

We are here for everything you need...
*from **A to G!***

Advertising

Branding

Communication

Design

Decor

Events

Films

Gifting



Creativity
is intelligence
having fun!

About Us

We believe that creative ideas and solutions can help make the most of opportunities, as well as solve many business challenges and problems.

Brands We Work For

					 MTC GROUP Mercure Metals
					
					
					

... and more!

All About Ideas Private Limited



Aditya Birla Sun Life AMC

Creative Work Samples

Believer of India

New Fund Launch Campaign



Case Study

Problem/Barrier:

To launch a fund comprising major Indian conglomerates like Tata, Mahindra & Mahindra, Birla etc. in a way that it instilled a sense of pride and ownership among the audience, making them realize their role in the success of these iconic brands.

Solution:

The campaign was built on the theme: "You Are the Believer of India." A standout creative idea was to place a mirror at the center of a newspaper ad, so readers would see their own reflection, reinforcing the message that they are the believers who have fueled India's growth story.

Outcome:

The campaign achieved significant visibility and engagement:

- Full-page ads in leading financial newspapers like *MINT* (front page) and *Economic Times* (back page).
- Reached a broader audience through hoardings placed in high-traffic areas of major cities such as Park Street in Kolkata and near JVLR and Western Express Highway Metro Station in Mumbai.
- The innovative use of a mirror in the newspaper ad became a talking point.

Creatives

THE BELIEVER OF INDIA

YOU have been the driving force behind India's iconic businesses.

Aditya Birla Group

Bajaj Group

Godrej Group

Mahindra Group

Murugappa Group

O. P. Jindal Group

Reliance Industries

Tata Group

and many more...

Here's a unique opportunity to invest in the businesses you believe in.

Introducing
Aditya Birla Sun Life Conglomerate Fund
(An open ended diversified equity scheme following conglomerate theme)

NFO Period: 5th to 19th December, 2024

Aditya Birla Sun Life
Mutual Fund

**ADITYA BIRLA
CAPITAL**
MUTUAL FUNDS

ADITYA BIRLA SUN LIFE CONGLOMERATE FUND
(An open ended diversified equity scheme following conglomerate theme)

This product is suitable for investors who are seeking*:

- Long term Capital Appreciation
- Investment in equity and equity related instruments of companies that follow Conglomerate theme.

*Investors should consult their financial advisers if in doubt whether the product is suitable for them.

Scheme Risk-o-meter

The risk of the scheme is very high.

Benchmark Risk-o-meter
(BSE Select Business Groups Index)

The risk of the benchmark is very high.

The product labeling assigned during the NFO is based on internal assessment of the Scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made. The sector(s)/stock(s)/issuer(s) mentioned in this creative do not constitute any research report/recommendation of the same and the Fund may or may not have any future position in these sector(s)/stock(s)/issuer(s).

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Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Scan to Invest Now

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NFO Period: 5th to 19th December, 2024

Generations of Indians, like YOU, have been trusting and believing in these businesses, helping them evolve into true, diversified Indian conglomerates. With the strength of your belief, the first of its kind, **Aditya Birla Sun Life Conglomerate Fund** ensures your investments work harder for you - today, tomorrow, and for generations to come.

#BelieverOfIndia

Aditya Birla Sun Life
Mutual Fund

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Scan to Invest Now

Mint Newspaper Print Ad

Economic Times Print Ad

Launch Video

13

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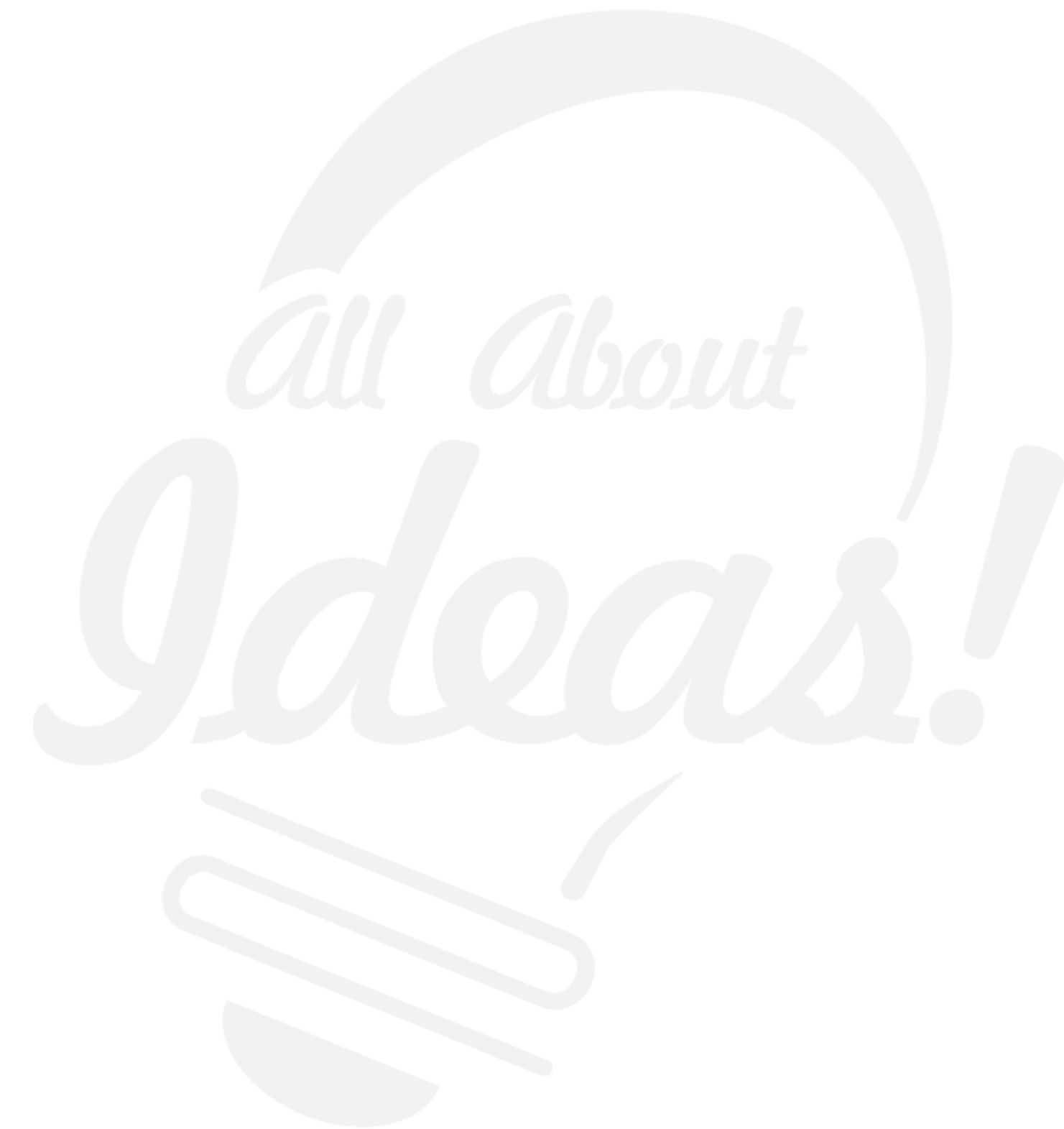


ICICI Lombard

Creative Work Samples

Trip Secure

Redefining Travel Insurance with "Happy Journey"



Case Study

Problem/Barrier:

The challenge was to launch a new travel insurance product avoiding traditional messaging around "peace of mind" and "comprehensive coverage."

Solution:

To break the mold, the campaign centered around the tagline "Happy Journey," emphasizing joy and adventure rather than fear or caution.

The product had communication that encouraged travelers to focus on making memories while ICICI Lombard took care of the rest.

Outcome:

The innovative approach was a resounding success:

- The product was launched across major payment platforms like PayTM.
- It was also pitched for integration into global platforms like SkyScanner.
- The logo and branding received widespread appreciation.

This campaign redefined travel insurance marketing, making it approachable and exciting for a new generation of travelers.

Creatives



Teaser



Launch Video

Creatives



Introducing

trip

secure+

Travel Insurance

Powered by AI



Your Travel Partner for a Happy Journey!

*Coverages and Add On covers will be recommended based on information provided. | Add Ons are subject to payment of additional premium.

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trip

secure+

Travel Insurance

Powered by AI




JUMP, DIVE and SOAR.

We have got your back with the Adventure Sports Cover-add on*


*Accidents and Disabilities Cover: Personal Accident Cover: Adventure Sports Cover Add On. Add ons can be availed upon payment of additional premium.

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Why let lost belongings dampen your holiday spirit?



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Social Media Post

Activate Booster

Redefining Top-Up Health Insurance
with Maximum Flexibility and Coverage



Case Study

Problem/Barrier:

Health insurance top-ups are often overlooked or not marketed effectively, leaving people unaware of their potential. Many individuals hesitate to buy higher-priced health insurance due to premium affordability, even when they desire better coverage.

ICICI Lombard sought to position *Activate Booster* as a game-changing top-up that provides higher sum insured and superior features while maintaining affordability—and as a product with the potential to evolve into a standalone health insurance offering.

Solution:

The campaign revolved around the core messaging of "*Maximum Flexibility, Maximum Coverage*," emphasizing the dual benefits of affordability and extensive coverage.

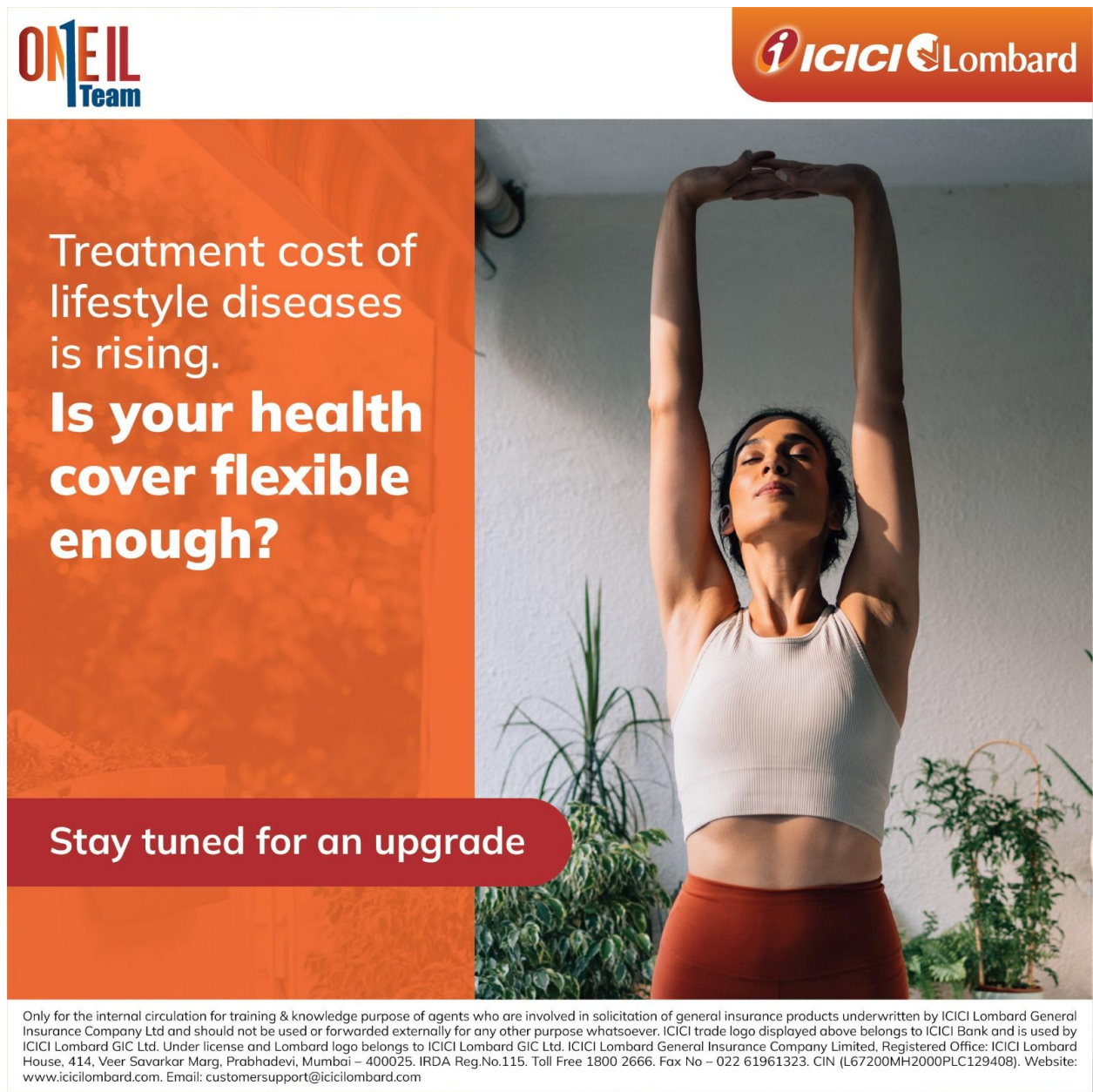
To visually represent the concept of flexibility, the campaign creatively showcased extreme yoga poses, symbolizing the product's adaptability and versatility.

Outcome:

The campaign was well-received for its innovative approach and customer-centric messaging:

- **Effective Communication:** The "*Maximum Flexibility, Maximum Coverage*" tagline, combined with the impactful yoga pose visuals, resonated strongly with audiences, creating awareness and trust in the product.
- **Market Differentiation:** The campaign successfully established *Activate Booster* as a pioneering health insurance top-up with the potential to redefine the category.

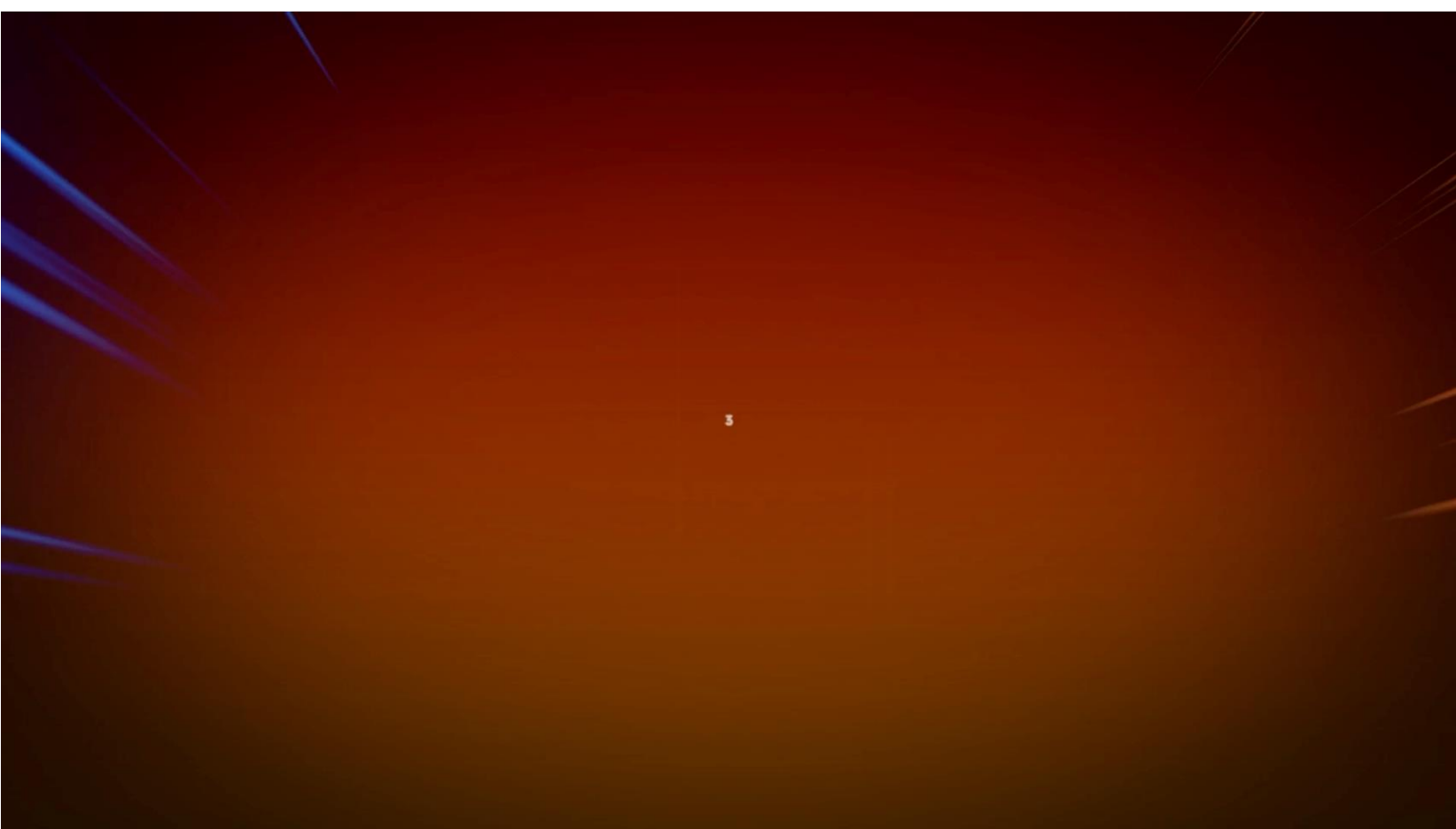
Creatives



Teaser Mailer



Launch Social Media



Launch Logo Reveal Mailer



Avanse Financial Services

Creative Work Samples

#StartYourStory

Women's Day For Avanse



Case Study

Problem/Barrier:

Despite a growing number of Indian women aspiring to study abroad, financial concerns and social stigma around education loans made students and parents hesitant. The challenge was to spark genuine conversations around financing—without sounding overly promotional.

Solution:

Avanse launched the #StartYourStory campaign, a purpose-led initiative encouraging women to take the first step toward their academic dreams. The campaign used storytelling, aspirational narrative and product incentives to engage the audience across digital and social platforms.

Outcome:

The campaign successfully struck a chord with the target audience, generating over 5,000 quality leads. It also earned significant organic media coverage, reinforcing Avanse's positioning as a progressive and student-first education finance brand.



Backing Dreams, Building Futures!

This **Women's Day**, We launched an exciting product for female aspirants wanting to study abroad giving wings to their dreams.



Enjoy a **0.25%** interest rate concession*

Avail a flat processing fee of **₹10,000***

Earn benefits of **₹10,000** by achieving a **CGPA > 3.5** in the funded course*

Get your last **12 EMIs** waived to enhance your savings*

Receive benefits of **₹10,000** if your latest academic score is above **80%***

Share with your loved ones and let them grab the opportunity

#StartYourStory

with Avanse Education Loan today!



ASPIRE WITHOUT BOUNDARIES

*T & C Apply

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Aditya Birla Finance Ltd. - Wealth

Creative Work Samples

Unlock Your Dreams

Transforming Wishlist into Realities with Personal Loans



Case Study

Problem/Barrier:

Many individuals delay fulfilling their aspirations due to financial constraints, perceiving personal loans as a burden rather than an opportunity.

Solution:

The campaign reframed the narrative around personal loans, using relatable year-end "wishlists" as a theme. Creatives were developed where one asked, "Kab tak Karoge Next Year Pakka?" encouraging people to stop postponing their dreams, and the other targeted specific desires like owning a new bike.

Outcome:

The campaign resonated deeply with the target audience, receiving positive feedback. It successfully shifted perceptions of personal loans.

Creatives

My Wishlist

- 1 Buy a House
- 2 Move to Bigger Office
- 3 Go on foreign trip
- 4 Buy a Diamond Ring
- 5 Start Exercising
- 6 Buy a Bike
- 7 Learn Guitar

**KAB TAK KAHOGA
NEXT YEAR PAKKA?**


Karlo issi saal apne
wishlist ka sapna pura.

Terms & Conditions Apply

#KalkareSoAajKar

Personal Finance

Aditya Birla Finance Ltd.
(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

adityabirlacapital.com

Buy in ~~2018~~
~~2019~~
~~2020~~
2021



**KAB TAK KAHOGA
NEXT YEAR PAKKA?**

Karlo issi saal apni dream
bike ka sapna pura.

Terms & Conditions Apply

#KalkareSoAajKar

Personal Finance

Aditya Birla Finance Ltd.
(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

adityabirlacapital.com

**NEW OFFICE
FLOOR PLAN**



Start in ~~2018~~
~~2019~~
~~2020~~
2021

**KAB TAK KAHOGA
NEXT YEAR PAKKA?**

Karlo issi saal business
expansion ka sapna pura.

Terms & Conditions Apply

#KalkareSoAajKar

SME Finance

Aditya Birla Finance Ltd.
(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

adityabirlacapital.com

*Happy
Holiday*

Travel in ~~2018~~
~~2019~~
~~2020~~
2021



**KAB TAK KAHOGA
NEXT YEAR PAKKA?**

Karlo issi saal foreign
trip ka sapna pura.

Terms & Conditions Apply

#KalkareSoAajKar

Personal Finance

Aditya Birla Finance Ltd.
(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

adityabirlacapital.com

Social Media post

Digital Gold

Campaign for Navratri



Case Study

Problem/Barrier

ABFL wanted to promote Digital Gold as a modern, hassle-free investment option during Navratri. However, the traditional perception of gold purchases being time-consuming and complex posed a challenge in conveying the ease of buying Digital Gold to potential investors.

Solution

We created a campaign with the analogy "Buying Digital Gold is as easy as..." This creative analogy resonated with everyday experiences like buying food, grocery, listening to favourite music, making the concept relatable and encouraging adoption.

Outcome

The campaign was highly successful, garnering significant attention and positive feedback. It effectively communicated the convenience and security of Digital Gold, resulting in increased engagement and investments during the festive season.

Creatives



This Navratri,
buying **Gold**
is as easy
as ordering
your favourite
food online



DIGITAL GOLD
#PureBhiSecureBhi

Wealth
Aditya Birla Finance Limited
(AMFI registered Mutual Fund Distributor)



**ADITYA BIRLA
CAPITAL**
adityabirlacapital.com



This Bijoya
Dashami **Gold**
will be at your
fingertips!




DIGITAL GOLD
#PureBhiSecureBhi



Wealth
Aditya Birla Finance Limited
(AMFI registered Mutual Fund Distributor)



**ADITYA BIRLA
CAPITAL**
adityabirlacapital.com



This Navratri,
buying **Gold**
is as easy
as listening
to music
on the go



DIGITAL GOLD
#PureBhiSecureBhi

Dear Colleague,
May the festival of Navratri bring prosperity, good health and happiness to you and your family.

Welcome home the goddess of fortune in the form of a gold coin (brought to you by MMTC PAMP). Now, buy online from Aditya Birla Capital - Wealth and get the coin delivered at your doorstep.


BUY NOW

Regards,
Aditya Birla Capital – Wealth

MMTC-PAMP, India's only globally accredited refiner and fabricator of authentic, 999.9 pure gold bars and coins, is a joint venture between MMTC Ltd, a Govt of India Undertaking and PAMP S.A. of Switzerland, the world's most accredited precious metals refinery boasting nearly a half century of global leadership.


ABFL is an AMFI Registered Mutual Fund Distributor.

Wealth
Aditya Birla Finance Limited
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Registered Office: Indian Rayon Compound Veraval Gujarat 362266.
Website: www.adityabirlafinance.com
CIN: U65990GJ1991PLC064603.
For more information, please visit <https://wealth.adityabirlacapital.com>



This Navratri,
buying **Gold**
is as easy as
paying online



DIGITAL GOLD
#PureBhiSecureBhi

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Bachpan ki Diwali

An HNI Campaign for Diwali & Children's Day



Case Study

Problem/Barrier

Engaging High-Net-Worth Individuals (HNIs) in a crowded financial services market required a creative and personalized approach. The challenge was to craft an impactful campaign that combined both Children's Day and Diwali in November 2023, leveraging these events to create a meaningful and memorable client experience.

Solution

We launched the '*Bachpan ki Diwali*' campaign, blending nostalgia with celebration. The initiative revolved around:

- **Unique Hamper Design:** A thoughtfully curated hamper featuring candies and chocolates from the 90s was crafted to evoke childhood memories, tapping into the power of nostalgia.
- **Personalized Letters:** Each hamper included a heartfelt, personalized letter to make the gesture more meaningful and tailored to individual clients.
- **Emotional Engagement:** By combining the essence of Children's Day and Diwali, the campaign reinforced a sense of joy, warmth, and familiarity, making it stand out from conventional client engagement efforts.

Outcome

The campaign struck a chord with HNIs, creating a lasting emotional impact. The nostalgic hampers, combined with personalized communication, elevated client engagement levels.

Creatives



As the festival of lights approaches, with great delight, we, at **ABFL-Wealth** present to you this curated hamper, "**Bachpan Ki Diwali**" - a nostalgic journey back to the golden days of your childhood.

Much like the cherished memories in this hamper, we at **ABFL-Wealth** select your investments carefully to contribute to your financial legacy. We as a part of ABG family wish to take this *opportunity and partner you in your wealth creation journey* for your next generation to also experience the same joy and financial security.

As you unwrap this treasure of nostalgia, we wish you a Diwali filled with the same joy and wonder that lit up your hearts as your '**Bachpan ki Diwali**'.

#HappyChildren'sDay

#ShubhDiwali

The Constitution of Wealth

Pledging Financial Justice, Fraternity, and Trust



Case Study

Problem/Barrier:

In the competitive financial sector, the challenge was to create a meaningful engagement for HNIs. The goal was to connect on an emotional level while showcasing financial expertise.

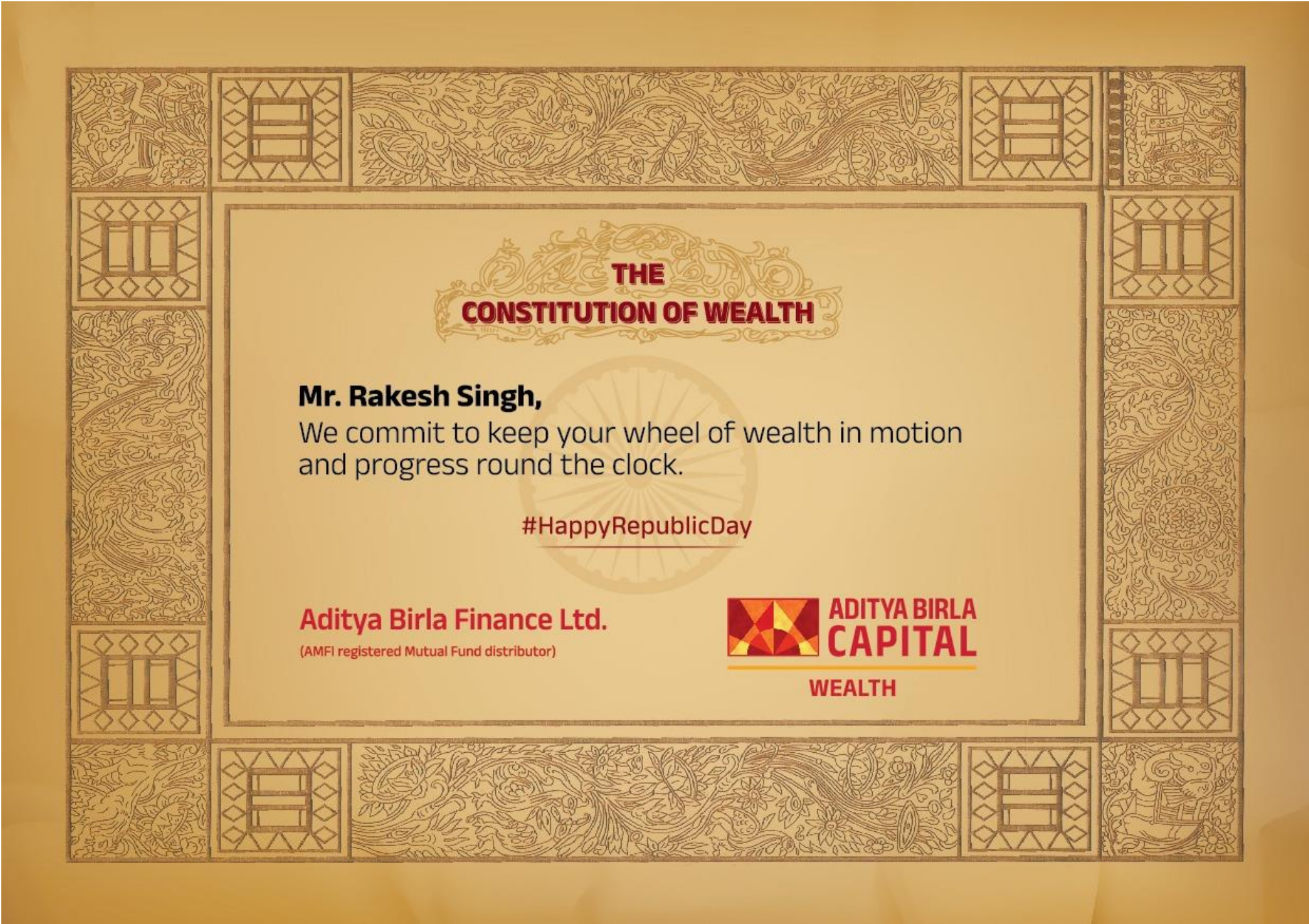
Solution:

Republic Day inspired the campaign "The Constitution of Wealth," which reflected principles of justice, fraternity, and trust. The campaign promised HNIs a robust financial foundation based on these core values.

Outcome:

The campaign successfully captured the attention of HNIs, fostering trust and confidence.

Creatives



Frame for SMTs



Video for Non-SMTs

SIPL:

Merging SIPs with Cricket Fever



Case Study

Problem/Barrier:

ABFL faced a creative challenge in promoting SIPs (Systematic Investment Plans) on a monthly basis. With repetitive communication leading to diminishing engagement, the team needed a fresh and exciting approach to capture attention and drive conversions.

Solution:

The innovative "SIPL" campaign was born, merging the world of SIPs and cricket. A month-long contest was hosted on ABFL's mobile app, where users answered questions crafted in the language and tone of SIP investments but themed around cricket.

This gamified approach ensured the messaging was engaging and relatable, sparking interest among cricket enthusiasts and potential investors alike.

Outcome:

The campaign delivered impressive results:

- Within the first week, the app saw **200+ new downloads**, expanding the user base.
- Participation numbers soared, with **[600 participants]** engaging in the contest, boosting overall awareness and conversions.
- ABFL successfully onboarded new customers.
- Internally, the SIPL campaign was widely appreciated for its creativity and impact.

Creatives



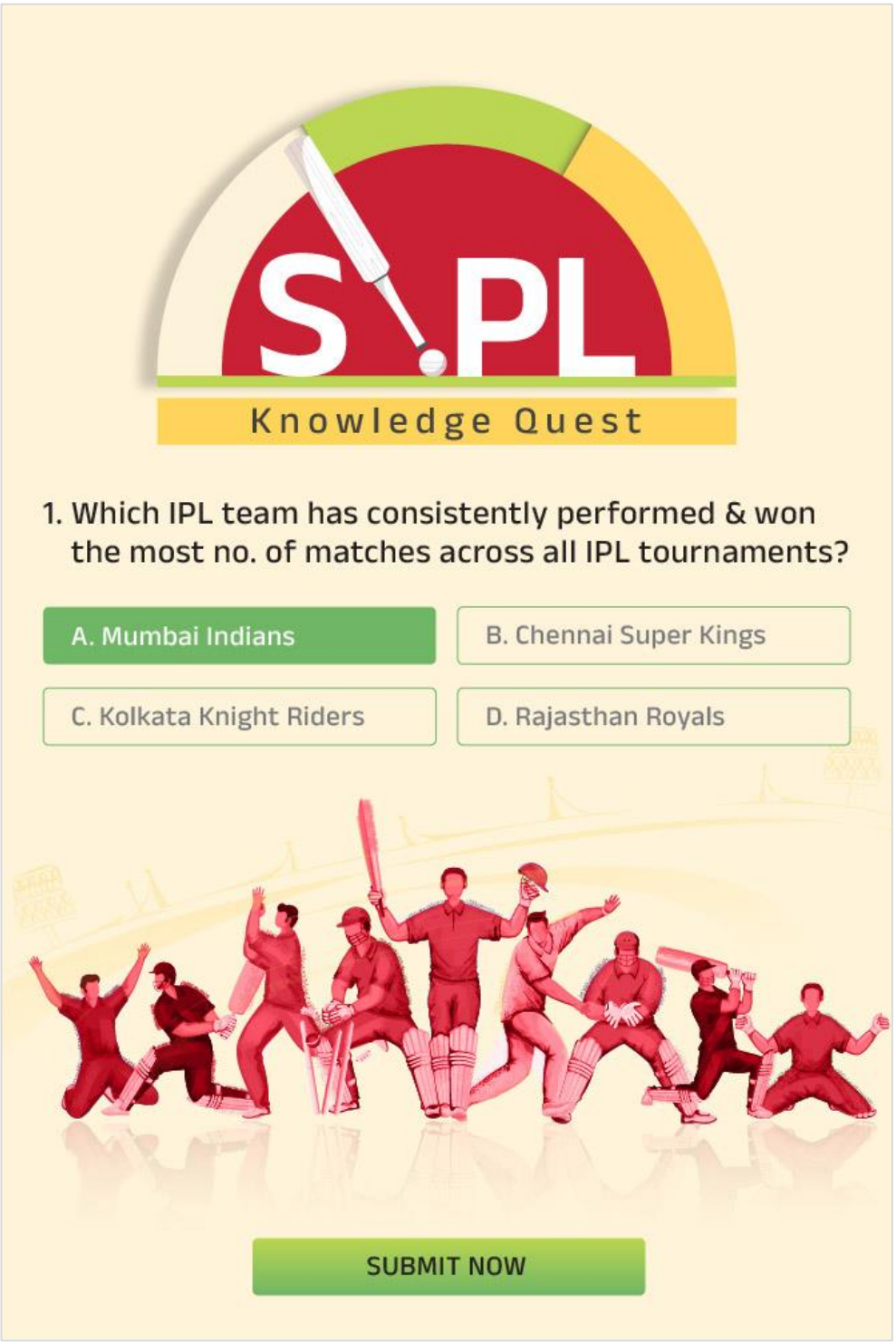
Teaser Mailer



Launch Mailer



Mobile App
Homepage Pop up
Banner



Mobile App
Contest Questions
Banner



Aditya Birla Housing Finance Ltd.

Creative Work Samples

Reviving Partnership with DSAs

ABHFL's Personal Touch



Case Study

Problem/Barrier:

Re-engaging dormant Direct Selling Agents (DSAs) was a challenge, as these partners had moved away from active collaboration with ABHFL.

Solution:

A personalized outreach campaign was crafted, including a heartfelt letter acknowledging their past contributions and expressing a desire to revive the partnership. The hashtag #ComeHomeToABHFL was used to amplify the message.

Outcome:

The initiative was well-received, with positive feedback from dormant partners who appreciated the personal gesture. It successfully rekindled connection.

Creatives



DSA Welcome Back Kit





IGLOO (IGNITE App Rebranding)

Creative Work Samples

Lighting the Path to Sales Success



Case Study

Problem/Barrier:

Sales agents faced outdated tools and inefficient processes that limited their ability to maximize potential and expand their sales.

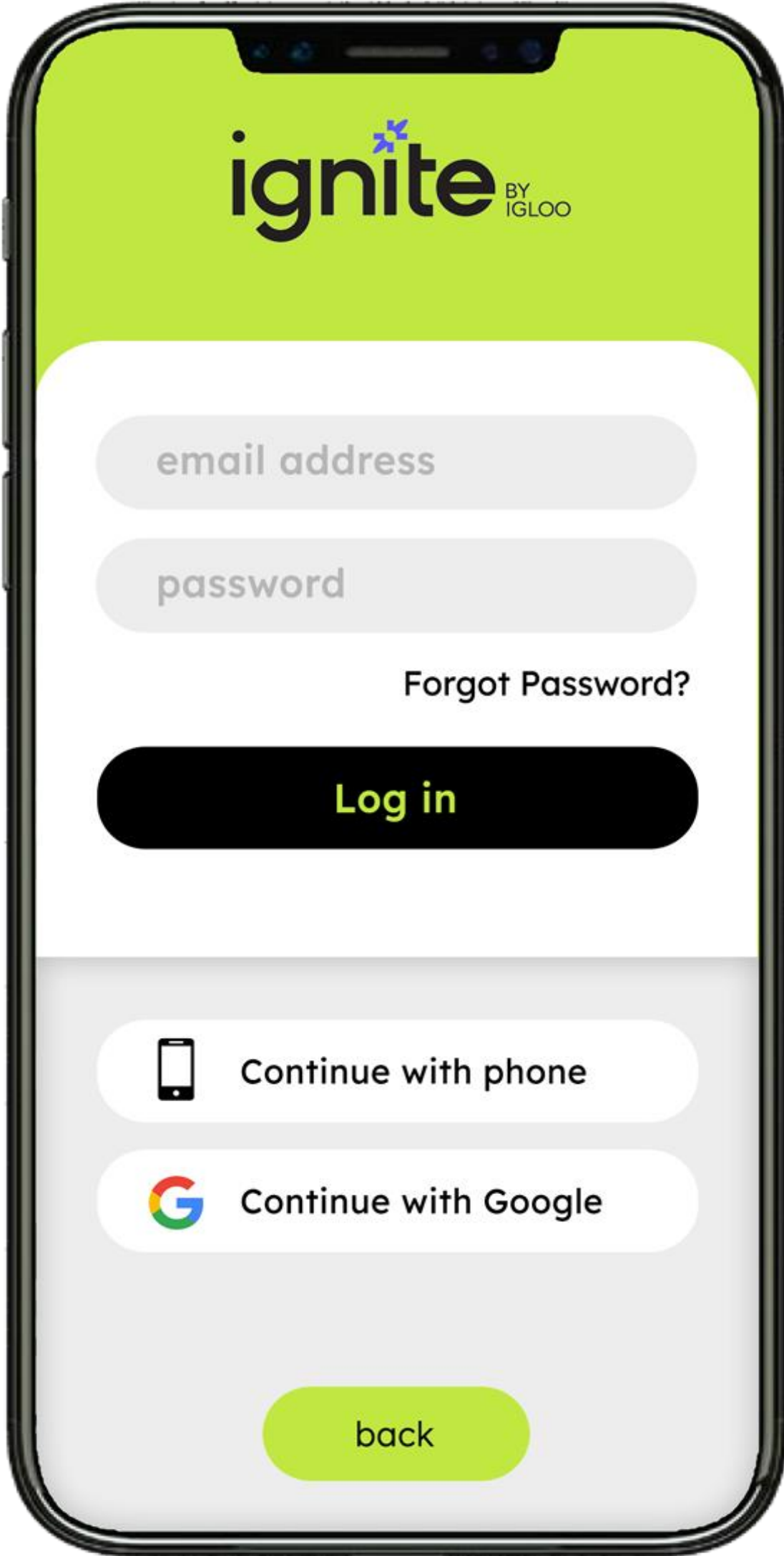
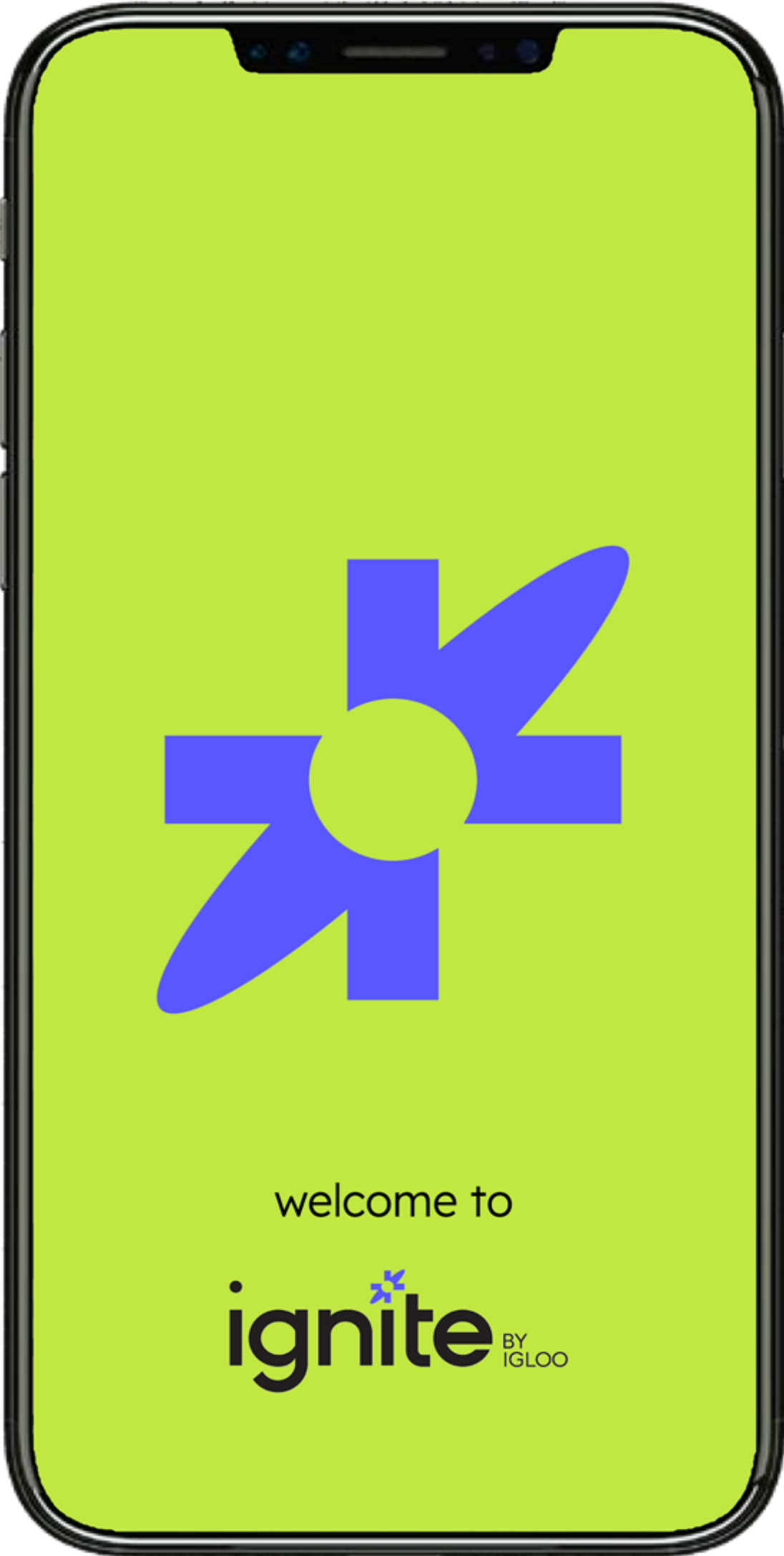
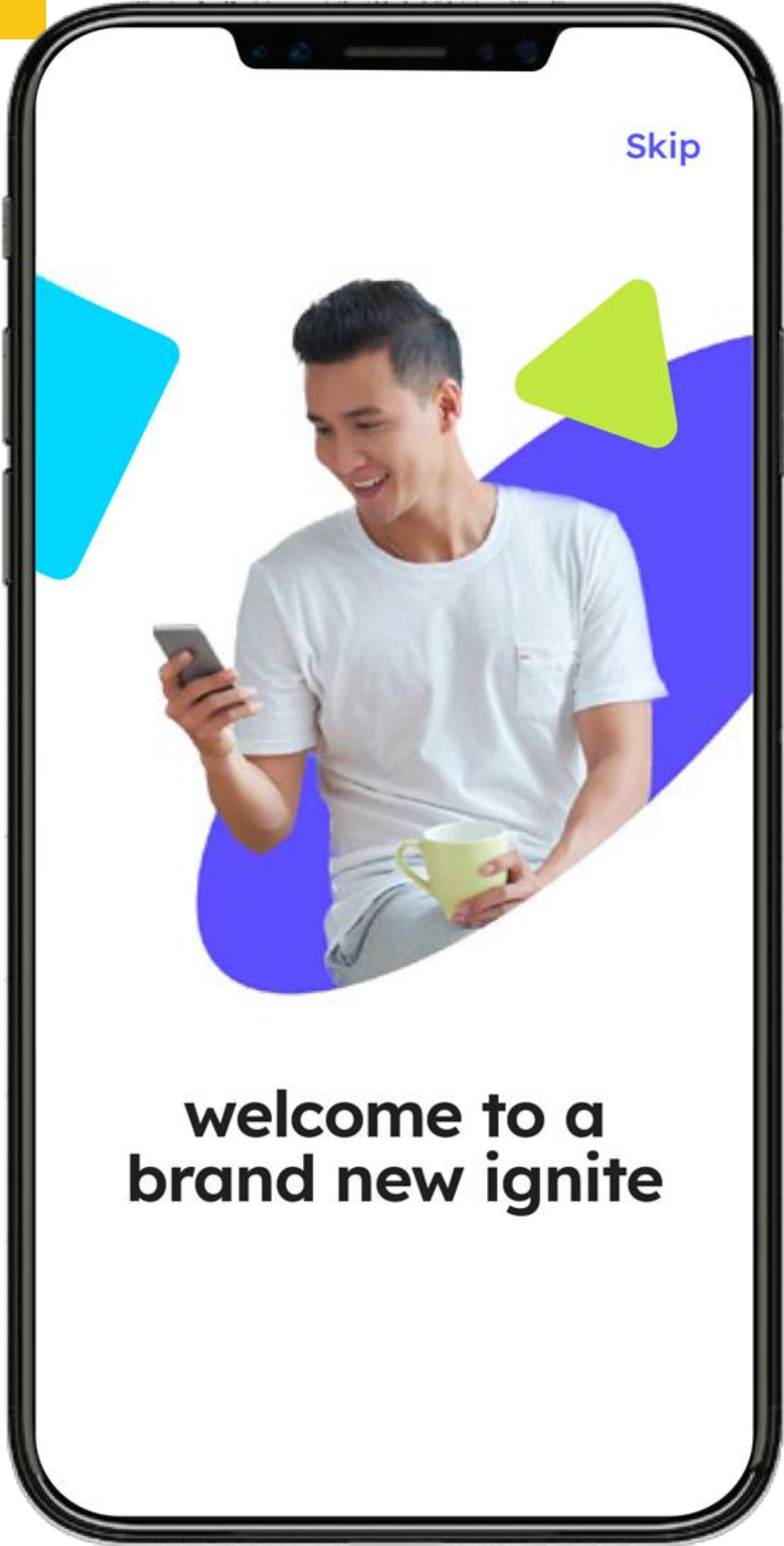
Solution:

The Ignite app was revamped and reintroduced as Ignite 2.0, with streamlined processes and an enhanced user experience. The launch included visually captivating videos and demos to ensure widespread adoption and understanding among sales agents.

Outcome:

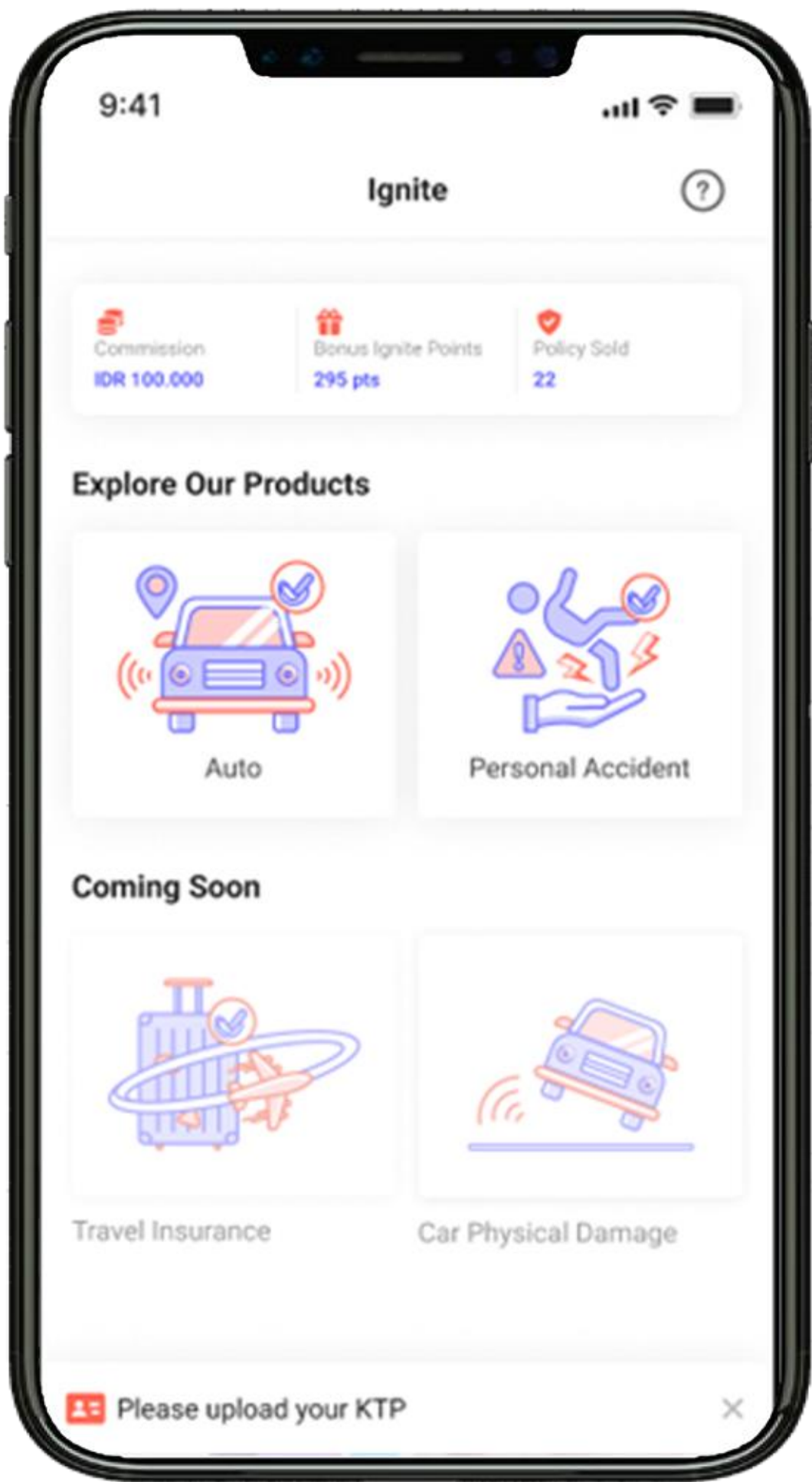
The revamped app empowered sales agents to navigate their roles with greater confidence and efficiency.

Creatives

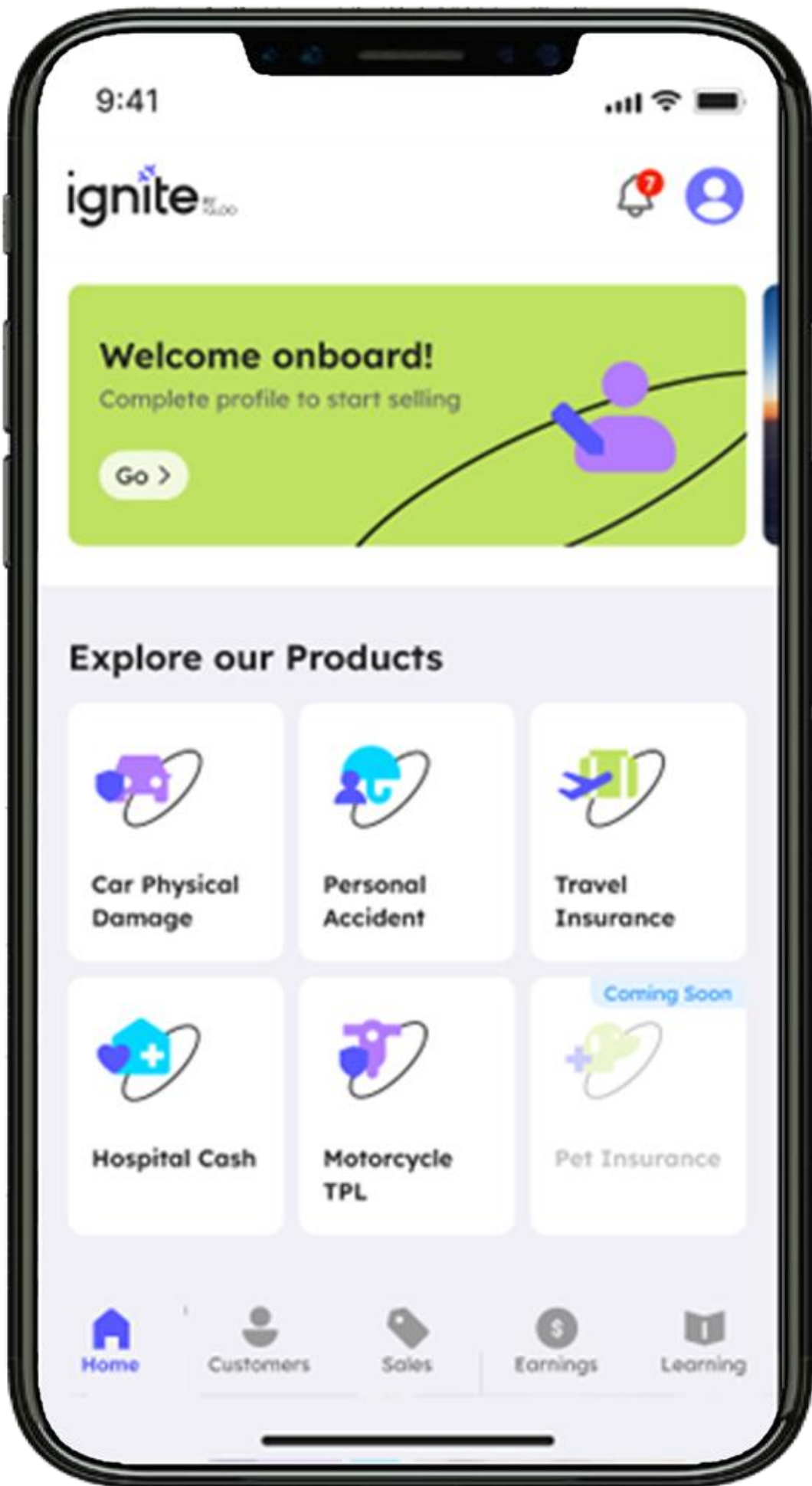


Creatives

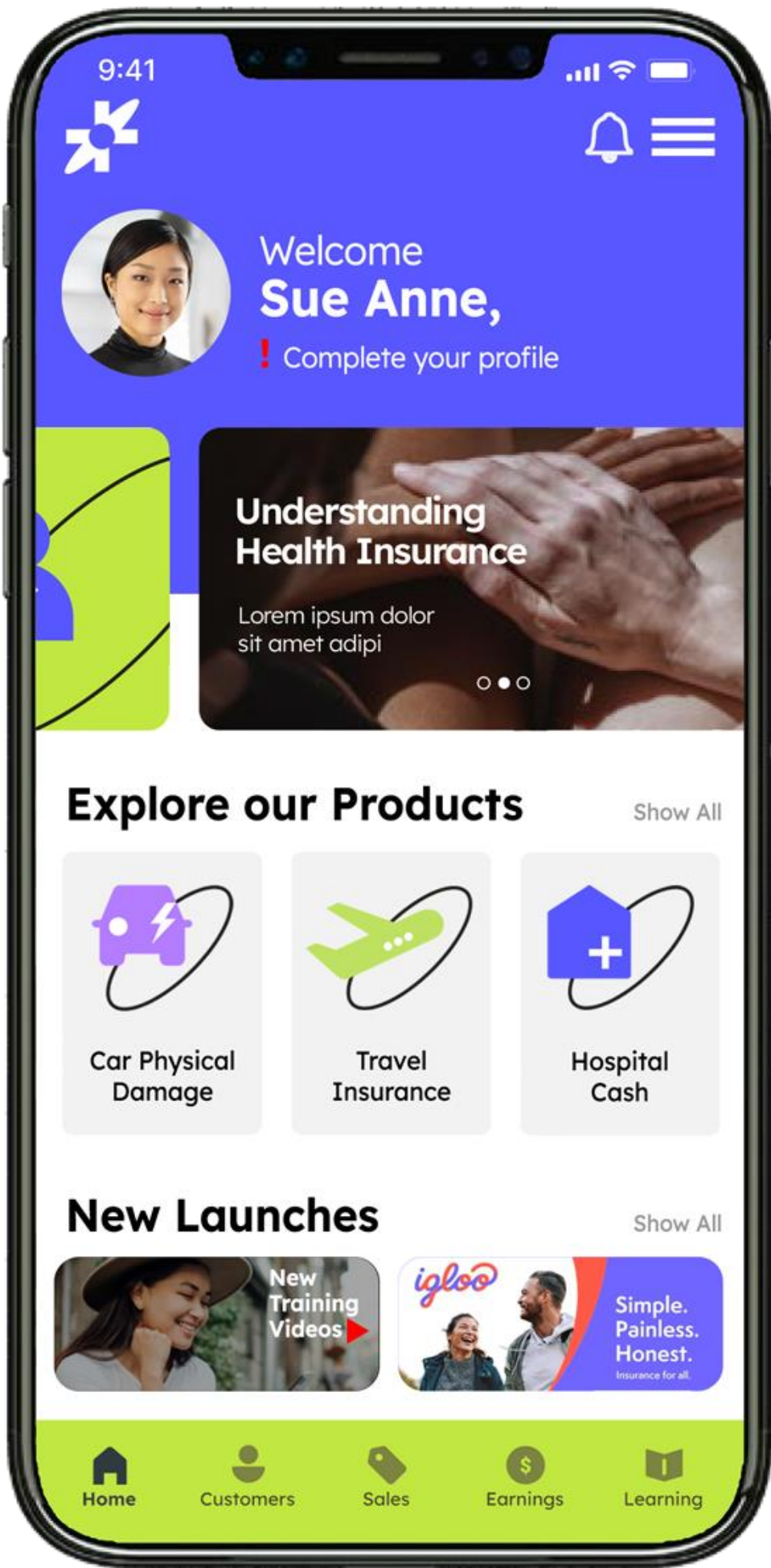
Old design
Homepage



Design by Internal Ui/Ux



New Homepage
(AAI design)





SBI General Insurance


Creative Work Samples

Cyber VaultEdge Insurance

SBI General's first Cyber Insurance




Creatives



SURAKSHA AUR BHAROSA DONO


OFFERS AUR SPAMS

INTERNET
GIVES
YOU
DONO




The internet can be a risky place but **you can still relax.**


SBI General Insurance brings to you **CYBER VAULTEDGE**, a new age insurance policy to protect your digital footprint, promising you Online Safety aur Peace of Mind dono.



Extends Coverage to family members under single policy



No deductible



Discount for existing policy holders

SBI General Insurance Company Limited | Corporate & Registered Office: Fulcrum Building, 9th Floor, A & B Wing, Sahar Road, Andheri (East), Mumbai - 400099. | For SBI General Insurance Company Limited IRDAI Reg. No. 144 dated 15/12/2009 | CIN: U66000MH2009PLC190546 | SBI Logo displayed belongs to State Bank of India and used by SBI General Insurance Company Limited under license. | Website: www.sbigeneral.in, Tollfree: 18001021111 | Advt No.: XXXX.



SURAKSHA AUR BHAROSA DONO

EASY PAYMENTS AUR EASY FRAUDS

INTERNET
GIVES
YOU
DONO



The internet can be a risky place but **you can still relax.**

SBI General Insurance brings to you **CYBER VAULTEDGE**, a new age insurance policy to protect your digital footprint, promising you Online Safety aur Peace of Mind dono.



Extends Coverage to family members under single policy



No deductible



Discount for existing policy holders

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Aditya Birla Capital

Creative Work Samples

ONE ABC: Learning Week

Uniting Employees for Learning Excellence



Case Study

Problem/Barrier:

Inspiring widespread participation in a month-long learning and development program across ABC's diverse workforce was a significant challenge.

Solution:

The "ONE ABC" campaign unified employees under a single banner, emphasizing collective growth and customer satisfaction. The program included workshops, webinars, and motivational sessions with industry experts. A teaser campaign launched 15 days prior, building anticipation and excitement.

Outcome:

The campaign was a resounding success, with high participation and positive feedback.

Creatives



Diversity & Inclusion

Booklet & Theme AV



Case Study

Problem/Barrier:

While D&I was gaining traction globally, there was a need to highlight its importance within the organization and inspire employees to embrace it as a core value.

The challenge was to create impactful communication that resonated with the workforce and positioned ABC as a forward-thinking, inclusive organization.

Solution:

We launched a comprehensive campaign to introduce its D&I initiative. This included:

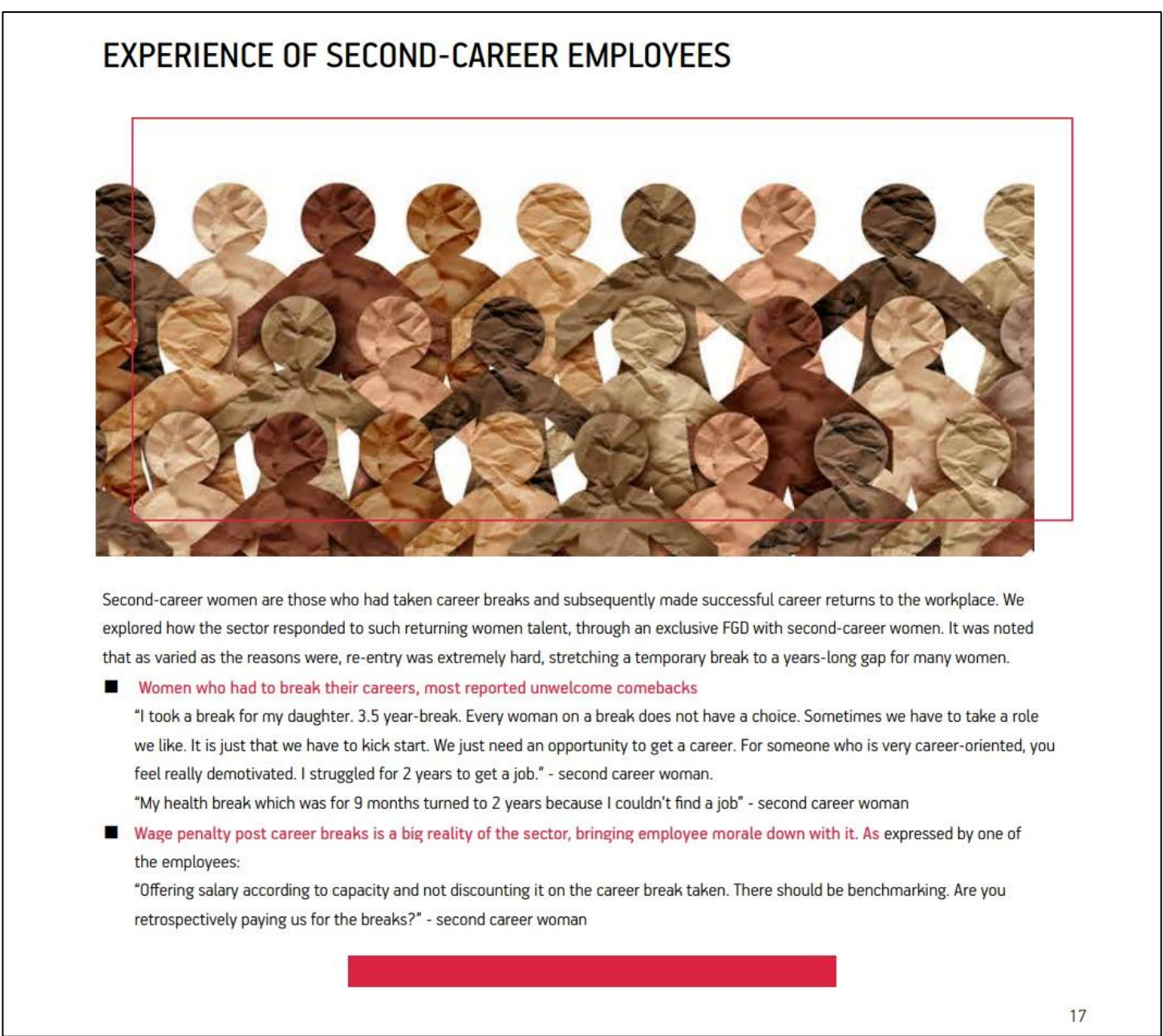
- An Inspirational Booklet: A powerful visual narrative emphasizing the importance of D&I in fostering innovation and growth.
- Targeted Mailers: Designed to educate employees about the initiative and its relevance to the organization's vision.
- Senior Leadership Involvement: A dedicated shoot featuring senior management discussing the global acceptance of D&I and its critical role in shaping a modern workplace. Their voices added credibility and reinforced the organization's commitment to the cause.

Outcome:

The campaign successfully positioned D&I as a vital pillar within Aditya Birla Capital.

Creatives

D&I Booklet 2024



Click to Play Theme AV:
<https://www.youtube.com/watch?v=0Vui2kwThWE&t=19s>



IndusInd Bank

Creative Work Samples

Raising Awareness for the Paralympics Paris 2024



Case Study

Problem/Barrier:

As the proud sponsor of the Paralympics 2024 in Paris, IndusInd Bank aimed to raise awareness and celebrate the event across its audience.

The challenge was to create an impactful digital campaign that would engage people on social media, encourage participation, and drive meaningful conversations about the Paralympics.

Solution:

IndusInd Bank launched a multi-platform campaign, leveraging Instagram, Facebook, X (formerly Twitter), and LinkedIn to highlight their association with the Paralympics.

The contests featured trivia about Paralympians, games, and challenges tied to the themes of perseverance, courage, and achievement—qualities that align with the Paralympic movement.

The campaign was further enhanced with impactful storytelling, posts highlighting Paralympic athletes' journeys, and inspiring messages emphasizing inclusivity and determination.

Case Study

Outcome:

The campaign achieved significant traction:

- **Increased Awareness**
- **Social Media Reach**
- **Enhanced Brand Image**

The campaign not only amplified awareness of the Paralympics but also strengthened IndusInd Bank's reputation as a socially responsible brand committed to empowering extraordinary achievements.



Launch Social Media



Winner Social Media



Medal Tally Social Media



Nippon India Mutual Fund

Creative Work Samples

Nippon India CRISIL-IBX AAA Financial Services- Jan 2028 Index Fund



Case Study

Problem/Barrier:

Market fluctuations and a lack of transparency often deter investors, especially when seeking safe and reliable options. The fund that Nippon was launching was simple in nature, so it needed to be positioned as a compelling and safe investment option.

Solution:

Since it was a low-risk debt fund it was positioned as a "life saver," which assured investors of steady returns with up to 8% Clear messaging like "Sail through market turbulence with confidence" emphasized the fund's reliability, making it a trusted choice for risk-averse investors.

Outcome:

- **Increased Trust and Engagement:** The fund appealed to investors seeking a secure, transparent, and low-risk investment.
- **Clear Positioning:** The "Clear sight to the finish line" campaign resonated with investors, providing assurance of the fund's maturity timeline and its reliability



Nippon *india* Mutual Fund

Wealth sets you free



Clear sight to the finish line!

Nippon India CRISIL-IBX AAA Financial Services-Dec 2026 Index Fund

 Portfolio with 100% AAA rated securities
  Exposure to financial services sector

 Buy & Hold Strategy[^]
 Low Cost^{*}

New Fund Offer Opens on

October 15, 2024

New Fund Offer closes on

October 21, 2024

Nippon India CRISIL-IBX AAA Financial Services-Dec 2026 Index Fund			Potential Risk Class (PRC)			
(An open-ended Target Maturity Index Fund investing in constituents of CRISIL-IBX AAA Financial Services Index-Dec 2026. A Moderate Interest Rate Risk and Relatively Low Credit Risk)			Credit Risk + Interest Rate Risk ↓	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)
This product is suitable for investors who are seeking*: <ul style="list-style-type: none"> Income over Target Maturity Period An open-ended Target Maturity Index Fund tracking CRISIL-IBX AAA Financial Services Index-Dec 2026, subject to tracking errors. Investments in AAA Financial Services Sector Corporate Bonds *Investors should consult their financial advisors if in doubt about whether the product is suitable for them.	Nippon India CRISIL-IBX AAA Financial Services-Dec 2026 Index Fund  Riskometer Investors understand that their principal will be at Low to Moderate risk	CRISIL-IBX AAA Financial Services Index-Dec 2026  Riskometer Benchmark Riskometer is at Low to Moderate risk	Relatively Low (Class I)			
			Moderate (Class II)	A-II		
			Relatively High (Class III)			

The product labelling and PRC assigned during the NFO is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when the actual investment are made.

^{*}Low cost in terms of Total Expense Ratio

[^]Scheme will follow buy & hold strategy in which existing assets will be held till maturity, subject to semiannual index rebalancing

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Launch Social Media

Nippon India Mutual Fund
Wealth sets you free

Launch Video



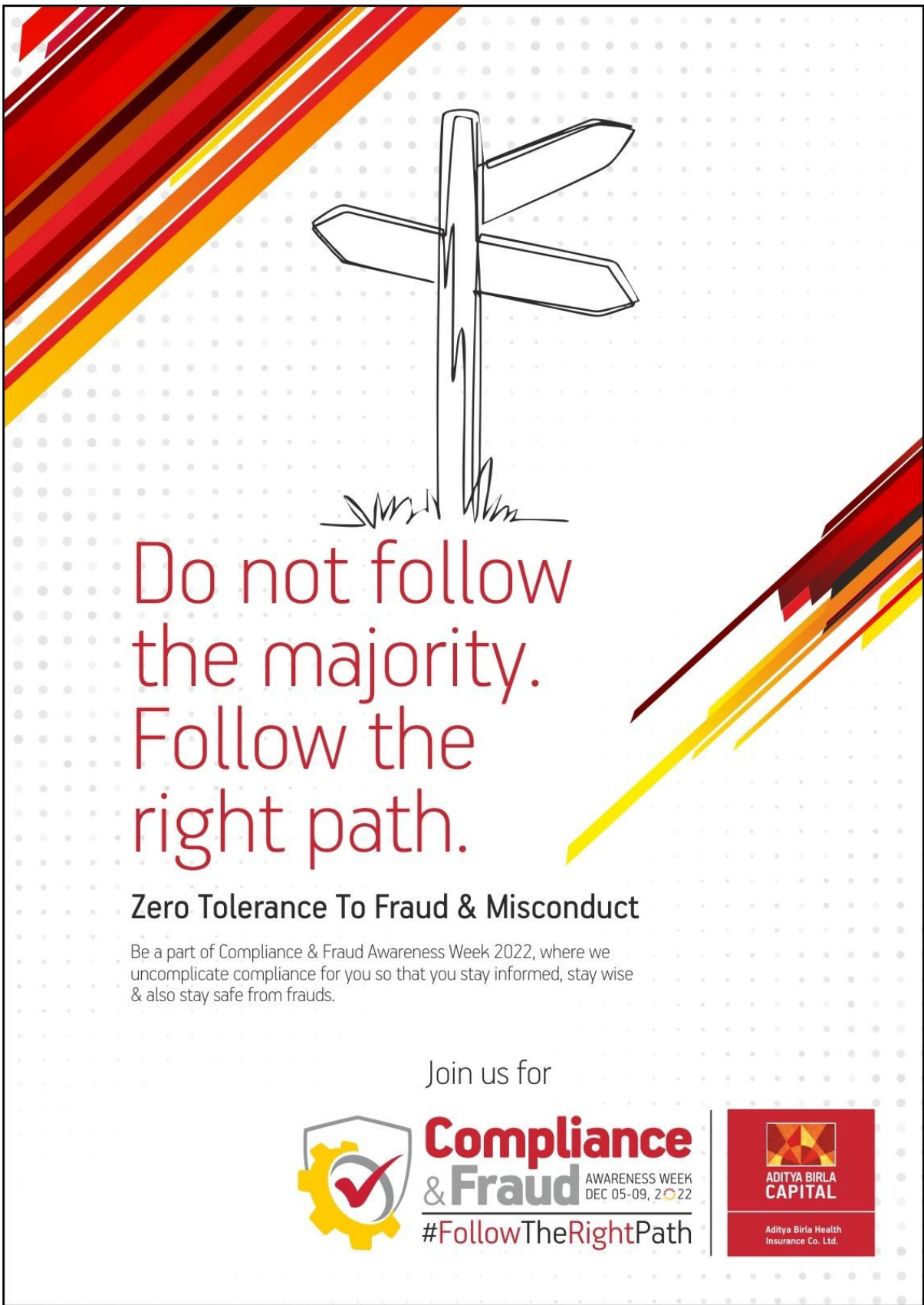
ABHI (Compliance)

Creative Work Samples

Fraud Awareness Week



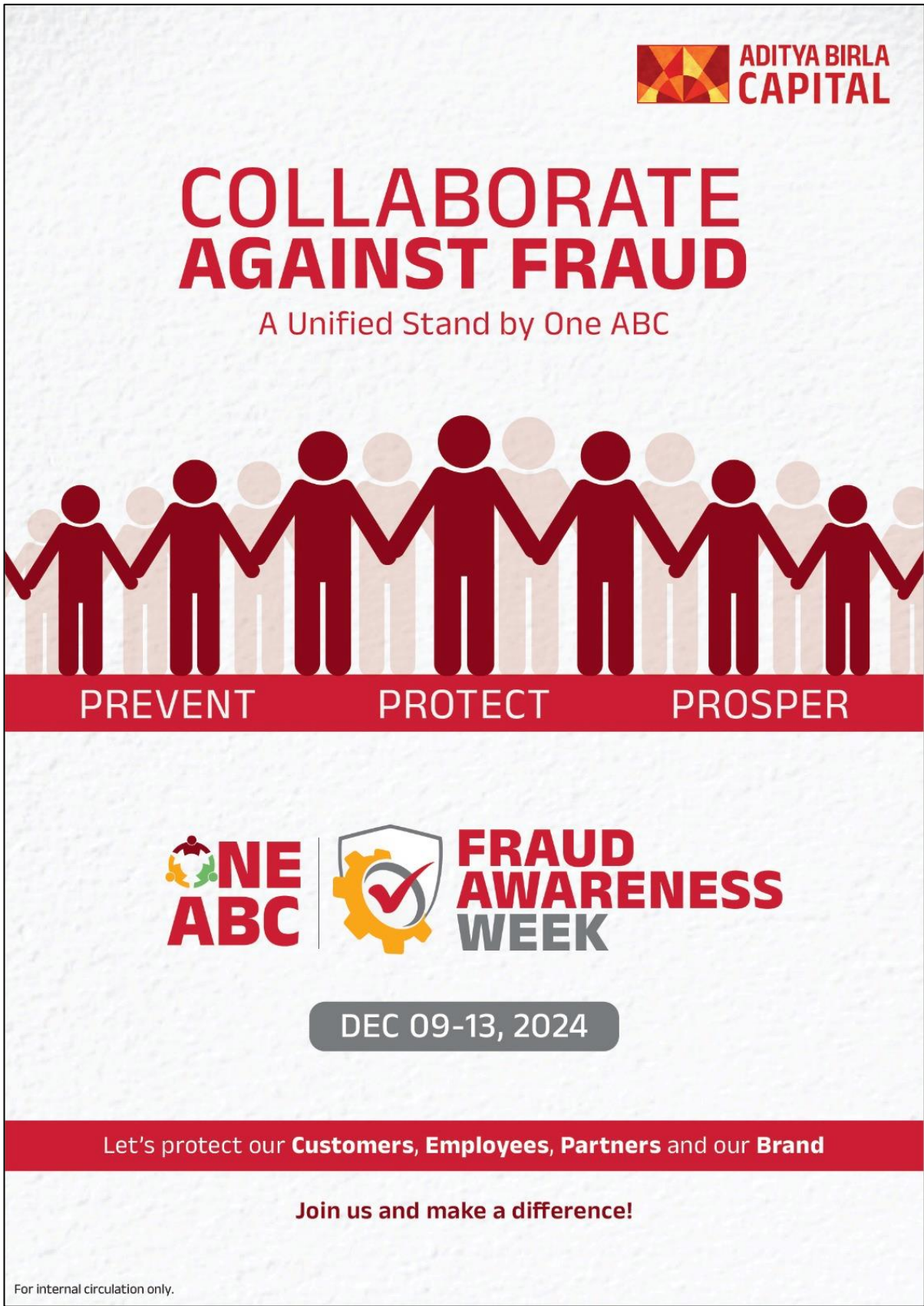
Creatives



2022



2023

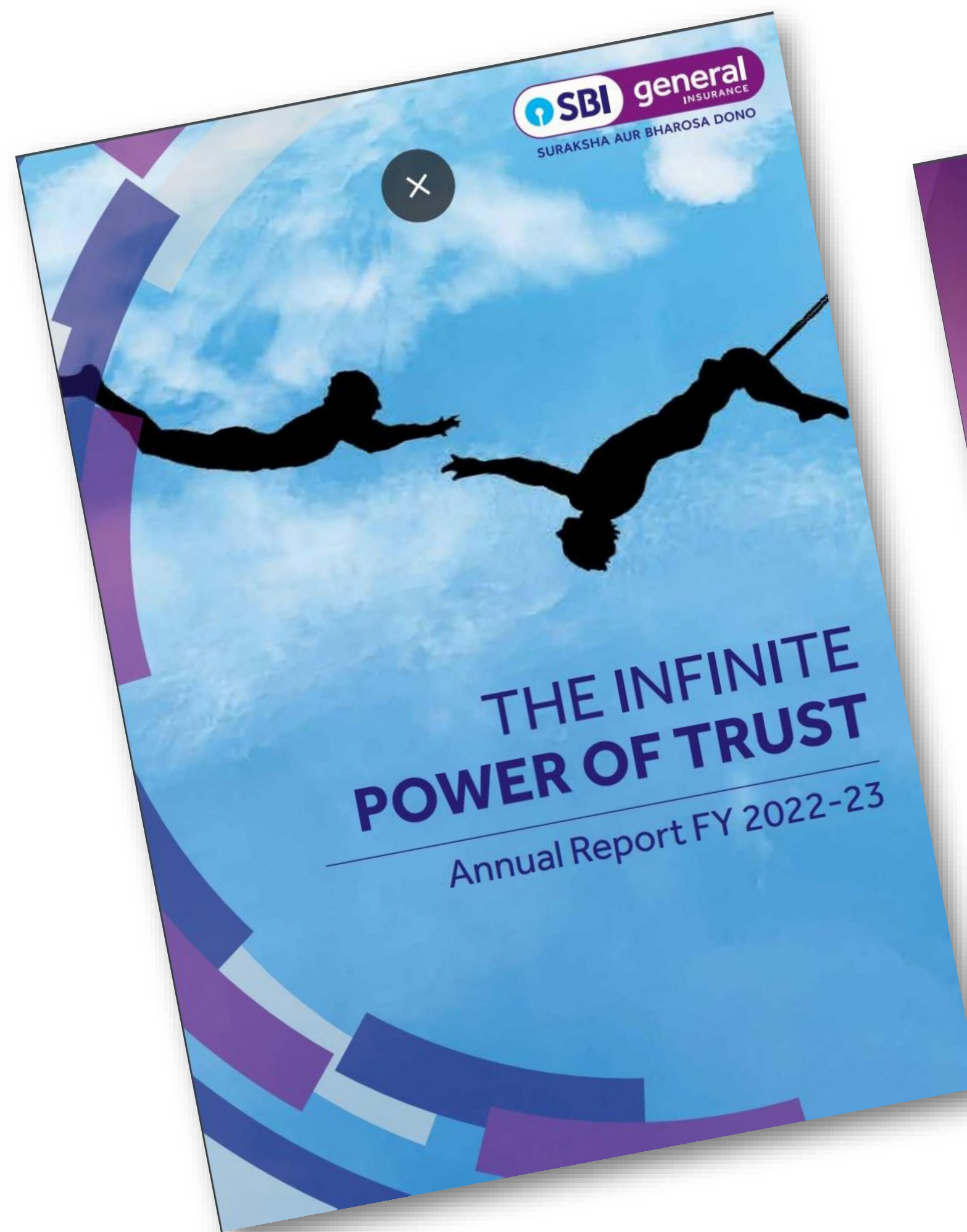


2024

Booklets & Coffee Table Books



SBI General Insurance Annual Report



2023



2024

ABHI - Coffee Table Book



REMEMBER THE JOY OF DISCOVERING A NEW HOBBY AS A CHILD?

It's time to relive those moments with *#BackToChildhood!*

ABHI Vitalize is back with another exciting theme to get your stories featured in our Coffee Table Book, **here's how you can participate:**

Tell us about a hobby you discovered as a child and how it has influenced your life.

Submit photographs that highlight your ongoing passion for this hobby.

We can't wait to hear stories from individuals who have carried the spark of their childhood hobbies into adulthood.

[Click here to participate!](#)

Aditya Birla Health Insurance Co. Ltd.

#BackToChildhood

The Vitalize architecture is a replica of our differentiated customer value proposition and is based on:

THREE MAIN PILLARS

Know Your Health

Improve Your Health

Get Rewarded

VITALIZE Prioritising Health

Aditya Birla Health Insurance Co. Ltd.

Aditya Birla Health Insurance Co. Ltd.

IT'S TIME TO GET FEATURED IN

The ABHI Vitalize Coffee Table Book, AGAIN!

As part of our ongoing effort to celebrate the hobbies that shape our lives, we are excited to bring back the Coffee Table Book; this time with the theme: **#BackToChildhood!**

And just like last time, your story can stand a chance to get featured in our Coffee Table Book.

BUT HOW?

We'll stay tuned and watch this space for more details!

#BackToChildhood

Vitalize is our wellness initiative focused on improving the wellbeing of our employees and their families.

It is based on the thought that our employees should be passionate about their own health - physical, emotional and social in order to lead healthier lives.

Vitalize Hobby Circles are a reflection of our ABHlites who have not only contributed to the organization at the work front but also made the most of their time and pursued their hobbies. They have connected and collaborated with their peers across the country beyond work and have risen together as a community.

This book primarily showcases the below Hobby Circles:

Biking, Fitness, Photography, Gardening, Cricket, Cycling, Football, Trekking, Cooking, Reading, Running, Fine Arts (Painting / Sculpting) , Performing Arts (Dancing / Drama), Music (Singing / Playing a Musical Instrument) and Social Cause

We hope this inspires you to VITALIZE and join the Hobby Circles of your liking !

VITALIZE Prioritising Health

Aditya Birla Health Insurance Co. Ltd.

THANK YOU!