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## **HDFC Standard Life expands its reach to smaller cities in Madhya Pradesh**

Opens branches at Morena, Datia, Bhind and Dabra

Morena: HDFC Standard Life, one of the leading private insurance companies in the country, is in an expansion mode in the state of Madhya Pradesh. The company has today inaugurated its branch office in Morena and will subsequently open offices in Datia, Bhind and Dabra by the second week of May 2007.'

This expansion comes in line with the company's strategy to strengthen its presence in the state of Madhya Pradesh, thereby also consolidating its premier position in the insurance business in India.

Speaking on its increasing presence in the region, Mr. Deepak Satwalekar, CEO & MD HDFC Standard Life Insurance said, "The Company wants to be as close to its customers as possible and wants to ensure complete customer convenience and delight. We felt the need to increase our spread in MP because of its growing potential and hence expansion is an obvious choice."

With the launch of four branches consecutively in the region, HDFC Standard Life's presence will increase to 13 branch locations and 16 spoke locations in MP. Nationally HDFC Standard Life Insurance covers over 693 cities and towns through its offices in India with over 79,000 Financial Consultants appointed by the company. HDFC Standard Life Insurance also has 833 corporate agents and other sales intermediaries including banks for distribution of insurance products.

HDFC Standard Life's Product portfolio comprises solutions, which meet various customer needs, like Protection, Pension, Savings and Investment. Customers have the added advantage of customizing the Plans, by adding optional benefits called riders, at a nominal price. The company currently has 21 retail and 6 group products in its portfolio.

HDFC Standard Life maintains very high professional standards, during product offerings, by providing sound financial advice, efficient post-sale service and immaculate financial security. Ongoing training for conventional products, and specialized training, for unit-linked products, for its financial consultants, has also helped its customers choose the product, best suited for their needs.

### **About HDFC Standard Life:**

HDFC Standard Life is one of India's leading private life insurance companies, which offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC) and Standard Life plc leading providers of financial services in the United Kingdom.