



## **HDFC Life initiates CSR Project *Swabhimaan* with SOS Children's Villages of India**

**Kolkata, May6<sup>th</sup> 2013:** [HDFC Life](#), one of India's leading life insurance companies, today extended its Corporate Social Responsibility (CSR) initiative, [Swabhimaan](#), to SOS Children's Villages of India. The project will begin with supporting the education of 300 vulnerable children in 4 locations including Kolkata, Guwahati, Bhubaneshwar and Rourkela. It is expected to expand by covering more children in other locations across the country. Apart from providing financial support, the project will also have a holistic engagement involving [HDFC Life](#) employees and customers. The company will engage with children and women beneficiaries of SOS India's projects to build capacities in areas of financial literacy and create awareness about cause with customers.

Mr. Amitabh Chaudhry, MD & CEO, [HDFC Life](#) along with Mr. Rakesh Jinsi, Secretary General, SOS Children's Villages of India Project officially launched *Swabhimaan* in Kolkata. An event was held to mark the launch in the presence of senior officials from both HDFC Life and SOS India. A painting competition with the theme 'my school' was organized for the children and the best paintings were rewarded by the group.

Speaking on the occasion, Mr. Chaudhry said "At [HDFC Life](#), we believe that business must go hand in hand with a sense of responsibility towards all stakeholders including employees and the society. As a brand that strongly believes in self respect through financial independence, our CSR effort's core theme is 'Financial Literacy' to contribute towards building a society of well-informed financially literate individuals. Our association SOS India helps us contribute towards this cause."

Mr. Rakesh Jinsi expressed that "Long term care provided to abandoned and parentless children by SOS Children's Villages needs sustained support, especially from its corporate partners. The gift of knowledge & education is the best we can give to our children, which will come back to us in the form of a better next

generation. I would like to thank [HDFC Life](#) for partnering with SOS India and help us achievesustained development for the children.

### **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](#). The company also offers [Women's Plans](#) to meet specific needs of [women](#). 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 10 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](http://www.hdfclife.com). You may also connect with us on [Facebook](#), [Twitter](#), [Youtube](#), [Linkedin](#), and [Google+](#).

### **About SOS Children's Villages of India:**

SOS Children's Villages of India is a non-profit, non-government, voluntary organization, committed to the care of children in need and to strengthening families and communities as a preventive measure in the fight against abandonment and social neglect. The aim & objective of the SOS Children's Villages of India is to help parentless and homeless children by giving them a family, home and a strong foundation for an independent and secure life.

Since its inception in the year 1964 SOS Children's Villages of India has expanded its services for children in need at a rapid pace. SOS Children's Villages of India is spread over 21 states with 33 Children's Villages.