

HDFC Standard Life Spell Bee - India Spells 2010

The spelling extravaganza begins with Darsheel Safary & Tisca Chopra Can you spell it?

Mumbai, November 11, 2009: Alternate Brand Solutions India Limited and HDFC Standard Life, maestros in their respective fields of branding solutions and life insurance, today announced the launch of the second season of much awaited 'HDFC Standard Life Spell Bee - India Spells 2010', which is the Indian counterpart of highly acclaimed Spell Bee, USA..

Bollywood child prodigy Darsheel Safary and Tisca Chopra of 'Taare Zameen Par' fame launched the competition in the presence of senior management personnel from ABSIL and HDFC Standard Life. The duo would also be promoting Spell Bee on a national level. Other partners partnering the activity are Horlicks and Cello Pens as the associate partners.

Speaking on the occasion, **Mr. Rajeev Banerjee, Vice-President, Alternate Brand Solutions India Limited** said, "The English language has over the years been woven with much prominence into India's lingual fabric. Spell Bee aims at strengthening the basics of the language amongst Indian students and give a fillip to their proficiency in English. The contest brings back the spelling mania for young Indians that swept the nation previous year. The success and participation of Spell Bee can be gauged from the fact that an Indian student won the international competition the previous year. This year the competition gets bigger and better. We have included Cochin to the list of participating cities and look forward to garner maximum contribution from students and parents in continuing the legacy of Spell Bee all over the country. HDFC Standard Life has partnered with the event for the second consecutive year which stands testimony to its phenomenal success last year."

Announcing the association of HDFC Standard Life with India Spells 2010, **Mr. Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life** said, "English language occupies an integral part in our professional and personal lives. With the changing world environment and exponential growth of the use of English all over the world, a greater emphasis has been laid in India on teaching and learning of English to take advantage of our huge human resources. HDFC Standard Life Spell Bee - India Spells 2010 aims to help students improve spellings skills, vocabulary, learning concepts, and pronunciations leading to correct usage of English words that will help them all their lives. The key thought is to engage students on a different competition route - testing their knowledge of spellings, thereby engaging them in the English language practice."

"In line with our brand philosophy, we believe in educative and enlightening programmes that help young minds to grow. As a life insurance player, we are committed to support every parent's dream of seeing their child develop his/her potential with our products that offer unique features to take care of the child's immediate and future needs." he further added.

Spell Bee 2010 is a unique and scholarly education series in a fun-filled quiz format under the patronage of Spelling Bee USA, a prestigious annual event in the US with a lineage of 85 years. The last season of Spell Bee - India Spells 2009 received an overwhelming response from parents, teachers from over 650 schools across 11 cities. The second season would be conducted on a bigger platform, inviting schools across 12 cities (Delhi, Lucknow, Chandigarh, Jaipur, Kolkata, Mumbai, Pune, Ahmedabad, Bengaluru, Kochi, Hyderabad, and Chennai) and students of 6th, 7th, 8th, 9th grades to participate.

Students can experience the elation and excitement of the competition and hone their spelling skills by watching the excerpts of the event on National Geographic Channel, commenting on the association with the 'HDFC Standard Life Spell Bee-India Spells 2010', Mr. Jay Kumar, from the channel said "We are extremely happy to be a part of the second edition of Spell Bee. At The National Geographic Channel, we pride ourselves in being different - in our programming, our communication and in our activations. Spell Bee is a unique activity that engages children from across the country and tests their spelling, vocabulary and pronunciation skills. We had great success with the first edition of spell bee and now we eagerly look forward to the second edition".

The winner along with one of the parent of the Grand Finale will be sent by The Times Group to experience the Scripps National Spelling Bee at Washington DC in May 2010. While the winner of Spell Bee India 2010 will not participate actively in the Scripps National Spelling Bee, he/she will certainly experience and get a flavor of the magnitude and standard of Scripps National Spelling Bee as a learning process.

Students can register on:

www.natgeotv.co.in/spellbee or sms **BEE to 56161**

Aspirants can also call on 9664854741/ 91 22 66520306

About Alternate Brand Solutions India Limited

The Intellectual Property Rights team at ABSIL - 360 Degrees has continuously managed to create smart properties with meaningful content, always in tune with present day thoughts. Few of the properties like Teen Diva has showcased the impactful and talented Indian youth leading them to an international platform. Similarly, the Spell Bee property classified in Education helped to engage Indian students to improve their spellings and increase their vocabulary skills, TechLife Awards within the Lifestyle Technology Space category was the country's first ever Gadget Awards that was a celebration of the hottest gadgets and the coolest technologies that changed lives. The team also handles Filmfare Awards popularly known as the Oscars of India that highlight the Bollywood Industry and the ever-popular Femina Miss India in the Beauty Pageant segment with phenomenal response year after year. Various properties have been created over the last couple of years, and we continue to provide customized, impactful solutions for new concepts across an assorted range of segments.

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.