

HDFC Life ties up with India Cyclothon 2011

HDFC Life is the Associate Partner for India's biggest cycling event

Mumbai, January 20, 2011: India's largest cycling event, *India Cyclothon*, is back and HDFC Life is proud to be the associate partner and will be sponsoring cycling helmets for the participants. *India Cyclothon* is a mass participation cycling event for professional, amateurs and the casual biker.

Commenting on this association, **Sanjay Tripathy, EVP & Head – Marketing & Direct Channels, HDFC Life** said "HDFC Life has been associated with all kinds of sports events in the past hence this association fits perfectly with the brand strategy. We have a national presence and have always looked at events and associations that give us nationwide reach. *India Cyclothon* being organized across 6 cities in India - Bangalore, Mumbai, Delhi, Pune, Chandigarh and Hyderabad, it is only natural for us to associate with an event of this kind. We have just been through a re-branding effort, which involved a complete change in our visual identity with the objective of making the brand more youthful and contemporary. We believe an association of this kind is expected to resonate with the youth and also impact the brand positively."

"Cycling as a sport has much more popularity internationally. But in India, Cricket has managed to overshadow everything else. Hence, it is imperative that we support such alternative sporting events which will form the foundation for a great sporting culture within our country." Mr. Tripathy added.

India Cyclothon intends to promote the cause of cycling and promote the various benefits associated with cycling namely the environment consciousness and health. This sporting event will be organized across 6 cities in India – Bangalore, Mumbai, Pune, Delhi, Chandigarh and Hyderabad. *India Cyclothon* encourages participants from all walks of life including amateur cyclists, cycling enthusiasts, working professionals, housewives and school children, thus adding color and festivities to the whole event.

Bangalore is all set to kick-start *India Cyclothon 2011* on 23rd January 2011. CNBC TV18 and CNBC Awaaz will telecast *India Cyclothon 2011* Live for all 6 cities.

About HDFC Life:

HDFC 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 Life's product portfolio comprises 25 solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing their plans, by adding optional benefits called riders, at a nominal price.

Apart from several retail and group products in its portfolio, the company also has five optional rider benefits catering to the savings, investment, protection and retirement needs of customers. HDFC Life continues to have one of the widest reaches with more than 500 branches servicing customer needs, along with a strong base of Financial Consultants.