

HDFC Life makes a difference in Jamshedpur through 'Ek Disha'

Jamshedpur, September 21, 2011: HDFC Life, one of India's leading private insurance player facilitated a donation drive amongst their employees as part of its CSR initiative '**Swabhimaan**'. Employees donated clothes, groceries and biscuits to children, women and old people belonging to the local community in the Burma Mines region in Jamshedpur. 56 employees from HDFC Life's Jamshedpur branch participated in this activity named '**Ek Disha**'.

Commenting on this initiative, Mr. Rajendra Ghag, Executive Vice President, HR, HDFC Life, said, "As an organization, we believe that we should go beyond business to make a meaningful difference to communities in which we operate, through our services to the needs of the society. '**Swabhimaan**' is an initiative by HDFC Life to create a difference that we make on communities, the economy, the environment and the people. "

"We have always believed that establishing a strong and ethical foundation is an essential requirement for long-term sustainable growth. Integrity and people care are two of our key fundamental values which we follow" Mr Ghag added.

This activity was planned by the HR with the help of all the business channels, operations, training to create awareness towards social responsibility. It was conducted as part of HDFC Life's Corporate Social Responsibility (CSR) initiative that aims to improve and enhance the quality of life of communities in which the company operates thereby helping to create an equitable society.

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 28 retail and 9 Group 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. For more information, please visit www.hdfclife.com.