

Media Release

HDFC Life declared the most valuable Life Insurance brand in India

The company stood 40th in the overall brand list and showed a 45% growth in brand value since last year

Mumbai, September 23, 2015: HDFC Life, India's leading long term private life insurance solutions provider, has been declared the most valuable life insurance brand in the list of India's 50 most valuable brands that was released by BrandZ™ in their second Indian edition. The rankings have been compiled by the research agency Millward Brown and commissioned by WPP Plc, the world's largest communications services group. HDFC Life was declared the 40th most valuable company in the overall company brand list, with a Brand value of \$531 mn.

Sanjay Tripathy, Senior Executive Vice President – Marketing, Product, Digital & Ecommerce, HDFC Life, said, "It is a great honour for us to be declared as the most valuable life insurance brand in India and to be part of a list that included 13 financial companies in the top 50. We jumped 2 positions with the 45% growth in brand value, making us one of the ten most fastest growing brands in the list."

According to Brandz™, the primary metrics that assess how consumers view brands as Different (unique or trend setting), Meaningful (meeting needs and inspiring love) and Salient (being top of mind) are a combination of: Brand Premium, which is the consumer willingness to pay more for perceived value; Brand Power, which is the consumer predisposition to choose a brand and drive sales volume; and Brand Potential, which is the sustainability of Brand Premium and Brand Power over time.

Referring to HDFC Life's growth, Sanjay said, "Based on the Brandz™ metrics, HDFC Life's one main factor that helped us grow so exponentially is our compelling advertising strategy that delivered the Brand Proposition with clarity and resonance. Our customer-centric products make it a Meaningful brand that meets the needs of our customer and also inspires loyalty."

The Brandz™ study is part of a series of brand valuations reports that include the Global Top 100, Indonesia Top 50, Latin America Top 50 and China Top 100.

About Millward Brown

Millward Brown is a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research. Millward Brown helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Specialist global practices include a leading Digital practice (focused on digital effectiveness and intelligence), Firefly Millward Brown (a global qualitative network), a Neuroscience Practice (using neuroscience to optimize the value of traditional research techniques), and Millward Brown Vermeer (a strategy consultancy helping companies maximize financial returns on brand and marketing investments). Millward Brown operates in more than 55 countries and is part of Kantar, WPP's data investment management division. Learn more at www.millwardbrown.com.

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 28 retail and 8 group products in its portfolio, along with 10 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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