



PRESS RELEASE

Bharti AXA Life announces the launch of a new TV Campaign

- Introduces a 1st of its kind Service Differentiator-“Dedicated Claims Handler”
- Path breaking treatment for the TV ad film using a 70’s Bollywood song in the context of claims settlement

Mumbai, February 21, 2013: Bharti AXA Life Insurance Company announced the launch of the first joint nationwide TV Campaign with its sister concern, Bharti AXA General Insurance on “The Dedicated Claims Handler”, an initiative that redefines service standards in the Insurance category.

Announcing the launch, Sandeep Ghosh, CEO & MD, Bharti AXA Life said, “In line with our overall objective of redefining the category, we are signaling our commitment to customers through this campaign. We recognize that the customers today are looking for relevant solutions that address their expectations. Claim Settlement is one such moment of truth- when the family of the policy holder is in distress due to an unfortunate incident in their lives. At this time what they expect from the insurance company is promptness and care. We have made significant changes in our service delivery framework to bring this solution to our customers.”

The TV ad itself is path breaking as it has been amongst the 1st to juxtapose a 70’s Bollywood song to fit an insurance situation, bringing in satirical humour. The TVC showcases the hapless customer running from pillar to post to complete Insurance paperwork. But the Hindi Song “Aap Yahan Aaye” in this context makes the whole film entertaining whilst still conveying the angst of running after a claim. The Bharti AXA Life Solution comes in the form of the Dedicated Claims Handler who proactively contacts the customer and handles his claims process end to end.

Sandeep further added, “A personalized service like the Dedicated Claims Handler, showcases our commitment and concern for our customers. We believe that every customer should have a hassle free experience while making an insurance claim and this is the essence we have tried to capture through our new TVC as well.”

The TVC has been directed by Rajesh Krishnan of Soda Films, and conceptualized by Publicis.

The campaign went on air on 8th Feb and will run nationally across all major channels in prime time slots for a period of 5 weeks



jeevan suraksha ka /
naya nazariya

About Bharti AXA Life Insurance Company Ltd

Bharti AXA Life Insurance Company Ltd is a joint venture between Bharti Enterprises and AXA, world leader in financial protection and wealth management. The joint venture company has a 74% stake from Bharti Enterprises and 26% stake of AXA Asia Life.

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