

Press Release

HDFC Life's latest website design promises a delightful user experience

Mumbai, September 21, 2021: HDFC Life, one of India's leading life insurers, promises to offer a more enriching experience to both prospective and existing customers via its latest website design. To explore the new website visit www.hdfclife.com

Created with the user experience in mind, the website is more intuitive and includes features that offer a great experience to both - users looking to purchase policies as well as those wanting to service their existing policies.

First time visitors will be able to view the entire product portfolio that HDFC Life offers. The **All Plans** section enables them to easily narrow down the product best suited for them from across the wide spectrum of offerings designed to address needs of mortality, morbidity, longevity and interest rates.

Existing customers can stay on top of their policies by using facilities such as premium payment, checking policy details and initiating requests, in the **Customer service section** (www.hdfclife.com/customer-service).

Access to the critical service of Claims has been made easier through the **Make a Claim** section (www.hdfclife.com/claims). The objective of the new design is to make the claims process more simple and less time consuming. This section offers the following facilities:

- Online submission of a claim request along with status tracking
- Finding the nearest branch via the branch locator
- Claim forms and list of documents required for different types of claims

Claimants can also initiate claims online through WhatsApp by scanning a QR code (in case of death claims).

The unique **Rapid Response Functionality** makes the website compatible with all browsers and mobile devices. The best-in-class underlying platform enables faster loading of the website and ensures 24X7 availability across the globe.

Speaking on the revamped website, **Vishal Subharwal – Head Marketing, E-commerce and Digital Business**, said, "It is our constant endeavor to offer a superior experience to customers and prospects. The revamped website promises just that. Our mobile-first approach ensures that the website renders seamlessly on handheld devices. We have designed this keeping in mind the needs of customers, claimants and prospects to enable them to access their preferred services in a quick, easy and hassle-free manner."

India continues to remain one of the most underinsured nations. Awareness and education on the product category are a must. HDFC Life's revamped website offers visitors the opportunity to enhance their knowledge of the product and its benefits through informative write-ups in the 'Here's all you should know about life insurance' section.

About HDFC Life

HDFC 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, 2021, the Company had 37 individual and 13 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 its increased presence across the country having a wide reach with 390 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of our partnerships is around 300, comprising traditional partners such as NBFCs, MFIs and SFBs, and including 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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