

HDFC Standard Life Expands its Reach with Inauguration of Mohali Branch

March 4, 2008, Mohali: HDFC Standard Life, one of the leading private insurance companies in India, in line with its business expansion plan, has today inaugurated its new branch office at SCO-659, Sector-70 in Mohali. With this new branch, HDFC Standard Life aims to enhance customer services in the upcoming commercial city of Punjab

This expansion is in tune with the company's strategy to strengthen its presence in the state of Punjab and thereby consolidate its premier position in the insurance business in India.

Speaking on the launch of this new branch office in Mohali, Mr. Deepak Satwalekar, CEO & MD, HDFC Standard Life said, "We want to be as close to our customers as possible and want to ensure complete customer convenience and delight. We felt the need to increase our spread in Punjab, because of its growing potential and hence expansion is an obvious choice."

With the launch of new branch in Mohali, HDFC Standard Life's presence will expand to about 18 branch locations across the Chandigarh Region, which comprises three states. Nationally HDFC Standard Life covers more than 700 cities and towns through its offices in India supported by more than 1,50,000 Financial Consultants appointed by the company. HDFC Standard Life also has more than 382 corporate agents and other sales intermediaries including banks for distribution of insurance products.

About HDFC Standard Life: HDFC Standard Life is one of India's leading private life insurance companies, which offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Standard Life's Product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, and Investment. Customers have the added advantage of customizing the Plans, by adding optional benefits called riders, at a nominal price. The company currently has 21 retail and 6 group products in its portfolio.

HDFC Standard Life maintains very high professional standards during product offerings by providing sound financial advice, efficient post-sale service, and immaculate financial security. Ongoing training for conventional products, and specialized training, for unit-linked products, for its financial consultants, has also helped its customers choose the product, best suited for their needs.