

HDFC Standard Life launches new products

BANGALORE, DHNS: HDFC Standard Life, one of India's leading private life insurance companies, on Saturday, announced the launch of two products—HDFC YoungStar and HDFC Pension Super.

The products are a part of the 'Super' Series range, which have features such as bumper additions, which are incentives to individuals to stay invested for the long term.

Briefing reporters, HDFC Standard Life Principal Officer & Executive Director Paresh Parasnis, said "over the last 12 to 18 months, we have noticed a significant shift in consumer preferences. Research shows that individuals are, in the present context, concerned about initiating long term commitments so we have launched 'Super' Series keeping in mind these changing needs of the customers."

The company has focussed on three needs of the customer —planning for the future of their children, pension planning and general purpose saving. HDFC Standard Life also plans to launch a series of limited underwriting products under the 'Super' Series umbrella.