

Press Release

HDFC Life honored with Golden Peacock award for 'HR-Excellence'

Mumbai, 14th October, 2013: [HDFC Life](#), India's leading long term private life insurance solutions provider has been conferred with the prestigious 'Golden Peacock HR Excellence Award' in the Insurance category.

The award recognizes effectiveness of HR and people management practices at HDFC Life, contributing to the needs of the business, profession, employees, industry and the nation.



Michael Connarty, Director, International Investments, Standard Life, received the award at the ceremony held in London. The award was presented by The Rt. Hon. Baroness Verma, Parliamentary Under Secretary of State for Energy & Climate Change, Govt of UK. Also seen are Milind Kangle, Group CEO, Lycamobile, UK & Lt Gen J. S. Ahluwalia, PVSM (Retd), President, Institute of Directors, India.

Commenting on the occasion, **Rajendra Ghag, Senior EVP & Chief Human Resource Officer, HDFC Life** said, "It is an extremely proud moment for us at HDFC Life to be honored with Golden Peacock award for overall excellence in our HR and people management practices. Our human capital strategies devised this year have been impactful in maintaining a workforce which has been good for the growth of the business. We see empowering

and enabling employees not only as a best practice but a key differentiator and a business enabler. Such recognitions inspire us not only to continue the good work in this field but also to set new benchmarks in HR excellence."

The category for HR excellence received 237 applications across different sectors and was scrutinized by a three-tier assessment process by a panel of experts comprising of Corporate Governance, Sustainability and Human Resource Management experts. HDFC Life was selected through a rigorous selection process. The shortlisted applicants were submitted to a jury of eminent people known for their independence and impartiality headed by Dr. Ola Ullsten, former Prime Minister of Sweden and Justice P. N. Bhagwati former Chief Justice of India and Member, UN Human Rights Commission.

The Golden Peacock Awards have been instituted since 1991 by the Institute of Directors (IOD) a non-profit apex body of directors registered in India. The awards framework is based on IOD

Business Excellence Model which conforms to the ISO 9001:2000 standard series and is comparable with similar frameworks around the globe.

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.

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.

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