

Press Release

For Immediate Release

LS Digital and HDFC Life Launch ‘The Missing Beat’ – A Lifesaving Initiative on CPR Awareness

...A Campaign Conceptualized and Brought to Life by LS Digital, Highlighting the Importance of CPR to Save Lives in Critical Moments Ahead of World Heart Day...

Mumbai, September 28th, 2024: [LS Digital](#), India’s leading integrated Digital Business Transformation (DBT) company, and HDFC Life, one of India’s foremost insurers, have jointly launched ‘The Missing Beat,’ an initiative aimed at raising awareness about the life-saving power of Cardiopulmonary Resuscitation (CPR). As the creative partner, LS Digital conceptualized and developed the entire narrative of the campaign, emphasizing the urgency of learning CPR to make India a CPR-ready nation. The launch of this campaign aligns with World Heart Day on September 29th, underscoring the importance of heart health and emergency preparedness.

Cardiac arrests are a leading cause of death in India, claiming over 5 lakh lives each year. Despite the staggering statistics, less than 2% of the population is aware of CPR, a crucial skill that can make the difference between life and death in emergency situations. Recognizing this gap, HDFC Life launched ‘The Missing Beat’ in conjunction with World Heart Day to create a broader conversation around CPR readiness.

At the heart of this campaign is a moving short film that traces the emotional journeys of four individuals, portraying how CPR can be a critical intervention in moments of crisis. The film underscores the need for immediate action during cardiac emergencies. Through this initiative, HDFC Life and LS Digital aim to inspire every Indian to take the first step toward becoming CPR-ready.

Click here to watch the film:



[\[https://www.youtube.com/watch?v=UU1P-Px2mV4&t=1s\]](https://www.youtube.com/watch?v=UU1P-Px2mV4&t=1s)



Vishal Subharwal, Chief Marketing Officer & Group Head Strategy at HDFC Life, commented, ***“At HDFC Life, we believe that dignity and pride come not only from financial independence but also from the ability to help others in critical moments. This campaign is not just about raising awareness—it is about inspiring action. We want to encourage every Indian citizen to take the first step toward becoming CPR-ready. With the right knowledge and preparation, we can save lives and truly live the spirit of ‘Sar Utha Ke Jiyo’.”***

Driving the Campaign's Narrative

LS Digital played a crucial role in shaping ‘The Missing Beat.’ The campaign's narrative, message, and visual storytelling were conceptualized by LS Digital's creative team, who delved deep into the subject of cardiac arrests and CPR to ensure an authentic portrayal. LS Digital's involvement highlights their commitment to creating purposeful campaigns that go beyond conventional advertising.

Manesh Swamy, Managing Director & Chief Creative Officer, LS Creative at LS Digital, shared, ***“This was a rare opportunity for advertisers and creatives to come together and make a real impact on people’s lives. With ‘The Missing Beat,’ we wanted to create a movement, a larger call to action, reminding everyone that knowing CPR can be the difference between life and death. We have been hearing horror stories about sudden cardiac arrests in the news, on the internet, and even among friends and family. The team has been researching this campaign for over a year, gathering data and stories that drove home the urgency of spreading awareness. Our goal was to inspire action, not just viewership.”***

Manesh further added, ***“The journey of bringing this communication piece to life was deeply personal for our team. The data and statistics we have collected are nerve-wracking, and we felt something needed to be done urgently. We wanted the audience to not just watch but to feel the urgency and importance of CPR. Every shot and story was crafted from real-life incidents to evoke an emotional connection, immersing the audience in the gravity of the situation. We hope to inspire people to recognise the importance of this simple, life-saving skill and take a step towards making the country CPR-ready. We’re not just sharing stories—we’re encouraging action over helplessness.”***

Dipshika Ravi, VP Creative & ECD, LS Creative at LS Digital, echoed this sentiment, stating, ***“The Missing Beat’ is not just a campaign designed to touch hearts; it’s about teaching people how to save a life when the heart stops beating. It took months of conversations with CPR survivors, medical experts, and professionals to fully understand the process and convey it effectively. For us, this campaign’s success will not be measured by views or reach, but by the lives it can potentially***



save. If we manage to save even two lives by equipping people with this crucial skill, that's the real win. Performing CPR doesn't require certification, so through this initiative, we urge everyone to learn CPR, this life-saving technique and help push the current awareness rate beyond 2%."

Nishant Patil, AVP2 & ECD Design, LS Creative at LS Digital, added, "The four protagonists in this story reflect real-life situations we see around us, highlighting a hard-hitting truth: survival after cardiac arrest is rare, but CPR given at the right time can make all the difference and you will see that in coming alive in the visualisation of the film. Many of us have lost loved ones to sudden cardiac arrest and felt helpless to help. 'The Missing Beat' aims to change that by teaching people how to perform CPR in those critical moments, through compelling storytelling. As the brand says, we can't fill the void left by loss, but we can certainly empower those around us. This is the first phase of the campaign, and we plan to amplify the message on multi-platforms."

A Lifesaving Movement

With LS Digital's innovative storytelling and HDFC Life's commitment to public welfare, 'The Missing Beat' goes beyond traditional awareness campaigns. The film serves as a wake-up call to every individual, urging them to learn CPR and be ready to save lives when it matters most. Launched ahead of World Heart Day, this initiative highlights how crucial it is to be prepared for heart-related emergencies.

HDFC Life, with its strong track record of covering 6.6 crore lives and a 99.5% claim settlement ratio in FY24, continues to reinforce its commitment to not just financial security, but also to public health and safety through initiatives like this. LS Digital, as a creative partner, has further solidified its role in driving impactful social campaigns that resonate with people on a deeply emotional level.

The film was produced by Boathouse Media and Directed by Devik Rathod.

For more information and to watch the film: Campaign film links

<https://www.youtube.com/watch?v=UU1P-Px2mV4&t=1s>

<https://www.instagram.com/reel/DAYvFaVtZR1/?igsh=MWE4aXZqc3NpcWlkNA==>

About HDFC Life

Established in 2000, HDFC Life Insurance Company Limited ('HDFC Life'/ 'Company') is a leading, listed, long-term life insurance solutions provider in India, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings,



Investment, Annuity, and Health. The Company has more than 80 products (including individual and group products) and optional riders in its portfolio, catering to a diverse range of customer needs.

HDFC Life was promoted by erstwhile Housing Development Finance Corporation Limited (HDFC Ltd.), and Abrdn (Mauritius Holdings) 2006 Limited (abrdn) (formerly Standard Life (Mauritius Holdings) 2006 Limited), a global investment company. Consequent to implementation of the Scheme of Amalgamation of HDFC Ltd. with HDFC Bank, India's leading private sector bank ("Bank"), the Bank has become promoter of the Company, in place of HDFC Ltd, effective from July 1, 2023. Further, consequent to reclassification of abrdn from "Promoter" category to "Public" category in accordance with Regulation 31A of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, HDFC Bank has become sole promoter of the Company, effective December 12, 2023. The name/letter 'HDFC' in the name/logo of HDFC Life Insurance Company Limited (HDFC Life) belongs to HDFC Bank Limited.

HDFC Life has a nation-wide presence with its own branches and additional distribution touch-points through several tie-ups and partnerships. The count of distribution partnerships is over 300, comprising banks, NBFCs, MFIs, SFBs, brokers, and new ecosystem partners amongst others. The Company has a strong base of financial consultants.

For more information, please visit www.hdfclife.com. You may also connect with us on Facebook, X (formerly Twitter), YouTube, and LinkedIn.

About LS Digital

LS Digital is a leading independent Digital Business Transformation (DBT) company, integrating the expertise of four innovative entities: LS Digital, Langoor, f1studioz, and Social Panga. Our comprehensive suite of services encompasses business consulting, activation, and transformation through a robust DBT solutions framework; Media, Creative & Communication, Data & Insights, Technology & Innovation, UI/UX and CX/EX. Leveraging digital as a catalyst, we enable brands to holistically develop their businesses across various platforms, ensuring exceptional brand experiences in a digital-first world.

For more details, visit: <https://www.lsdigital.com/>