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BRAND:
PNB METLIFE
#RAHO KHUSHAAL
POORE 99 SAAL





PNB MetLife
MERA TERM PLAN
A Non-Linked Non-Participating Term Plan
RAHO KHUSHAAL, POORE 99 SAAL

AGENCY



The team at PNB MetLife had a strong product proposition and they needed a campaign that broke clutter and drove home the 99 year plan. The insight of the significance 'Sau Saal' has for every Indian is a fresh and interesting take which is brought to life by the character of Joy Da.

Kaizad Pardiwalla
President - Jack In The Box Worldwide & COO - The 120 Media Collective

CLIENT



With growing awareness of long term protection plans, clubbed with increasing life expectancy, consumers in India are looking for coverage beyond the conventional 70-75 years, to safeguard their family and dependents from financial risk or liability. Extending the life cover in 'PNB MetLife Mera Term Plan' ensures that the consumer can remain protected up to the age of 99 years.

Sameer Bansal
CDO-Bancassurance & Interim CMO
PNB MetLife India Insurance Co. Ltd

CREDITS

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