



Birla Sun Life Insurance (BSLI) urges India to live through the ups and downs of life with confidence, with its new campaign

Brand Ambassador Yuvraj Singh's real life story to inspire India on the need for Wealth with Protection Solutions

Mumbai, January 30, 2012: Birla Sun Life Insurance continues on its committed strategy to provoke mass India into realizing and appreciating the many critical and relevant roles that insurance can play in their life.

With a new campaign for their Wealth with Protection Solutions, BSLI and Yuvraj have come together, once again, to play the role of agent provocateur for mass India, by provoking them to insure their lives through the highs and lows that life can have in store for them. The TV commercial has the ace cricketer not only discuss his personal triumphs, but also his trials and tribulations, candidly, by taking a recent leaf from his own life.

Ajay Kakar, Chief Marketing Officer - Financial Services, Aditya Birla Group says, "Today's Indians have tasted never-before success in the early years of their working life. This unprecedented material success gives them the confidence and belief that the good times will continue, uninterrupted, and they will live and enjoy all their ambitious dreams, one by one."

He further adds, "We have used Yuvraj Singh as our Philosophy Ambassador to share his personal belief and experience - also a reality of life - that 'Jab tak balla chaltha hai, thaath hain. Jab balla nahin chalega tho...' ('You rule, only till your bat rules'). We aim to provoke and inspire mass India with the personal triumphs, trials and tribulations of Yuvraj, who like a Phoenix, never accepts defeat. He just keeps working to combat the challenges that life and cricket have thrown his way, to bounce back."

The campaign is inspired by an actual conversation that Yuvraj had with the senior team of BSLI, soon after India's momentous win at the World Cup. Yuvraj had shared his regret that despite India winning the World Cup, the nation's dream for 28 years, and his being declared the man of the series, he didn't even have the time to sit back and enjoy this enviable success. He was back on the training grounds, with the IPL round the corner. And then, due to unforeseen and totally unexpected health reasons, he had to sit outside the team.

All of this within a span of few months - but rather than sitting back and becoming prisoner of an ailment, he is prepared to once again fight against all odds.

There is a learning in Yuvraj's story for all of us. Even the "Gods" have reason to feel insecure. The message provokes us to take action against our fears and ensure our dreams. It reminds us that life is uncertain and we should be financially prepared at all times for any eventuality.

Speaking on the new communication campaign, Nandita Chalam, Vice President & Executive Creative Director, JWT says, "Over the years people have started associating the BSLI brand strongly with the concept of "Balla". The ad is set within a stadium, with Yuvraj sharing his story, talking to mass India through the camera, conversing in a real, true, down-to-earth manner. The tonality of the ad is candid, honest and more importantly, it connects."



The campaign's TVC features Yuvraj in a fresh avatar while he shares his story which is frank and outspoken as never before. His story will instantly strike a chord with audience reminding them that even the stars are vulnerable to the vagaries of life and environment. The communication uses the powerful insight: *Jab tak balla chaltha hai, thaata hain. Jab balla nahi chalega tho...* (Till the bat rules, you rule. And when that stops...). When everything goes your way and you are riding the wave of success, you don't see the lows, coming ahead. While we have no control over destiny, one needs to be prepared financially at all times to lead a life with confidence.

About the TVC:

The TV commercial is set within the realistic framework of a candid interview where the cricketer Yuvraj Singh is seen in an introspective mood, where he reflects on the recent high and low points in his career and personal life. The communication uses the insight: *Jab tak balla chaltha hai, thaata chalte hai, Jab balla nahi chalega toh...* (Till the bat rules, you rule). And when that stops... For the first time Yuvraj is conversing in a real, true down-to-earth form, clearly underscores the fact that though you could meet with success today, you could meet with an eventuality tomorrow, there is no guarantee that you will win or fail tomorrow. And the campaign drives home the need to take cover against failure or lack of form or career or personal growth.

The TVC is scheduled to go live by January, 30th 2012 and will be seen across all leading television channels. One will witness a surround effect that will reflect a collective effort of integration and innovation leveraged through communication platforms. BSLI aims to provoke, surprise and delight the customer and eventually persuade them to take action with the power of sheer creative chemistry.

Creative Agency: JWT (Mumbai)

Production House: Chrome Productions

About Birla Sun Life Insurance

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Group, a well known Indian conglomerate and Sun Life Financial Inc, one of the leading international financial services organizations from Canada. With an experience of over a decade, BSLI has contributed to the growth and development of the Indian life insurance industry and currently is one of the leading life insurance companies in the country. BSLI offers a complete range of offerings comprising of protection solutions, children's future solutions, wealth with protection, health and wellness as well as retirement solutions and has an extensive distribution reach over 500 cities through its network of around 600 branches, over 139,057 empanelled advisors and over 200 partnerships with Corporate Agents, Brokers and Banks. The AUM of Birla Sun Life Insurance is close to Rs 19,359 crs and it has a robust capital base of over Rs. 2450 crs as on November 30, 2011. For more information, please visit www.birlasunlife.com

About Aditya Birla Financial Services Group

Aditya Birla Financial Services Group (ABFSG) has built a significant presence across its verticals, viz life insurance, asset management, NBFC, private equity, broking, wealth management & distribution and general insurance advisory services.



The seven companies representing Aditya Birla Financial Services Group are Birla Sun Life Insurance Company Ltd., Birla Sun Life Asset Management Company Ltd., Aditya Birla Finance Ltd., Aditya Birla Capital Advisors Pvt. Ltd., Aditya Birla Money Ltd., Aditya Birla Money Mart Ltd. and Aditya Birla Insurance Brokers Ltd. ABFSG is committed to being a leader and role model in a broad based and integrated financial services business. Its 7 lines of businesses, with about 5.5 million customers manages assets worth Rs. 92,259 Crores (USD 20.5 billion) and prides itself for having a talent pool of about 15,000 committed employees. ABFSG has its wings spread across more than 500 cities in India through over 1,700 points of presence and about 200,000 channel partners. This allows ABFSG to offer its customers virtually anything under financial services except a savings or current account. With over Rs. 6,296 Crores (FY2010-11) in revenues, ABFSG is a significant non-bank player.

ABFSG is a part of Aditya Birla Nuvo Ltd. (ABNL), a USD 4 billion conglomerate having leadership position across its manufacturing as well as services sector businesses. ABNL is a part of the Aditya Birla Group, a USD 35 billion Indian business house operating in 33 countries across the globe.

About Sun Life Financial

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth accumulation products and services to individuals and corporate customers. Chartered in 1865, Sun Life Financial and its partners today have operations in key markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda. As of September 30, 2011, the Sun Life Financial group of companies had total assets under management of \$459 billion. For more information please visit www.sunlife.com.

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

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