

HDFC Life launches HDFC Life Easy Health Plan

A comprehensive health insurance plan with customized options

Mumbai, May 24, 2016: HDFC Life, India's leading long term private life insurance solutions provider announced the launch of Easy Health, a fixed benefit health insurance plan with customized plan options to cover Critical Illnesses, Surgical Procedures and Daily Hospitalization expenses. The policy allows the customer the flexibility to pay single or regular premiums for a maximum coverage of Rs 5, 00,000 for a tenure of 5 years.

The key benefits under this policy are daily hospital cash benefit ranging from Rs 250 to Rs 5000 per day as per your requirement, a lump sum pay-out in case of the 138 surgeries, critical illness benefit which gives the customer a lump sum pay out in case diagnosed with any of the 18 critical illnesses specified Surgical Procedures can be claimed for multiple surgeries till 100% of the Sum Assured is utilized.

On the occasion of the launch **Srinivasan Parthasarathy - Senior Executive Vice President, Head - Products and Chief - Actuary and Appointed Actuary, HDFC Life** said, "Health is the most important asset you have. Every aspect of your life is dependent on your good health. In today's time and age, health issues have increased, thereby imposing extra financial burden on the family. It therefore becomes imperative to have a health insurance plan in place, to ensure that no matter how critical your illness, it does not impair your financial security. Having said that, health insurance penetration has been low in India. Many customers have a mediclaim policy which does not cover most of the critical illnesses leaving many families financially drained at the end of the hospitalization. Being mindful of this, we have developed Easy Health product which will provide a lump sum amount if you are hospitalized or undergo any Surgical Procedure or are diagnosed with Critical Illness. We would encourage everyone to secure your health financially."

Product Features

- ✓ Flexibility to pay Single / Regular Premium based on your convenience
- ✓ Daily Hospital Cash Benefit available from Rs 250 to Rs 5000 per day as per your requirement
- ✓ Get lump sum payout in case of any of the 138 surgeries specified
- ✓ - Lump sum payout in case diagnosed with any of the 18 Critical Illnesses specified
- ✓ Avail Multiple Claims under Surgical and Daily HospitalCash Benefit
- ✓ Get Double Benefit in case of hospitalization in ICU
- ✓ Receive tax benefit under Section 80D as per applicable tax laws

Product Benefits

❖ Daily Hospital Cash Benefit :

- ✓ 1% of the sum assured shall be payable if admitted to Non ICU room
- ✓ 2% of the sum assured shall be payable if admitted to ICU room
- ✓ Daily Hospital Cash Benefit will be payable for a maximum of 20 days Per policy year in case you are admitted in Non ICU room and 10 days per policy year if admitted in ICU rooms
- ✓ Daily Hospital Cash Benefit will be payable for a maximum of 60 days in case you are admitted in Non ICU room and 30 days per policy year if admitted in ICU rooms during the policy term

❖ Surgical Benefit :

- ✓ Get lump sum payout in case of any of the 138 surgeries
- ✓ Multiple claims for different surgeries, can be made up to maximum of 100% of sum insured
- ✓ multiple claims from the same category can be made up to maximum of 100% of Sum Insured
- ✓ In case 100% of sum insured is used up the surgical benefit ceases to exist but other benefits continue, if any basis the plan opted by the customer

❖ Critical Illness Benefit:

In case diagnosed with any of the 18 critical illnesses, a lump sum benefit equal to 100% of Sum Insured will be payable

ELIGIBILITY CRITERIA

Minimum Entry Age (last birthday)	18 years	
Maximum Entry Age (last birthday)	65 years	
Minimum Maturity Age (last birthday)	23 years	
Maximum Maturity Age (last birthday)	70 years	
Policy Term	5 years	
Premium Payment Frequency	Single / Regular Premium	
Premium Payment Mode	Single Pay	Regular Pay

About HDFC Life

Established in 2000, HDFC Life is a leading long-term life insurance solutions provider in India, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. Customers have the added advantage of customizing plans, by adding optional benefits called riders, at a nominal price. As on March 31st, 2015, the Company had 28 individual and 8 group products in its portfolio, along with 7 optional rider benefits catering to a diverse range of customer needs.

HDFC Life continues to benefit from having a wide reach with 398 HDFC Life offices in India and 8,000+ distributor touch-points. The Company has a strong base of Financial Consultants. The Company has also recently completed incorporation of its wholly owned subsidiary in Dubai to offer reinsurance services.

HDFC Life is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life, a global long term investment savings player. Currently HDFC holds 70.65% and Standard Life holds 26.00% of equity in the joint venture, while the rest is held by others. On August 14, 2015 HDFC Ltd. has entered into a share sale agreement with Standard Life to sell a 9.00% stake in HDFC Life to the latter. The transaction is subject to receipt of regulatory approvals. Post the completion of the above transaction, HDFC will hold 61.65% stake in HDFC Life and Standard Life's stake will increase to 35.00%, with rest to be held by others.

For more information, please visit our website, www.hdfclife.com. You may also connect with us on Facebook, Twitter, Youtube, LinkedIn, and Google+.

Rrucha A Kulkarni, Corp Comm, HDFC Life	9619891296, rruchak@hdfclife.com
Zohar Reuben, Index PR	9820920816,zohar.reuben@indexpr.in