

PRESS RELEASE

HDFC Life drives need for securing child's future by unique activation across 20 cities

The company organizes the first of a kind Mall activity called 'Ring a Career' to help parents understand the need for financial planning for their child's future

Mumbai, Oct 31, 2011: HDFC Life, amongst India's leading life insurance companies in India conducts a unique Experiential Marketing called 'Ring a Career' in malls across 16 cities to help parents understand the need for financially securing their children's future. The mall activities would be conducted in more than 20 malls across 20 cities (Mumbai, Delhi, Kolkata, Chennai, Hyderabad, Bangalore, Pune, Chandigarh, Lucknow, Coimbatore, Kochi, Bhubaneswar, Ahmedabad, Ludhiana etc.,) during October and November.

Speaking on this activation programme, **Mr. Sanjay Tripathy, EVP & Head Marketing and Direct Channels, HDFC Life** said, "HDFC Life believes in innovation and understand the needs of parents. 'Ring a Career' will help and educate parents on the need for financial planning to secure their children's future needs in advance. This activity will also throw up facts about the rising costs of education and the need for planning for their child's education goals keeping in mind all the external factors. The activity informs parents about the current cost of professional education to prepare them when their child turns 18 and ready to go to for professional courses."

"The basic idea behind this activity is to trigger a thought in parents mind that it will not be easy to meet the rising demand in the future. Hence financial planning is required. This initiative is in line with our brand philosophy of *Sar Utha Ke Jiyo*, which denotes that if parents secure their children's future by adequate financial planning, they can always live with their head held high," he further added.

In 'Ring a Career' activity the child is asked what he intends to become when he grows up. The child and the parent are then asked to throw a ring with the help of a parent to select that profession - thus connoting that a parental help is required to help them achieve their dreams. Once the kids choose the profession they would want to take up when they grow up then the parents are asked the current cost of professional training/college for that particular profession and what will be the cost when the child turns 18 and ready to go to professional college.

HDFC Life plans to reach out to 1.4 million people through this activity.



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 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 28 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.

HDFC Life continues to have one of the widest reaches among new insurance companies with about 500 branches servicing customer needs in over 700 cities and towns. The company has a strong presence in its existing markets with a strong base of Financial Consultants.