MEDIA RELEASE

HDFC Life Strengthens Commitment to Expanding Life Insurance Penetration Across Jammu & Kashmir

Mumbai, 21st August, 2026: HDFC Life, one of India's leading life insurance companies, reaffirmed its commitment to expanding the penetration of life insurance across Jammu & Kashmir. As part of this endeavour, the company's leadership team –Ms. Vibha Padalkar, MD & CEO; Mr. Vineet Arora, ED & Chief Business Officer; and Mr. Lavneesh Gupta, Chief Bancassurance Officer – recently met the Hon'ble Chief Minister of Jammu & Kashmir, Shri Omar Abdullah, in Srinagar as part of Raabita.

The interaction focused on measures to deepen HDFC Life's presence in the region and expand access to life insurance for individuals and families across Jammu & Kashmir, in line with the industry-wide vision of 'Insurance for all by 2047'.

At HDFC Life, the company continues to work towards making life insurance simple and easily accessible to individuals across the country. Through its innovative products, enhanced service capabilities and strong, enduring partnerships, HDFC Life aims to secure India with pride. Its life insurance solutions are designed to meet financial needs across various life stages, with a diverse product suite spanning Protection, Savings & Investment, and Retirement Planning, among others.

Speaking on the occasion, Ms. Vibha Padalkar, MD & CEO, HDFC Life, said: "Financial security is a necessity in every Indian home. At HDFC Life, it is our constant endeavour to enhance the reach of life insurance across the length and breadth of our country. Our recent interaction with Hon'ble CM of Jammu & Kashmir, Shri Omar Abdullah, reflects how we think about growth at HDFC Life, not merely as expanding our footprint, but as building genuine, on-the-ground partnerships to understand what each market truly needs. We are confident that our individual and group life insurance solutions will enable citizens secure themselves and their families, financially."

As the life insurance industry advances towards the vision of 'Insurance for all by 2047', HDFC Life remains focused on its commitment to securing India and enabling its policyholders to live with pride.

About HDFC Life

Established in 2000, HDFC Life 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 over 75 products (individual and group products) including optional riders in its portfolio, 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 branches and additional distribution touch-points through several new tie-ups and partnerships. The count of distribution partnerships is over 500, comprising banks, NBFCs, MFIs, SFBs, brokers, 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, Twitter, YouTube and LinkedIn.

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