The Challenge
Even though women are the actual health custodians of the family, health insurance has traditionally been perceived as a financial tool managed by the men in the family.

The Goal
To bridge this gap, we need to change the narrative and ensure women take the lead in securing the health of the entire family.

The Solution
CNBCTV18.com created a video series featuring women from various walks of life—actors, entrepreneurs, social impact personalities—to demonstrate that women are more than health keepers at home, why they are better equipped to handle the family’s finances and the crucial role of health insurance.

The Series was named Bake Poora Khayaal, in conjunction with under the Aditya Birla Health Insurance’s eponymous campaign.

It was played on CNBC-TV18’s show Money Money Money as a key segment, and amplified through multiple channels across CNBC-TV18’s digital ecosystem—CNBC-TV18, social media platforms, newsletters, and display properties.

While CNBCTV18.com is a business news platform catering to a largely male audience, we brought together the channel’s top female journalists to credibly demonstrate that women can be financially fluent too.

The Results
2.4 million views across social media and website
1.6 million mentions on SMMTV18 and CNBC TV18
2.03 million units spent on CNBCTV18.com during campaign period
4.05 average minutes spent on the site

Insights from the Campaign
It is so important to purchase health insurance because when an unexpected situation arises, you’re already emotionally drained that you shouldn’t have to worry about money too.

There is no enough awareness about what health insurance can do for women and how it can take care of their family’s needs.

Despite women entering the workforce, their financial planning is still done by the men. Financial literacy is the key to traversing this barrier.

Vidya Balan

Sameer Singh, Director of Marketing, Aditya Birla Health Insurance