

HDFC Standard Life Launches 13 Branches in Delhi

Mumbai, January 28, 2009: HDFC Standard Life, one of the leading private life insurance companies in India, has inaugurated 13 branches in the National Capital Region (NCR), last month (December 2008). The launch of 13 branches in Delhi and the adjoining areas, one of the company's key target markets, is a significant step to strengthen its presence in the Northern Region, and thereby consolidate its premier position in the insurance business in India.

Speaking on the launch of these new branches, Mr. Paresh Parasnis, Principal Officer and Executive Director, 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 the North, especially in the Capital and adjoining areas because of its growing potential." These new branches would enhance our penetration in the capital region of India and help us service the population of Delhi along with the three satellite towns - Faridabad, Noida, and Gurgaon, Mr. Parasnis added.

HDFC Standard Life's new branches are located in Nehru Place, S.D.A (Safdarjung Development Area), Vasant Vihar, Gurgaon sector 14 and 15, Faridabad NIIT, Noida Sector 51, Mayur Vihar, Rohini Sector 3, Paschim Vihar, Vikas Puri, Subhash Nagar, and Laxmi Nagar. With the launch of these offices, HDFC Standard Life's presence expands to 39 branches across Delhi.

Nationally HDFC Standard Life covers more than 700 cities and towns through its offices across India supported by more than 2,00,000 Financial Consultants (as on 31st December, 2008) appointed by the company.

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, 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.