



Press Release

Soha Ali Khan announces Vaswati Das from Guwahati as India's spelling champ of HDFC Life Spell Bee - India Spells 2013

Mumbai, February 25, 2013: *Radio Mirchi, HDFC Life and Soha Ali Khan* today announced Vaswati Das of Gurukul Grammar Sr Secondary School, Guwahati as the winner of HDFC Life *Spell Bee - India Spells 2013*. Atreyee Ghosal of Delhi Public School, North Yelahanka, Bangalore was the first runner up. In what can be termed as India's adaption of the Scripps National Spelling Bee held in Washington D.C., [HDFC Life Spell Bee - India Spells 2013](#) conducted tests across India and engaged with around 3 lac students across more than 1,000 schools by testing their mettle in English spellings. Radio Mirchi and HDFC Life came together for the 5th consecutive year to sensitize students on the correct usage of English language and by encouraging them to '**celebrate words and save the language.**' This battle of words will be broadcasted exclusively on the *Discovery network* starting 24th March, 2013

This year's [HDFC Life Spell Bee - India Spells](#) garnered robust participation from 35 cities reiterating the popularity of India's biggest school spelling contest. Close to 3 Lac students from Class 5th to 9th went through grueling initial rounds of spelling tests that challenged them on various parameters of their vocabulary. The winner will be felicitated with a cash prize of Rupees 2 lakhs and a trip to Washington DC along with a parent and his/her school principal to witness the prestigious Scripps National Spelling Bee LIVE.

Commenting on being associated with Spell Bee, show host **Soha Ali Khan** says, "*It is a brilliant initiative by Radio Mirchi and HDFC Life to encourage the students to enhance their ability to spell correctly thereby broadening their vocabulary. With the mindless acceptance of the SMS culture, it is daunting to know how an increasing number of children aren't capable of spelling even basic words. Such competitions aid students to improve their spellings, communicate better and have a better edge in their studies and their careers. I am happy to be associated with HDFC Life Spell Bee and to know that I am assisting in bringing a change in educating the country's next generation. I congratulate Vaswati on winning this contest and I wish him/her good luck in his/her future endeavors.*"

Mr. Prashant Panday, Executive Director and CEO, ENIL says *"All 16 finalists have shown tremendous courage and talent. For me all 16 are winners. However the format of the competition permits only one winner. The entire team of ENIL and I congratulate Vaswati for winning the championship. I also appreciate the support and enthusiasm shown by not only students but also by their parents and teachers this year. All students have trained incredibly hard to get to this stage of the competition and have shown amazing skills. I would like to wish luck to these young spelling enthusiasts."*

Applauding the finalists, **Mr. Sanjay Tripathy, Executive Vice President and Head, Marketing, Product and Direct Channels** said, *"I am extremely pleased to witness the phenomenal response received this year from students across India. [HDFC Life Spell Bee - India Spells](#) in India is considered as a significant platform that shapes the little geniuses' careers and independent futures by encouraging them to sharpen their English vocabulary skills in a distinctive and an exciting format. Heartiest congratulations to Vaswati for winning the contest - he/she is truly a spelling wizard."*

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 31 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 in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. HDFC Life has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit our website, www.hdfclife.com

About Radio Mirchi

Entertainment Network India Limited (ENIL), India's leading private FM radio broadcaster, popularly known as Radio Mirchi, operates across 32 cities in the country. Launched in 2001, Radio Mirchi has the highest listenership across the country and a track record of developing innovative content, thus expanding and retaining its audiences and advertisers through the years. Radio Mirchi has delighted listeners and the industry with its exciting properties like the Purani Jeans Film Festival and the Mirchi Music Awards.

Radio Mirchi's continuous innovations across different platforms like Visual Radio or Mirchi Mobile have been instrumental in gaining leadership in the private FM Radio industry. Radio Mirchi made its international foray with the launch of the brand in the UAE. From 1st Feb, 2012, Radio Mirchi can be heard in Dubai, Abu Dhabi and Al Ain and is the first Indian radio brand to go international.

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