

# EVENT FAQs

## HDFC SL rides on Times My Guru drawing competition in Pune



On August 05, 2009 .The Times of India has conceptualized an activity in partnership with HDFC Standard Life to reach out to school students in Pune. The Times My Guru drawing competition has been created in association with NIE (Newspaper in Education), a daily newspaper for students from The Times of India.

The drawing competition is targeted at children in Pune schools. Students can participate by collecting their drawing sheets circulated with the NIE, at The Times of India office, and at HDFC SL retail outlets.

Commenting on the initiative and its link with the right TG, Salil Vaidya, Associate Vice President, Marketing, HDFC Standard Life, said, "The objective is to establish a connect with children and hence parents. The brand philosophy has always been to contribute towards the growth and development of children and this activity fit that objective very well."

The NIE reaches out to over 100 schools in Pune. Children participating in the activity need to draw a picture based on the theme 'My Guru' and submit the same by August 8. HDFC SL will give away over 500 prizes to winners.

Vaidya also threw light on the effectiveness of this program. He said, "There are certain benchmarks that we have established in terms of reach through this program. This helps us determine RoI for this initiative better. Although I would prefer not to speak about the actual numbers here, the activity has the potential to meet this benchmark."

HDFC SL is actively involved in activities to reach out to children and parents. The brand recently completed an activity along with The Hindu, through a Harry Potter contest. Children and their parent were rewarded with tickets for the film.