

Exide Life Insurance presents #NoMoreShortCuts on digital media

After all, Zindagi mein thoda Jugaad toh chalta hai. Lekin Jugaad se zindagi thodi chalti hai!

Bangalore, January 12, 2016: Exide Life Insurance, an established Life Insurance Company today announced the release of its new campaign #NoMoreShortCuts across social media.

The campaign which takes its inspiration from the word 'Jugaad' which means quick fix or a shortcut has been released across digital media including social, native and video platforms. Using this campaign the company plans to generate engagements and conversations with its customers over a 30-day period.

If there is one thing we can all secretly admit to, it's the fact that we have, at some point, taken a short cut in life - be it to beat traffic, solve a problem or simply because we wanted things done faster. We Indians, in particular, are famous for owning this trait on a day-to-day basis. However, short cuts aren't always the best solution.

Exide Life Insurance used this insight to introduce a unique character named Jugaadulal. In a quirky tale, the audience follows the protagonist in his endeavor to employ short cuts on a daily basis, only to see them fail. He takes us through his experience of using shortcuts and the failures it leads to. In a humorous manner, we are privy to the different phases of his life, and his final realization that shortcuts aren't the best solution and cannot win over long term planning.

On release of this campaign, Mohit Goel, Director – Marketing said, "The message integrates perfectly with our brand mission of helping Indians prepare financially for a Long and Happy Life. Through this execution, we want our customers to know while short cuts work sometimes, they aren't always the best solution. And for a long and happy life, you need to have the foresight for long-term planning. This is truly specific for financial planning because there are no shortcuts to making money."

After all, Zindagi mein thoda Jugaad toh chalta hai, Lekin Jugaad se zindagi thodi chalti hai!

Watch Jugaadulal's journey from taking shortcuts to understanding the benefits of long term planning.

<https://youtu.be/93rmPxakndY>

Do share the video on all your social handles and use #NoMoreShortCuts.

About Exide Life Insurance Company Limited:

Exide Life Insurance Company Limited commenced operations in 2001 and is head quartered in Bangalore. The company is profitable and serves over 10 lakh customers across India and manages over INR 8,800 crores in assets. The company is 100% owned by Exide Industries Limited and is proud to be part of a 100 year old brand heritage in India.

Exide Life Insurance distributes its products through multi-channels viz. Agency, Banc assurance, Alliances and Direct Channels. The Agency channel comprises of over 35,000 advisors who are attached to over 200 company offices and customer care centers across the country. The Alliances business includes distribution relationships with banks, Corporate Agents, Brokers & Referral Partners.

Exide Life Insurance, one of the leading life insurance companies in South India, is now growing its franchise in East and other parts of the country. The company is focused on providing long term protection and savings solutions and has a strong traditional product portfolio with a consistent bonus track record. Exide Life Insurance has the ISO 9001:2008 quality certification for all Customer Service processes.

About Exide Industries Limited:

Exide is India's largest manufacturer of electric storage batteries and its biggest power-storage solutions provider with a market capitalization of over INR 15,000 crores*. Since its introduction in India more than a hundred years ago, Exide remains the foremost and the most trusted battery brand in India. The century old brand equity is backed by a robust nation-wide network of 18000-plus dealers. (*As on 31st March 2015)

With 7 world-class battery manufacturing factories across India, the range of products offered by the company covers everything from the smallest batteries required in motorcycles to the giant batteries powering submarines. After all, India moves on Exide.