

## PRESS RELEASE

### HDFC Life awarded Golden Peacock HR Excellence Award 2011

**Mumbai, Sept 28, 2011:** HDFC Life, one of India's leading private life insurance players, was conferred the prestigious 'Golden Peacock HR Excellence Award' for the year 2011 in the 'Banking Financial & Insurance Sector' at the 22nd IOD Annual Day held in New Delhi on August 19, 2011. This award acknowledges HDFC Life's efforts towards innovative people management processes and talent engagement and development initiatives in the highly dynamic Indian life insurance industry.

Commenting on the achievement, *Rajendra Ghag, Executive Vice President, HR, HDFC Life* said, "We are honored to receive the Golden Peacock Award for HR Excellence. This recognition strengthens our commitment of being a people-centric organization. It validates our efforts towards enhancing the organization's people capability resulting in a highly engaged and efficient work force."

The category for HR Excellence Award for 2011 received 129 applications across different sectors. The applications were gauged on an exhaustive set of parameters covering all areas related to HR strategy, recruitment, leadership development, volunteering activities, etc. The applications were judged by an eminent panel headed by Justice P N Bhagwati, former Chief Justice of India and Member, UN Human Rights Commission.

Golden Peacock Awards have been instituted since 1991 by the Institute of Directors (IOD) a non-profit apex body of directors registered in India. The awards framework based on IOD Business Excellence Model which conforms to the ISO 9001:2000 standard series and is comparable with similar frameworks around the globe.

#### **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.

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. For more information, please visit [www.hdfclife.com](http://www.hdfclife.com).