

Pramerica Life Insurance Unveils Next Chapter of 'This Is My Climb' Campaign, Spotlights Brand's Journey of Trust and Strength

Category: Business

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**THIS IS
MY CLIMB**



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Pramerica Life Insurance, one of India's fastest-growing life insurance companies today announced the latest edition of its flagship campaign, This Is My Climb, marking a meaningful evolution in the campaign's narrative. While previous editions celebrated the resilience and sacrifices of everyday individuals, the 2026 chapter turns the spotlight on Pramerica Life's own climb, showcasing its journey of standing steadfast with customers and enabling their aspirations through trust, protection, and consistency.



Pramerica Life TIMC Campaign

The campaign brings to the fore Pramerica Life's core pillars of reliability that reflect the brand's role in supporting customers over the long term. With a 99.18% claims paid ratio, the campaign underscores the brand's focus on claims certainty and assurance. This commitment is reinforced by the scale of protection offered by Pramerica Life, which today safeguards the financial futures of crores of Indians, including lakhs of soldiers. Keeping in line with the company's core value of putting the customer and their evolving needs at the forefront of everything they do, the campaign highlights innovations in their product offerings, like guaranteed 10% additions to the policyholders' ULIP funds, an industry-first feature that significantly boosts the compounding value of their long-term savings.

Speaking on the campaign, **Amaresh Jena, Chief Marketing Officer, Pramerica Life Insurance**, said, *"At Pramerica Life Insurance, we've been on a steady climb towards growth over*

the years, crossing key milestones that empower us to stand stronger for our customers. This journey mirrors our customers' own resilient climbs, and we're proud to walk alongside them as their trusted partner. 'This Is My Climb' remains a heartfelt brand platform for us, evolving from celebrating customers' journeys to now weaving Pramerica Life's own path towards steady and consistent growth into the narrative. Through this campaign, we are aiming to deepen emotional connections, boost brand awareness, and reinforce our salience, all while highlighting our commitment to our customers through qualities that they value most such as credibility, protection, and long-term assurance."

The campaign will primarily leverage print media for broad reach, amplified by compelling social media and digital activations. With this latest chapter, Pramerica Life Insurance reaffirms its commitment to being more than just an insurer, remaining a trusted partner that continues to climb alongside its customers, every step of the way.

About Pramerica Life Insurance Limited

Pramerica Life Insurance Limited is a joint venture between DIL, a wholly owned subsidiary of Piramal Finance Limited (erstwhile Piramal Capital and Housing Finance Limited) and Prudential International Insurance Holdings, Ltd. (PIIH), a fully owned subsidiary of Prudential Financial, Inc. (PFI). It represents the coming together of two renowned financial services organizations with a legacy of business excellence spread over decades. Pramerica Life Insurance Limited, started operations in India on September 1, 2008 and has a pan India presence through multiple distribution channels which have been customized to address the specific insurance needs of diverse customer segments. The Company is committed to providing protection and quality financial advice to its customers. Pramerica is the brand name used in India and

select countries by PFI.

For more details, please visit www.pramericalife.in

About Piramal Capital & Housing Finance Limited

Piramal Capital & Housing Finance Limited (referred as Piramal Finance), a wholly owned subsidiary of Piramal Enterprises Limited (flagship company of the Piramal Group), is a housing finance company engaged in retail and wholesale lending. In retail lending, Piramal Finance is one of the leading players that addresses the diverse financing needs of the under-served and unserved people of 'Bharat' market. It has over 5 million customers and a network of branches across 429 cities/towns in 26 states. It offers multiple products, including home loans, loan against property, used car loans, small business loans to Indian budget conscious customers at the periphery of metros and in Tier I, II and III cities. In wholesale lending, it caters to both real estate as well as non-real estate sector and offers multiple products including construction finance, structured debt and senior secured debt.

For more information visit: piramalfinance.com

About Prudential Financial, Inc.

Prudential Financial, Inc. (NYSE: PRU), a global financial services leader and premier active global investment manager with approximately \$1.5 trillion in assets under management as of February, 2025, has operations in the United States, Asia, Europe, and Latin America. Prudential's diverse and talented employees help make lives better by creating financial

opportunities for more people by expanding access to investing, insurance, and retirement security. Prudential's iconic Rock symbol has stood for strength, stability, expertise, and innovation for nearly 150 years.

