

## **Life Insurance Industry spreads Awareness with ‘Sabse Pehle Life Insurance’ campaign**

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Life Insurance Council to launch Indian life insurance industry's first joint mass media campaign with the slogan ‘Sabse Pehle Life Insurance’. The campaign represents all 24 Indian life insurance companies with the aim to create a common narrative aimed at increasing life insurance awareness in the country.

In India, while there is reasonable ownership of life insurance, the understanding of true purpose of life insurance plans is quite low. There is a lack of awareness about life insurance being the only financial instrument that provides protection to the lifestyle of our families in case of any eventuality. The campaign stresses on the importance of life insurance and why it should be a priority for every Indian. The campaign slogan ‘Sabse Pehle Life Insurance’ urges Indians to first build a shield of protection by securing their financial future and then build a robust financial plan.

V Manickam, Secretary, Life Insurance Council said, “As part of Indian culture, our elders have always stressed on doing the most essential things first and then opt to carry on with other things. This is an integral part of day to day conversations. ‘Sabse Pehle Life Insurance’ comes from this very cultural nuance and will help establish an understanding of the essentiality of life insurance in our lives and the need to treat it as top most priority while planning for life.”

The campaign will also feature in major Indian languages, such as Tamil, Telugu, Kannada, Malayalam, Bangla among others in order to broaden its reach.