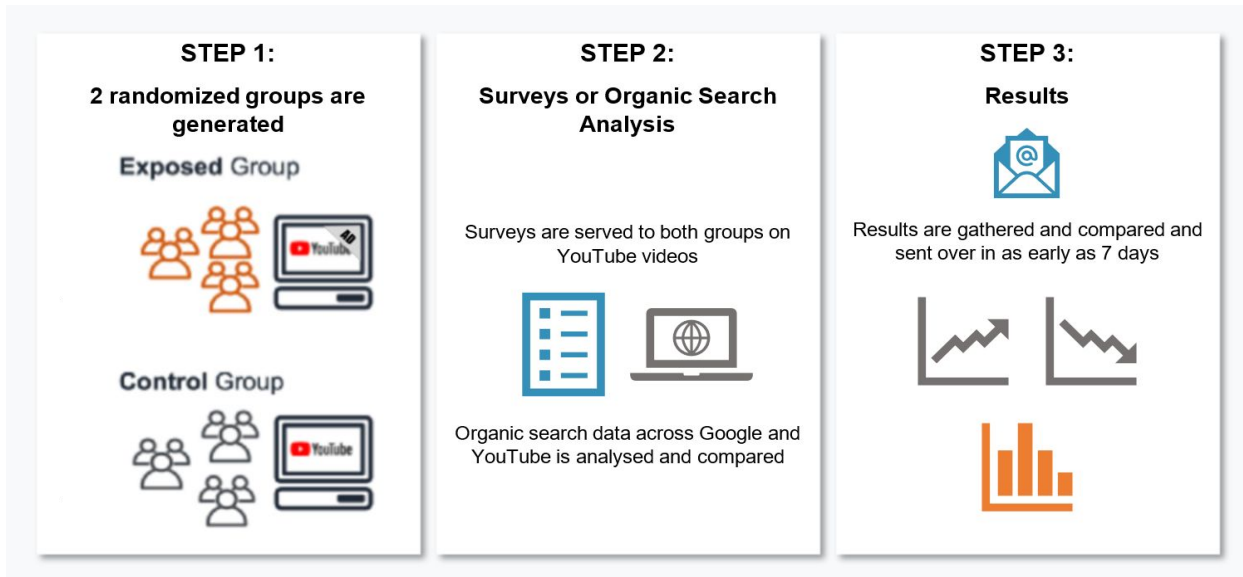
Parental status ∨  
61% non-parents

Topics ^

This segment visits websites related to these topics

- Retirement & Pension
- Finance
- Life Insurance
- Financial Planning & Management
- Insurance

# Video Driven First Time Exposure



EVERY 24 HOURS



30 million users log on to YouTube

No language barrier



Used in over 80 languages



To watch 1 billion hours of video content

Dominated by mobile



70% usage comes from mobile devices

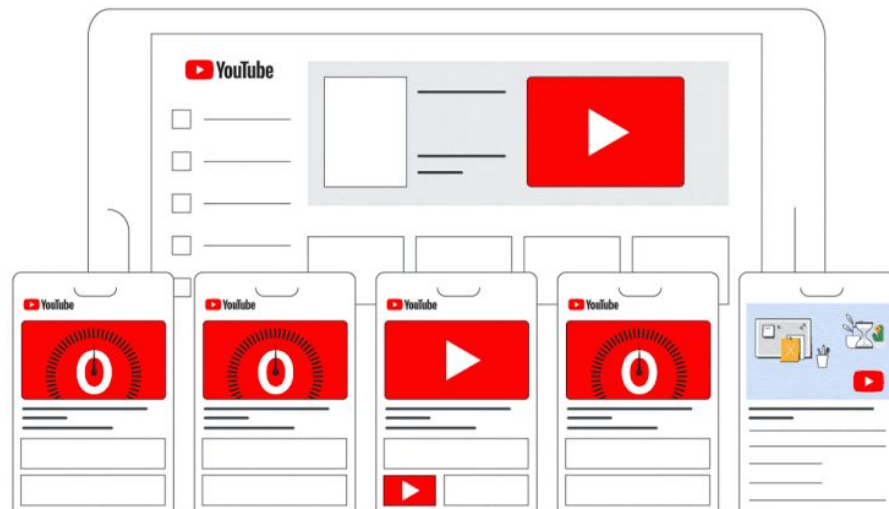


Across 38 million channels

Average daily time spent by a user



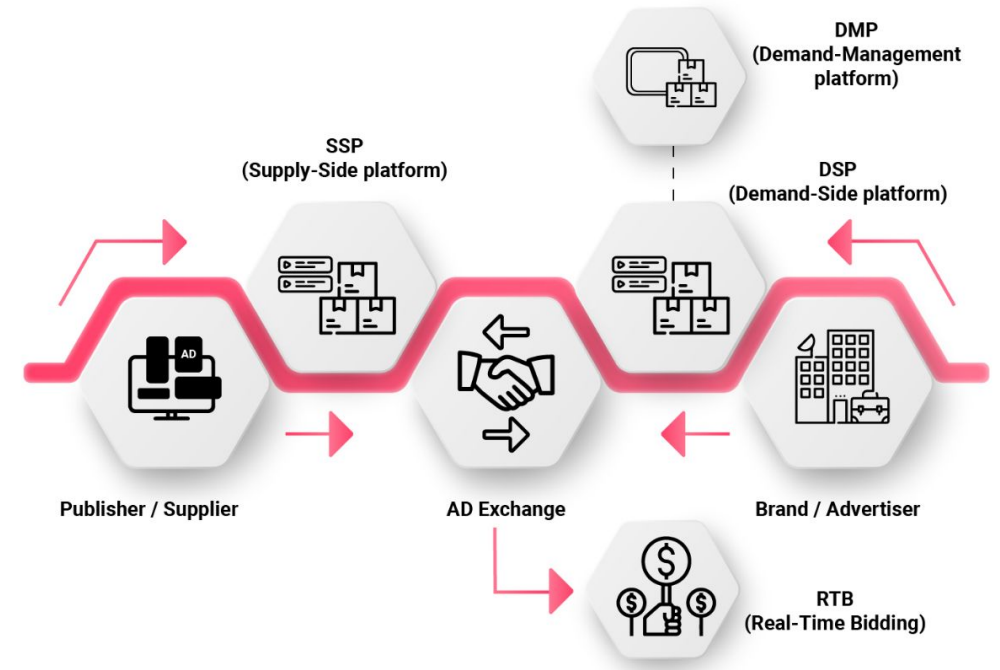
17 minutes & 31 seconds



- Life Insurance
- Ulip Plan
- Wealth Management
- Investment Plan
- Tax Saving

# Impacting through Smart Programmatic

- Increasing the brand strength with existing alliances and partnership platforms present in India
- Showcase the potential of the program to users
- Cost Effective customer acquisition
- Optimize the campaign via the affiliate channel
- Create brand awareness along with the online presence
- Reliable action tracking



**22 000**  
Publishers



**770**  
Advertisers



**330 000**  
Transactions, 2020



**INR 337 Cr**  
GMV, 2020



  
Ecommerce

  
Finance

  
Online Games

  
Mobile Applications

  
Online Services

  
Mobility Market

# Impacting through Smart Programmatic

Star Union Dai-ichi Life Insurance

moneycontrol Be a PRO

Markets News MC Learn Tech/Startups Portfolio Commodities Mutual Funds Personal Finance Forum Videos Invest Now Subscription Be a PRO

Delayed Homes Overseas Education MF Simplified RJ Archives Crypto Health Insurance Opinion Webinar Research #Gold #BadlaavHumseHai EV Special

Star Union Dai-ichi Life Insurance

Ab Har Goal Hoga Pura

SENSEX 58399.61 ▲ 479.64 (+0.83%) NIFTY 50 17314.25 ▲ 128.55 (+0.75%) NIFTY BANK 39838.45 ▲ 532.85 (+1.36%) NIFTY Midcap 100 30587.85 ▲ 63.4 (+0.21%)

DEBT FUND Mirae Asset Dynamic Bond Fund - Direct Plan (G) 1 Year Return: -6.81% 3 Year Return: 21.83% INVEST NOW PARTNERED BY

TOP NEWS Vodafone and Altice launch 7 billion euro German broadband company NATIONAL HIGHWAYS INEDA TDIST



THE TIMES OF INDIA



# Eyeballs via Inshorts

Highest penetration among young audience belonging to Sec-A

Age:

- 18-24 : 38%
- 25+ : 60-62%

Traffic split by Handset Cost:

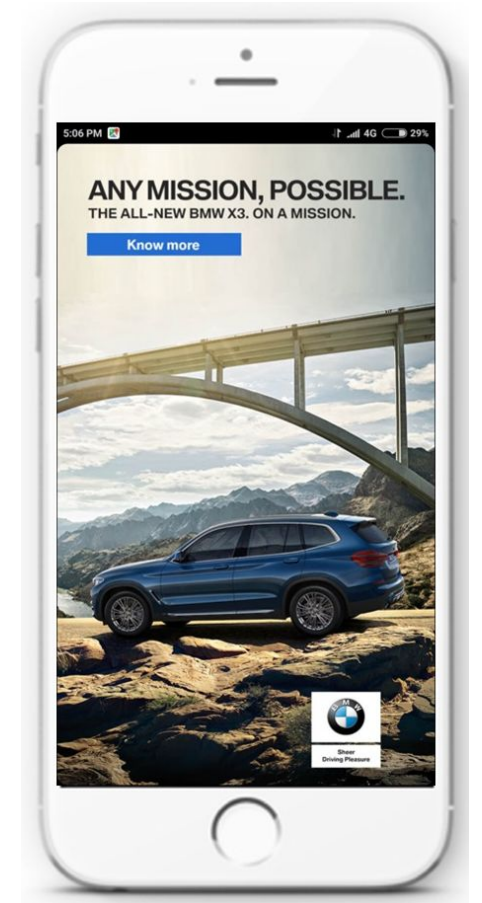
Highest iOS users base of 15%

- 60-65% users possess handsets more than 30k

- Full screen rich media
- HD Creative, GIF, HTML can be used
- Part of the native experience of the app, keep the user experience non-intrusive
- Ad appears after 5 news cards then after every 7/8 cards.

## Top 10 cities

1	New Delhi	15.74%
2	Bengaluru	12.50%
3	Mumbai	12.10%
4	Pune	8.52%
5	Hyderabad	5.63%
6	Chennai	5.17%
7	Kolkata	5.06%
8	Lucknow	2.50%
9	Chandigarh	2.45%
10	Ahmedabad	2.16%

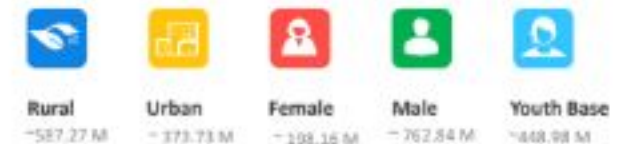


# SMS/Whatsapp/Emailers

- Send important alerts and keep your customers informed
- Send catalogue and increase sales
- Send Date, ETA, tracking codes
- Send Automated replies for common queries
- Track real time location status



## Demographical segmentation



## Behavioural segmentation





# Brand Awareness increasing SOV

Brand/ Product	Media Type	Marketing Funnel	Budget	Campaign Metrics		Final Metrics		CAC	
Brand	Youtube	TOFU	20 Lakh	11 Mn	Impressions	22K	Traffic	91	Traffic
	Inshorts								
	Impact								
	Admit Ads								
	Dailstar								

# 5 Months Product Wise Media Summary

Brand/ Product	Media Type	Marketing Funnel	Budget	Campaign Metrics		Final Metrics		CAC	
Wealth Royale	Social (FB&IG)	MOFU/ BOFU	30 lakh	6K	Leads	120	Final Conversion	25K	Final Purchase
	Google								
	Whatsapp								
	SMS/Emailer								
	AdmitAds								
Saral Protection	Social (FB&IG)	MOFU/ BOFU	20 Lakh	4K	Leads	89	Final Conversion	22.5K	Final Purchase
	Google								
	Whatsapp								
	SMS/Emailer								
	AdmitAds								
Century Royal	Social (FB&IG)	MOFU/ BOFU	14 Lakh	2.5K	Leads	60	Final Conversion	23K	Final Purchase
	Google								
	Whatsapp								
	SMS/Emailer								
	AdmitAds								

# Remarketing Bottom Funnel Approach

Remarketing	Media Type	Marketing Funnel	Budget	Campaign Metrics		Final Metrics		CAC	
Wealth Royale	Google & FB	BOFU	10 Lakh	2.5K	Leads	450	Conversions	20K	Purchase
Saral Protection	Google & FB	BOFU	10 Lakh	2.5K	Leads	600	Conversions	20K	Purchase
Century Royal	Google & FB	BOFU	6 Lakh	1.1K	Leads	300	Conversions	22K	Purchase



**Let's make more people  
talk about you**