



HDFC Life cheers with children from Amar Seva Samiti to support Rajasthan Royals

Jaipur, April 24, 2012: HDFC Life, one of India's leading private life insurance companies and the Associate Sponsor of Rajasthan Royals in IPL 2012 hosted over 40 children from Amar Seva Samiti as its special guests at the Rajasthan Royals vs Royal Challengers Bangalore match played today in Jaipur. Amar Seva Samiti is a charitable organization in Jaipur that promotes and supports basic education for underprivileged children.

Speaking on the occasion **Mr. Sanjay Tripathy, EVP & Head - Marketing and Direct Channels, HDFC Life** said, "HDFC Life has always believed that establishing a strong and ethical foundation is an essential prerequisite for long-term sustainable growth. Swabhimaan, our Corporate Social Responsibility (CSR) initiative aims to play a positive role by contributing towards the advancement of society. 'Children & Education' is one of the core themes of our CSR framework and IPL Season 5 gave us an opportunity to contribute towards this cause by bringing the children of Amar Seva Samiti closer to their dreams by watching a match live at the stadium."

Mr. Raghu Iyer, CEO, Rajasthan Royals said, "We are delighted to host the special children from Amar Seva Samiti today. We along with HDFC Life will associate with more such NGOs during the IPL 2012 towards fulfilling a child's dream of watching a match live or getting to meet their favourite cricket stars."

Mr. Gopal Singh, Founder, Amar Seva Samiti said, "I thank HDFC Life for extending this special gift to our children. Such opportunities are a huge boost for our children and helps in imbibing positive energy. They enjoyed the IPL match live in the stadium of Jaipur very much and they will cherish it forever."

HDFC Life has been the Associate Sponsor of Rajasthan Royals for the fourth consecutive year.

For more information on the IPL matches, visit our facebook page @ www.facebook.com/hdfclife or our website www.hdfclife.com

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 Ltd. holds 72.37% and Standard Life (Mauritius Holding) Ltd. holds 26.00% of equity in the joint venture, while the rest is held by others.



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.

About Amar Seva Samiti

Amar Seva Samiti is a charitable organization in Jaipur, Rajasthan (India) that promotes and supports basic education for underprivileged children. The organization works with rural communities and slum residents in different parts of Jaipur. It aims to enable and empower individuals to improve their lives and conditions.

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