

## Media Release

### Kotak Life Launches the 'Viraasat Ban Ke Hi Rahegi' Campaign; Reimagining Term Insurance for Indian Families

The new campaign emphasises the importance of term insurance to protect the building of one's legacy – Viraasat, amidst life's uncertainties.

**Mumbai, February 03, 2025** – Kotak Mahindra Life Insurance Company Ltd. ("Kotak Life") has launched its latest campaign, '**Viraasat Ban Ke Hi Rahegi**'. This campaign aims to reframe the perception of term insurance by positioning it as a vital tool for securing one's legacy (Viraasat).

Drawing from culture, India and Indian families are in an overdrive mode to build assets to leave behind a Viraasat for the stability and security of their families. People are relentlessly working to save and build assets - whether it's setting aside money, purchasing gold or buying a home. However, an essential aspect of this legacy creation is often overlooked; the need to protect the legacy building efforts against unforeseen circumstances.



**Ashish Nair, CMO and Head - Customer Value**

**Management and Health Tech, Kotak Mahindra Life Insurance** said, "The Campaign 'Viraasat Ban Ke Hi Rahegi' speaks to the deep-rooted desire of every Indian to build a legacy for the security and comfort of their loved ones. However, life's uncertainties can create gaps in these plans. With this campaign, we aim to redefine how term insurance is perceived—not just as a financial product, but as a powerful enabler that complements the efforts of legacy building by ensuring its continuity. It is in sync with our brand promise 'Hum Hain... Hamesha,' reflecting our commitment to standing by our customers at every step of their journey."

The film showcases the protagonist's dedication to saving and building assets for his family. However, in his journey, he overlooks a crucial question: What will happen to the process of building this Viraasat if an unforeseen event occurs? The film is brought to life by Rajkummar Rao, the brand ambassador of Kotak Life, who introduces Kotak Life's Term Insurance Plans as a sensible and affordable solution that ensures the continuity of building one's Viraasat

**Heval Patel, COO at The Womb** said, "Traditional term insurance messaging has centered around uncertainty. In this sea of sameness, we saw an opportunity to change the conversation by focusing on what truly drives consumers—their desire to build a Viraasat. By reframing term insurance as a tool to protect this process of Viraasat building, we've given the category a fresh and compelling perspective."

The 'Viraasat Ban Ke Hi Rahegi' campaign will be rolled out across multiple platforms ensuring maximum reach and engagement.

Please click on the link to watch the film: <https://youtu.be/uqrSL9Wyuog?feature=shared>

### **About Kotak Mahindra Life Insurance Company Ltd**

Kotak Mahindra Life Insurance Company Limited (Kotak Life) is a 100% owned subsidiary of Kotak Mahindra Bank Limited (Kotak). Kotak Life provides world-class insurance products with high customer empathy. Its product suite leverages the combined prowess of protection and long term savings. Kotak Life is one of the fastest growing insurance companies in India with 322 branches across 152 cities and has covered more than 5 crore active lives as on 31<sup>st</sup> December 2024.

For more details, please visit [www.kotaklife.com](http://www.kotaklife.com)

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