

Press Release



HDFC Life launches Swabhimaan Careers for deceased policyholder's family

A pro-active effort to offer employment opportunity to policyholder's dependants post settlement of a claim based on their calibre and fitment

Mumbai, May 27, 2013: [HDFC Life](#), India's leading long-term insurance solutions provider has announced the launch of **Swabhimaan Careers** – an initiative to build long-term relationship with customers by offering employment opportunity to the deceased policyholder's family.

Under this initiative, HDFC Life will pro-actively reach out to the policyholder's dependants post settlement of a claim and consider them for an employment opportunity at HDFC Life based on their calibre and fitment. As part of the corporate social responsibility, the company will offer a fair chance to the dependant to become an HDFC Life employee and lead a financially independent life with dignity.

Talking about this initiative, **Rajendra Ghag, Senior EVP & Chief Human Resource Officer, [HDFC Life](#)** said, "At HDFC Life, we make every effort to foster and strengthen our relationship with our customers. We believe that when a customer buys a policy from HDFC Life, our relationship extends beyond the policyholder to also embrace their loved ones. We are proud to announce the launch of Swabhimaan Careers. It is one of the outcomes of HDFC Life's strategic initiative of building long-term '[Customer Relationships](#).' The overall objective of insurance is to compensate the financial loss caused due to untimely death of a bread winner. Emotional loss cannot be compensated. However, by providing a fair employment opportunity to the dependants, we will help secure their future in line with our brand philosophy 'Sar Utha Ke Jiyo' thereby enabling them to live a life of dignity. Our association with the customer does not end with the 'transaction' of claim settlement, but continues with us providing an opportunity to be self reliant to the customers dependants."

Beginning March 2013, HDFC Life has started sending letters to the claimants informing them about this initiative. This letter informs them about the process involved in applying for a job. A dedicated team in HDFC Life is working to support this cause.

About HDFC Life:

Established in 2000, HDFC Life is India's leading long-term 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 32 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. You may also connect with us on [Facebook](#), [Twitter](#), [Youtube](#), [Linkedin](#), and [Google+](#).