



## **HDFC Life strengthens its relationship with Rajasthan Royals in IPL 2012**

*Aims to drive the association through brand activation and social & digital media  
Association to foster CSR initiatives towards child welfare in a big way*

**Mumbai, April 2, 2012:** HDFC Life announces its association with Rajasthan Royals for the fourth consecutive year as the Associate Sponsor in the fifth season of the Indian Premier League (IPL 2012).

Talking about its journey and association with Rajasthan Royals, **Mr. Sanjay Tripathy, EVP & Head - Marketing and Direct Channels, HDFC Life** said, "Our focus on 'long-term' reflects in our association with Rajasthan Royals since the last three years. Our journey with Rajasthan Royals has been very eventful and momentous. A team known for their self belief, pride, and confidence, Rajasthan Royals continues to epitomize the values of resilience, commitment and intensity and never say die attitude. This spirit goes well with our brand thought – Sar Utha ke Jiyo. With a young and energetic team along with Rahul Dravid as captain and mentor and other top players, Rajasthan Royals will enter the competition as underdogs. But I am confident that their self belief and self confidence will help perform to their best potential."

HDFC life will continue with 'Sar Utha Ke Jiyo - Most Valuable Player' award instituted during the first year of association. The Rajasthan Royals coaching staff along with the team captain will select the Most Valuable Player from the Rajasthan Royals team, who will receive this honour along with a cash incentive.

**Mr. Raghu Iyer, CEO, Rajasthan Royals** said, "We are delighted to continue our association with a brand of the stature of HDFC Life as we have always looked at building long term relationships with our sponsors. I truly admire our association till date with HDFC Life as it goes beyond mere brand visibility. HDFC Life through its innovative communication has managed to capture the true essence of Rajasthan Royals – tremendous self belief & confidence. What they do is not merely deriving value out of the association like traditional sponsors but adds a lot of value to the equity of Brand Rajasthan Royals."

Speaking on the occasion **Mrs. Shilpa Shetty Kundra, co-owner Rajasthan Royals** said, "With HDFC Life backing us for this season of the IPL, we are looking forward to an exciting relationship with them, as we share our passion towards cricket and the values of Sar Utha Ke Jiyo."

HDFC Life plans to drive the core essence of the association through different platforms and intensify the brand experience. Apart from television, digital and social medium will have significant focus. On the digital medium, the company will leverage all channels -- search, display, social, mobile and video -- to reach out to IPL fans across the country. All the activities



on the digital medium will enable HDFC Life to bring the huge fan following of Rajasthan Royals closer to the players and offer them an exciting experience of the game.

The company is also associating with various NGOs across the country that are involved in promoting and raising awareness about 'every children's right to education.' 'Children and Education' is one of the core themes of HDFC Life's overall CSR framework and the company aims to enable under privileged children to dream big. Throughout IPL, there will be diverse initiatives launched to bring the children closer to their dreams by witnessing the matches and spending time with their favorite cricketers.

To get more information on the IPL matches, visit our facebook page @ [www.facebook.com/hdfclife](http://www.facebook.com/hdfclife) or our website [www.hdfclife.com](http://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 Rajasthan Royals**

Rajasthan Royals, champions of the inaugural IPL in 2008, is the Jaipur franchise cricket team that represents the state of Rajasthan in the Indian Premier League. The Rajasthan Royals team exemplifies the royal elegance, style, valour and class of Rajasthan and Gujarat. The Rajasthan Royals emblem is a reflection on the golden past and a promising future for the team. The Rajasthan Royals emblem, in royal blue and gold, is a reflection on the rich history of the region and their promising future ahead. The team's mascot is a lion named Mochu Singh.