

HDFC Life Click 2 Protect 3D Plus now offers life cover till the age of 85 years

- *One of the most flexible and customizable protection plans available*
- *Nine options covering Death, Disease & Disability ("3D")*
- *In line with customer needs, maximum age at maturity now increased from 75 to 85 years for popular options, no maximum policy term limit*

Mumbai, Aug 9, 2019: HDFC Life Insurance Company, one of India's leading private life insurers has announced launch of the enhanced version of its award-winning term product, Click 2 Protect 3D Plus.

As part of its regular product related research, the Company identified the need for term cover up to a higher age. Keeping this requirement in mind, especially with the increasing awareness of term products amongst the younger population, the Company increased the maximum Term for Click 2 Protect 3D Plus to "85 minus age of entry" for popular options like **Life Option; Extra Life Option; 3D Life Option**. For the **Return of premium option, the** maturity age has been increased to 85 years from 75 years.

With changing needs and an increase in life expectancy due to better medical facilities and improved quality of living, today, Indians are living longer than they did before. This means the need for protection continues even after retirement. Furthermore, this can also be looked at from a legacy planning point of view.

Click 2 Protect 3D Plus is one of HDFC Life's flagship products and is a comprehensive one covering death, diseases and disability through 9 options. This enhanced product is available across all its platforms and channels.

Srinivasan Parthasarathy, Sr. EVP, Chief Actuary & Appointed Actuary, HDFC Life said, *"When it comes to products, innovation has been the mantra for HDFC Life. We launched C2P 3D Plus at a time when there was a strong need for a comprehensive term insurance plan. With changing customer needs, we introduced enhanced features to make the plan more attractive and customer-friendly. This enhancement of life cover till the age of 85 years will work well for the younger customers who want to purchase protection at an early age and reap the benefits of lower premiums for the entire term."*

About HDFC Life

HDFC Life Insurance Company Limited (formerly HDFC Standard Life Insurance Company Limited) ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life Aberdeen, a global investment company.

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, Annuity and Health.

As on June 30, 2019, the Company had 38 individual and 11 group products in its portfolio, along with 8 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 421 branches and additional distribution touch-points through several new tie-ups and partnerships with over 270 partners comprising NBFCs, MFIs, SFBs, etc and including more than 40 new-ecosystem partners. The Company has a strong base of financial consultants.

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

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