August 28, 2018

Ref. No: HDFC Life/CA/2018-19/21

National Stock Exchange of India Limited
Exchange Plaza, Plot No C/1, Block G,
Bandra-Kurla Complex, Bandra-East,
Mumbai- 400 051

BSE Limited,
Sir PJ Towers,
Dalal Street,
Mumbai – 400 001

NSE Symbol: HDFC LIFE

BSE Scrip Code: 540777

Kind Attn.: Head - Listing

Kind Attn.: Sr. General Manager – DCS
Listing Department

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to the above-mentioned Regulations, we enclose herewith the schedule of meetings held by the Senior Management of the Company with the investors in Mumbai.

A copy of the presentation is enclosed for your reference.

We request you to kindly take the same on record.

Thanking You,

For HDFC Standard Life Insurance Company Limited

Narendra Gangan
EVP, Company Secretary &
Head- Compliance & Legal
Schedule of investor meetings organized by Motilal Oswal on August 27, 2018 in Mumbai

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Type of Meeting</th>
<th>Investor</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>One To One</td>
<td>Blackrock Asset Management</td>
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<tr>
<td>2</td>
<td>Group</td>
<td>ICICI Prudential MF</td>
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<tr>
<td>3</td>
<td>Group</td>
<td>Moon Capital</td>
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<td>4</td>
<td>Group</td>
<td>Premji Investments</td>
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<td>5</td>
<td>Group</td>
<td>SBI Life Insurance</td>
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<td>Fidelity International</td>
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<td>7</td>
<td>Group</td>
<td>BMO Global Asset Management</td>
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<td>8</td>
<td>Group</td>
<td>Tata Mutual Fund</td>
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<td>9</td>
<td>Group</td>
<td>Lionrock Investment</td>
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<td>10</td>
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<td>Lucky Investment Managers</td>
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<td>11</td>
<td>Group</td>
<td>New Vernon Capital</td>
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<td>12</td>
<td>Group</td>
<td>One North Capital</td>
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<td>13</td>
<td>Group</td>
<td>TATA Investment Corporation</td>
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<td>14</td>
<td>Group</td>
<td>Axis MF</td>
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<td>15</td>
<td>Group</td>
<td>Janus Capital (USA)</td>
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<td>Group</td>
<td>Kora Capital</td>
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<td>17</td>
<td>Group</td>
<td>Bay Capital Investment Managers</td>
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<td>18</td>
<td>Group</td>
<td>Coupland Cardiff Asset Management</td>
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<td>Manulife Asset Management</td>
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<tr>
<td>20</td>
<td>Group</td>
<td>Motilal Oswal AMC</td>
</tr>
<tr>
<td>21</td>
<td>One To One</td>
<td>Marshall Wace</td>
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</tbody>
</table>
Technology for sustainable growth

Motilal Oswal AGIC | Aug 28, 2018 | Mumbai

Amitabh Chaudhry, MD & CEO, HDFC Life
Life insurers have experienced recurrent realignment of operating model

**Agency-led business**, dominated by traditional products

Shift from traditional to **market-linked** products

Emergence of **online channel** leads to product innovation; insurers invest in **mobility tools**

**Pre-2001**

**2001 - 2006**

Private insurers enter; **replicate** the tried-and-tested model

**2007 - 2010**

**2011 - 2014**

**Bancassurance** becomes key as insurers look for cost-efficient channels

**2015 onwards**
Technology is pivotal for sustainable growth

Mega trends impacting the insurance industry

1. Customer is going digital
2. Distribution partners straddling high-touch and high tech models
3. Emergence of aggregation platforms for millennials
4. Open architecture leveling the playing field for disruptors
5. Data availability

Insurer’s objectives
- Unmet financial needs
- Under-served customer segments
- Profitable growth

Technology provides the means to realize the opportunity
At HDFC Life, technology has played a key role in transformation

Benefits
- Scalability
- Optimized processes
- Segregation b/w Systems of Records and Systems of Engagement
- Improved CRM platform
- Enhanced security
- Ownership of e-product space
- Empowered sales force
- Paperless issuance
- Technology: from back office function to arrowhead
- Digital source data
- Mobile enabled end-to-end journeys
- Plug & play partner integration
- Platforms and ecosystems
- Data lake
- Alternative data sources
- Nudge & recommendation engines

Differentiators
- Core systems
- Tech architecture stack
- Digital & Mobility
- Reimagining Insurance

We are leveraging technology to create a responsive operating model.

1. Frictionless customer journeys
   - Leverage partner ecosystems
   - AI-led simplified 24*7 service

2. Deeper partner integration
   - Plug and play architecture
   - Enhanced synergies

3. Bionic distributor
   - Sales accelerators
   - Nudge & recommendation engines

Tech @HDFC Life
1.1 Tapping into networks to shorten journeys and deliver superior customer experience

Note: Brands depicted are illustrative to explain the concept
1.2 Redefining customer service: 24*7 via customer’s preferred channel

### Self-service bots

- **Email bot SPOK**
- **Twitter bot NEO**
- **Chat bot ELLE**

- Automated and instantaneous responses
- 24*7 access to premium receipts and policy statements

### 24*7 access to full service

**InstaServ – Next Gen customer servicing app**

- No physical request forms required
- Verification using OTP authentication
- Real-time fulfillment of request
- Maximizes First-Time-Right

- More than **75,000 requests fulfilled in the year of launch**
- 80% of all fund switch requests processed using InstaServ
- 50% reduction in time-to-serve

-July’18 saw **215,000 queries; 2.5 times** the queries received in May’18
2.1 Modular IT architecture allowing easy integration with partners

Plug and play architecture for faster go-live

On-the-go information flow to achieve straight-through processing

MIS for partners’ performance with advanced analytics*

Enhanced security to prevent misuse of customer data

25 Banks + 111 NBFCs + 18 MFIs + 9 Small finance banks + 26 Non-traditional ecosystem partners

* WIP
2.2 Leveraging digital tools to realize synergies

Real-time fulfillment
- Faster processing through instant data flow, e-KYC integration
- Robotics-led optimization has led to efficient processes

Quality Management
- Video-enabled confirmation of customer understanding (pre-issuance)
- Automated suitability matrix to mitigate mis-selling

Capability to customize
- Pre-approved sum assured on partner website/mobile apps
- Customized new business and renewal collection process

- Issuance TAT **reduced from 4 to 3 days** in Q1 FY19
- **~65% of verification** done through the video-based app
- **~99.9% applications** submitted via digital medium
- **~75% of renewal payments** via online modes
3.1 Accelerators for sales force enablement

- **Learn anytime anywhere**
  - Interactive learning on functional and domain skills

- **NLP-based query resolution**
  - 24*7 access to process and product info

- **Geo-tagging for structured review cadence**
  - Ensure requisite levels of partner engagement

- **Personalization of incentives**
  - Right incentives for the right behaviour

- **90%** of sales employees active on online training

- **1.5 million queries** answered within 7 months of launch

- **More than 30,000 partner visits** recorded monthly

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* WIP
3.2 Industry-first digital toolbox to develop bionic distribution

**DATALAKE**
- Collects and stores all enterprise data on the cloud
- Capabilities to catalogue, search and find relevant data

**NUCLEUS**
*Customer 360*
- Captures entire customer lifecycle in one view
- Sentiment analysis of customer basis interactions

**DEDUPE**
- Capability to check for duplicity of customers
- Plug and play API solution easily deployable at partner source

**NE**
- Repository for all nudges (images, videos, etc.)
- Finds the most relevant buying journey basis the persona of the customer/ click activity/partner portal browsing history, etc.

**RECO**
- Uses inputs such as age, address, dependents, annual income etc. to recommend products
- Self-learning model which evolves with new data and experience

**Benefits for distributor**
- Impactful nudges to customer
- Hyper personalized recommendations
- Higher propensity of purchase
- Cross-sell and up-sell opportunities
Technology will not replace, but augment, human touch

**Sales force enablement**
- Enabling sales force for better prospecting and faster closure
- Deeper understanding of customer profile leading to enhanced share of wallet

**Customer experience**
- Range of physical and digital modes to self-serve or get served
- On-demand, Omni-channel customer interaction touch points

**Partner engagement**
- Comprehensive form factor responsive dashboards for Partners to review the business on-the-go
- Big data analytics for enhanced throughput
Thank You