

## **HDFC Standard Life Launches Interactive Website**

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HDFC Standard Life has revamped its corporate website to launch a more interactive and user-friendly website. Speaking on the occasion, Mr. Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life said, “The website is designed to provide an enhanced user experience through simple navigation, faster access, rich content, and enhanced utility as a service delivery tool. The objective of our new website is to educate customers right from the process of identifying their needs, to the final process of select the plan that fits their needs.”

The website features a knowledge section designed to help a customer understand life insurance and its importance in his/her portfolio. Through different topics related to insurance and personal finance, this section will provide tips to customers to choose the need-based policies. This section will include a detailed sub-section highlighting information on the importance of health insurance with informative content and interactive tools.