

News Date	06-02-2018
Publication	Impact
Media Type	Magazine
Publication Type	English Trade Magazine
Page No.	56
Language	English
Edition	National






**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  
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**CREDITS**

PRODUCTION COMPANY:  
SNIPER, A PART OF THE 120 MEDIA COLLECTIVE

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