

## HDFC Life wins five awards at the Indian Insurance Awards 2015

### *Adjudged the best Life Insurance Company of the Year*

**Mumbai, July 1, 2015:** [HDFC Life](#), India's leading long term private life insurance solutions provider has received five accolades at the Indian Insurance Awards 2015. The company received the prestigious recognition of the Life Insurance Company of the year (large companies category). Other than this HDFC Life won awards for agency efficiency, marketing initiative of the year, e-business leader and innovative social media campaign.

On receiving the award, **Sanjay Tripathy, Senior EVP - Marketing, Products, Digital & Ecommerce, HDFC life** said "It is a



moment of great honor for us to be felicitated with five awards in a single year. We believe what sets us apart is our range of individual and group insurance solutions that not only meet various customer needs but also allow us to navigate through changes in regulations and customer needs with agility. Thus, 'company of the year' is a grand acknowledgement of our efforts. We have also banked on innovation in selling insurance by making a conscious decision to be the digital first company. We have sold the largest number of policies online thereby generating maximum premium, while also demonstrating high growth over the previous years. Our presence on social media surpasses various other

financial leaders and we ensure that we are connected with our customers every minute through the power of digital.

We have learnt to re-invent ourselves with time and have made efforts to increase relevance of the HDFC Life brand by re-interpreting 'Sar Utha Ke Jiyo' through our master brand campaign "Apne parivar ko apne dum pe jeena sikhao" which has received much appreciation. We hope to continue with this winning edge by delivering our best. "

The 5th Edition of The Indian Insurance Awards organized by Fintelekt was held on June 26, 2015. These awards have been established to recognize and honour the achievements of insurance companies in India that have met measurable and tangible business objectives.



## **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 26 retail and 7 group products in its portfolio, along with 9 riders.

HDFC Life continues to have the widest reach with over 400 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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