

HDFC Life Wins IMC RBNQA - Performance Excellence Trophy 2010

The company participated in Indian Merchants Chamber Ramkrishna Bajaj National Quality Award (IMC RBNQA) 2009-10 cycle for the first time and won the award in the services category

Mumbai, March 23, 2011: HDFC Life has bagged the Indian Merchants' Chamber Ramkrishna Bajaj National Quality Award (IMC RBNQA) 2010. The company has been declared a winner of the Performance Excellence Trophy 2010 in the service category.

The IMC Ramkrishna Bajaj National Quality Award is one of the most prestigious Quality Awards in the country. The award process started with manufacturing organizations and now covers six categories – manufacturing, service, small business, overseas, education and health care. It has 4 levels of recognition – Commendation Certificate, Certificate of Merit, Performance Excellence Trophy and the IMC RBNQA Award.

On receiving the award, **Mr. Paresh Parasnis, Executive Director and Chief Operating Officer (COO), HDFC Life** said, “We are honoured to receive this prestigious award. It is a strong testimony of our commitment to quality and performance excellence in the organization. At HDFC Life, customer centricity is our bedrock and the driving force to ensure the quality of our delivery across all service touch points. As a life insurance player, we focus on service excellence to provide long term value to our customers as we believe that to remain agile we need to align our resources and approaches on the journey to excellence.”

The Indian Merchants' Chamber (IMC) considers the Ramkrishna Bajaj National Quality Award program as a catalyst for nation-building. The award criteria emphasizes on visionary leadership, openness and transparency in governance and ethics, the need to create value for customers, business results, the challenges of rapid innovation and capitalizing on knowledge assets.

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 27 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.