

HDFC Life Announces a Tri-party Tie-Up with Metropolis and CallHealth

Mumbai, September 23, 2024: HDFC Life, one of India's leading life insurers, has entered into a bespoke agreement with Metropolis Healthcare Limited, a leading Indian diagnostic company, and CallHealth, an integrated healthcare platform respectively. This collaboration enables prospects applying for [HDFC Life](#) policies to undergo medical tests at Metropolis labs across the country, offering a seamless and convenient experience.

Under this agreement, individuals can choose to visit a Metropolis lab close to their home or go for the home visit option, providing flexibility and ease for all customers. The appointment booking and servicing for this process will be facilitated by CallHealth's user-friendly digital platform, ensuring a hassle-free experience for policy applicants.

This tie-up will significantly enhance HDFC Life's outreach, particularly in Tier 2 and Tier 3 cities, allowing more customers to access the necessary pre-policy medical check-ups without any inconvenience.

Sameer Yogishwar – Chief Operating Officer, HDFC Life said, "We are excited to partner with Metropolis Healthcare Limited and CallHealth to offer hassle-free pre-policy issuance check-ups. It is our constant endeavour to simplify the policy purchasing, on-boarding, and servicing processes for our policyholders. This bespoke arrangement not only enhances the customer on-boarding experience by offering the convenience of home visits and easy lab access but also mitigates the risk of fraudulent practices, ensuring a secure and trustworthy process."

Commenting on the partnership, **Surendran Chemmenkotil – Chief Executive Officer, Metropolis Healthcare**, said, "We are delighted to collaborate as the diagnostic partner for HDFC Life and work alongside CallHealth to streamline the [insurance](#) check-up process. Metropolis has established itself as a trusted wellness partner over the years for various corporate customers. Our dedicated team of pathologists, technicians, and skilled professionals throughout the supply chain are committed to delivering top-notch services, redefining convenience in the insurance application process."

Hari Thalapalli – Chief Executive Officer, CallHealth, added, "CallHealth continuously strives to be at the cutting edge of digital health technologies, and this bespoke engagement with HDFC Life along with Metropolis Healthcare pushes us to explore newer boundaries and possibilities. This win-win-win solution will ensure a higher quality clinical output and a more secure and fact-based assessment by CallHealth Doctors, thereby reducing the risk for HDFC Life and enhancing customer delight."

This partnership reflects HDFC Life's commitment to enhancing customer convenience and ensuring a smooth, hassle-free experience. With Metropolis's trusted diagnostic expertise and CallHealth's cutting-edge digital solutions, HDFC Life aims to deliver superior-quality, reliable health assessments that support the overall well-being and peace of mind of its policy holders.

About HDFC Life

Established in 2000, HDFC Life Insurance Company Limited ('HDFC Life'/ 'Company') is a leading, listed, 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. The Company has more than 80 products (including individual and group products) and optional riders in its portfolio, catering to a diverse range of customer needs.

HDFC Life was promoted by erstwhile Housing Development Finance Corporation Limited (HDFC Ltd.), and Abrdn (Mauritius Holdings) 2006 Limited (abrdn) (formerly Standard Life (Mauritius Holdings) 2006 Limited), a global investment company. Consequent to implementation of the Scheme of Amalgamation of HDFC Ltd. with HDFC Bank, India's leading private sector bank ("Bank"), the Bank has become promoter of the Company, in place of HDFC Ltd, effective from July 1, 2023. Further, consequent to reclassification of abrdn from "Promoter" category to "Public" category in accordance with Regulation 31A of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, HDFC Bank has become sole promoter of the Company, effective December 12, 2023. The name/letter 'HDFC' in the name/logo of HDFC Life Insurance Company Limited (HDFC Life) belongs to HDFC Bank Limited.

HDFC Life has a nation-wide presence with its own branches and additional distribution touch-points through several tie-ups and partnerships. The count of distribution partnerships is over 300, comprising banks, NBFCs, MFIs, SFBs, brokers, and new ecosystem partners amongst others. The Company has a strong base of financial consultants.

For more information, please visit www.hdfclife.com. You may also connect with us on Facebook, X (formerly Twitter), YouTube, and LinkedIn.

About Metropolis Healthcare Limited

Established in 1981, Metropolis Healthcare Limited is a leading diagnostics company in India, with a widespread presence in 22 states, 3 Union Territories and over 650 towns. Metropolis touches millions of lives each year by providing actionable health insights to patients and doctors. Metropolis offers a comprehensive range of more than 4,000 plus tests and profiles, including advanced tests for the diagnosis of cancer, neurological disorders, infectious diseases, and various genetic abnormalities.

The company is empowered with a robust network of 204 labs, 4,222 service centers and over 10,000 touch points. Metropolis' commitment to quality and accuracy in each test is reinforced by its consistent CAP proficiency score of more than 98% over the past decade, placing it among the top 1% laboratories worldwide for quality assurance. The Metropolis philosophy rests on the pillars of technological superiority, a warm, patient centric approach and reliable diagnostic reports. For more information, please visit www.metropolisindia.com or follow us on [X](#) (formerly Twitter), [Facebook](#), or [LinkedIn](#)

About CallHealth

CallHealth is a pioneer in Digital Health and one of the most integrated platforms that stitch together a comprehensive suite of health care offerings across all specialties, which can be accessed at the customer's convenience. We service Corporates, Insurance companies, Governments and also have Direct to Customer offerings. The health care services are delivered virtually, at the customer's doorstep and/or at a Hospital or Wellness Centre. We provide single-point access to the customer for more than 50 kinds of Health Care Services ranging from Doctor Consultation to Advanced Nursing services and Dialysis at Home, giving

the customer the power to choose any Provider of their choice. Improving the healthcare access and ensuring the clinical efficacy - along with personalized medical records that are accessible anytime, anywhere - is what makes us stand apart from everyone else. Our Services span Metros, Urban, Rural and Tribal markets

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