

HDFC Life offers an additional payment option in partnership with Insurepay.in to support customers

- *With Insurepay.in, customers get the option to pay premiums via the digital payment modes of their preference, not restricted to netbanking, cards or e-wallets*
- *Access to multiple products and service providers offering products/services in more than 200 categories via Insurepay.in*

Mumbai, March 31, 2020: HDFC Life, one of India's leading life insurance companies, is known for partnerships that enable the life insurer to offer innovative and tech-based solutions to customers. In line with this philosophy, HDFC Life has announced its tie-up with Insurepay.in.

This partnership will enable HDFC Life customers to avail payment options offered by Insurepay.in, thereby enabling them to make payments from the comfort of their homes.

Customers can pay their premiums via the Insurepay.in mobile app or from the website. The platform is simple and easy to use. They can visit the www.hdfclife.com to find the Insurepay.in option under premium payments section or download the Insurepay.in mobile app and pay premiums for their HDFC Life policies.

HDFC Life, said, "During the current situation, we are doing our best to provide facilities that enable customers to service their policies and carry out all transactions via our digital platform. We understand our customers cannot physically visit a branch. We are happy to partner with Insurepay.in as this platform will support our objective of offering easy and convenient payment options to customers. We believe that as life insurers it is our responsibility to offer solutions that encourage customers to purchase and continue with their policies for the entire term. Insurepay.in will enable them to service their insurance policies for the entire term thereby securing their future financial goals."

HDFC Life has been an innovator when it comes to products, distribution and services. The life insurer has been at the forefront of technology and tech-led collaborations. The Company has a strong distribution network giving it good reach and access to a wide customer base. As per the latest Claim settlement ratio (CSR) data for 2018-19 released by IRDAI, HDFC Life has one of the industry leading CSRs of 99.03%*.

*Individual death claim settlement ratio by number of policies as per audited annual statistics for FY 2018-19.

InsurePay.in, said, "InsurePay.in is India's first insurance premium payments platform (exclusive for insurance premium payments) that offers full stack payment solutions (via its payment gateway partners) to its users for paying insurance premium (life, non-life or health) directly to partner insurance companies. The company is on a mission to help every Indian to secure his /her family's future.

We look at this partnership as a great opportunity to scale our growth, bring smiles to millions of Indians. It is an era of impactful collaboration wherein large companies like HDFC Life come together to create an eco system that will not just aid insurance

companies to reach the last mile but also encourage policyholders to pay premiums regularly.”

Customers can connect with HDFC Life via the touch points mentioned below:

- **Whatsapp Bot ETTY** : Send a 'Hi' on +91 8291890569
- **My Account Customer Portal**: <https://myaccount.hdfclife.com/> for all policy service queries, transactions and policy related documents
- **HDFC Life Mobile App**: The mobile app is available on Google Play Store and iOS Apple Store
- **Facebook Messenger**
- **Elle Virtual assistant**: Chat with Elle on <https://senseforth.hdfclife.com/chat/responsiveChat.html>
- **Pay premiums online** at https://onlinepayments.hdfclife.com/HDFCLife/quick_pay.html
- **Missed Call Services**: Select services like fund value, premium amount and premium due date can be availed by giving a missed call at +91 800 000 6609
- **HDFC Life Website**: Policyholders can visit <https://www.hdfclife.com>

For Claim intimation, claimants can write to service@hdfclife.com

HDFC Life has enabled a simple '3 Click Claim' process for some policies where one can register a death claim and submit the documents for death claims processing. The link is available at lifeeasy@hdfclife.com

For HDFC Life Health Assure plans, policyholders can contact (TPA) Paramount Health Services at contact.hdfclife@paramounttpa.com

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 December 31, 2019, the Company had 42 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. The count of our partnerships is in excess of 270, comprising traditional partners such as NBFCs, MFIs and SFBs, and includes 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.

Media Contacts:

| | |
|----------------------------------|--|
| HDFC Life: | lopahmudrab@hdfclife.com |
| Lopah Mudra Bhattacharrya | Phone: 022-67516323 |
| Index PR: | darshana@indexpr.in |
| Darshana Vyas | Phone: 9820231233 |