

HDFC Standard Life Unveils 'Sar Utha Ke Jiyo,' a music album that embodies and propagates 'Self Respect'

- The album epitomizes Self Esteem, Self Reliance and Self Sufficiency as strong virtues to lead life at one's own terms.
- The concept of 'Respect Yourself' educates Consumers on how the essentials of one's life -- Needs, Wants, Hopes, and Aspirations -- can be blended well for prudent investments.
- The album's six songs comprise two original compositions and four compilations symbolizing 'Self Respect.'
- **Mumbai, October 10, 2008:**HDFC Standard Life unveiled in Mumbai, 'Sar Utha Ke Jiyo,' a music album promoting and propagating 'Self Respect.' A sleek music video announcing the same will be on air on all major television channels from October 13. The album has six tracks with two original compositions and four compilations symbolizing 'Self Respect.' The album will be available in all leading stores all over the country on October 20, 2008.
- Through this innovative marketing initiative, HDFC Standard Life conveys a simple message – 'Respect Yourself' -- to the quintessential middle class because from it emerges the essentials of one's life -- needs, wants, hopes aspirations – that can be channelised to prudent investments through HDFC Standard Life Products. A value system that the company wants to ingrain in everyone's life through this initiative is that self respect and esteem enables one to live life at one's own terms and without compromises.
- Commenting on the music album launch, Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life, said, " We are happy to launch this music album that signifies everything that our brand stands for, through music. Currently, all life insurance brands communicate using generic categories. In a market crowded with claims of a better future, better returns and better protection, HDFC Standard Life has successfully been able to differentiate itself on the basis of its unique communication integrated with 'Sar Utha Ke Jiyo' as the brand idea." This is what makes us different and relevant to our target segment. Even the video that will supplement the album will have 'Sar Utha KeJiyo' or 'Self Respect' as the basic underlying theme, added Mr. Tripathy.
- HDFC Standard Life has been instrumental in reinforcing its brand value ' Sar Utha KeJiyo' in all its communication campaigns. The company has found relevant ways to touch a chord with consumers across their life stages and link it back to this brand idea. And extending it to a music album and music video was logical to spread the message even far and wide. HDFC Standard Life in all its communications has always reiterated to its consumers that they need to invest in insurance plans not because of fear or profit. They need to invest because each one of us respects one's own self and each of us wants to live life with one's head held high and at own terms.
- The music album has six songs with the title composition " Sar Utha Ke" sung by Mohit Chauhan, lyrics penned by Swanand Kirkire, and music composed by Shantanu Moitra. This is followed by the song, 'In Baajuo Pein Hain Yakeen,' sung and composed by Madhuparna and penned by Salil. The other four songs are compilations of evergreen hits such as Rubaroo from Rang De Basanti, Yeh Honsla from Dor, Aashayein from Iqbal and Aa Rahan Hoon Main by Bombay Viking.
- **About HDFC Standard Life:** HDFC Standard Life, one of India's leading private life insurance companies, 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 25 retail and 6 group products in its portfolio, along with five optional rider benefits catering to the savings, investment, protection and retirement needs of customers.
- HDFC Standard Life continues to have one of the widest reaches among new insurance companies with approximately 600 branches servicing customer needs in over 730 cities and towns. The company also increased its depth in existing markets by increasing the strength of its Financial Consultants from 74,000 as on March 31, 2007 to 1,44,000 as on March 31, 2008.