

## Press Release

### HDFC Life recognized amongst the 'Best Places to Work' in India

- ✓ *Ranks No. 1 in Insurance industry*
- ✓ *Ranks 3rd among Best Companies in large organizations (more than 10,000 employees)*

**Mumbai, July 1, 2013:** [HDFC Life](#), India's leading long-term private life insurance solutions provider, has been adjudged as India's 'Top 25 Best Companies to work for' by the **Great Places to Work® Institute** in association with the Economic Times. This year, HDFC Life moved up the ladder to rank 18<sup>th</sup> from 23<sup>rd</sup> in 2012.



On this achievement, **Mr. Rajendra Ghag, Senior EVP & Chief Human Resource Officer, HDFC Life** said, "We are extremely delighted to share that HDFC Life has featured in the list of 'Top 25 Best places to work for' in India, for the second consecutive year. We rank 1<sup>st</sup> in the insurance industry category. Becoming an employer of choice is our stated objective and

recognition on this prestigious platform is an indication that we are

headed in the right direction. This gesture is a validation of our employees' trust, credibility and pride in the organization."

HDFC Life has been recognized for their employee communication program 'Sparsh' in the best practices section. The program is held in four stages across the company. It is a town hall activity where the senior management of the company interacts with all the employees interpersonally on an ongoing basis, thereby leading to greater motivation to perform better.

The Great Places to Work Institute is a pioneer in studying and recognizing great places to work across the globe. The study now in its tenth year, is conducted annually across more than 45 countries and is one of the oldest, most comprehensive and respected workplace studies in the world. The 2013 study is the 9th study in India, with participation from more than 500 organizations, making it the largest such study in India.

## **About HDFC Life**

Established in 2000, [HDFC Life](#) is India's leading long-term life insurance solutions provider offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. The company also offers Women's Plans to meet specific needs of women. Customers have the added advantage of customizing plans, by adding optional benefits called riders, at a nominal price. The company currently has 35 retail and 10 group products in its portfolio, along with 10 riders.

We promote high integrity in business practices and shun short cuts and unethical practices, as we aspire to be the most trusted company, the easiest to deal with, and offer the best value for money. Since our inception, we have consistently focused on setting benchmarks in all aspects of insurance business.

HDFC Life continues to have the widest reach with about 500 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. The company has a strong presence in its existing markets with a strong base of Financial Consultants.

HDFC Life 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.

For more information, please visit our website, [www.hdfclife.com](http://www.hdfclife.com). You may also connect with us on [Facebook](#), [Twitter](#), [Youtube](#), [Linkedin](#), and [Google+](#).