



Press Release

HDFC Life's Smart Woman Plan voted Product of the Year, 2013

Mumbai, March 19, 2013: HDFC Life, one of India's leading life insurance companies, has been awarded the 'Product of the Year 2013' recognition under the Life Insurance Category for their innovative product called the 'Smart Woman Plan'. The company received the award from Mr. Nandan Nilekani at a special ceremony held in Mumbai.

On receiving the award, **Sanjay Tripathy, EVP - Head Marketing, Product, & Direct Channel, HDFC Life** said, "It is a moment of great honor for us to be recognized for our innovative product offering, 'Smart Woman.' The 'Product of The Year' Award re-affirms the trust of customers in our customer-centric approach. At HDFC Life, our focus is on continuous product innovation, which motivates us to offer best in class life insurance products to our customers. HDFC Life Smart Woman is a pioneering product in our industry to help women meet her financial goals and to provide for women-specific risk protection features. The Award motivates us to raise the bar even higher."

'Product of the Year' is the global consumer recognition standard that celebrates and rewards the best innovations in retail products in a country done through an independent consumer for 32 countries. It is based on Nielsen's Product of the Year Consumer Survey. This 100% face-to-face independent survey was done by Nielsen across 18,000 consumers in 23 markets in India to shortlist one winner in each category.

"Smart Woman as a product is extremely close to our heart. Thorough research and perseverance has been put into the creation of this product meant for a defined set of customers i.e. women. The contribution of women to economic activity in India has seen a significant rise over the last decade. Financially independent woman who actively manage their financial goals is a mega trend of this decade. Our Smart Woman plan is designed for such women. It gives women a unique platform to save to meet her financial goals apart from offering specific benefits to take care of her critical life stage needs," Mr. Tripathy added.

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 32 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