

HDFC Standard Life Launches New Improved and Interactive Website aimed at Educating Customers

Mumbai, April 2, 2009: HDFC Standard Life, one of India's leading private life insurance companies, has revamped its corporate website ((www.hdfcinsurance.com) in line with its communication philosophy. The new improved, interactive, and user-friendly website is in sync with its need-based communication strategy of helping individuals through their decision of selecting the right life insurance plans that fit their needs (as below).

- Protection: Need for a sound income protection in case of unfortunate demise of an individual
- Investment: Need to ensure long-term real growth of an individual's money
- Saving : Need to save for the milestones and protect an individual's savings too
- Retirement: Need to save for a comfortable life post retirement
- Health: Need to cover for health -related exigencies

Speaking on the occasion, Mr. Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life said, "We are extremely pleased to launch the new improved website that leverages HDFC Standard Life's expertise in personal finance and life insurance space to educate customers in choosing the right life insurance plan. The website is designed to provide an enhanced user experience to our existing as well as prospective customers through simple navigation, faster access, rich content, and enhanced utility as a service delivery tool."

"We believe that as a leading life insurance company, the most crucial task is to educate our customers on areas related to life insurance so that they can take the correct decision in selecting the life insurance plan. 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," adds Mr. Tripathy.

The website features an elaborate and exclusive 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 provides several useful tips to customers to choose the right need-based policies. Apart from demystifying myriad myths related to the life insurance industry, this section has a detailed sub-section on health highlighting information on the importance of health insurance with informative content and interactive tools.

The other salient features of the website are:

- Caters to all types of Internet users - advanced, moderate and new users
- Faster and convenient navigation (e.g. no need to use 'back page button;' access to relevant and important links available on every web page)
- Key information at your fingertips. e.g. structured flow of key product information and their features
- Enhanced interactivity through user interaction and involvement (tools and calculators)
- Modular structure making the website 'future ready' with flexibility to accommodate restructuring and additional content in future
- Uses flash and other advanced software to provide a better surfing experience to the user, but through its intelligence moves to a classic mode if the user does not have the requisite software to view the same.
- Compatible with all browser s i.e. Internet Explorer 6 and above, Firefox Mozilla, Safari, Opera and Google Chrome
- And compliant with W3C.

The website has been designed by LBI India and developed and maintained by MphasiS.

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, Investment, and Health. 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 more than 600 branches servicing customer needs in over 730 cities and towns. The company has also increased its depth in existing markets with a strong base of more than 2,00,000 Financial Consultants.