

HDFC Standard Life Inaugurates its 7th Office in Pune, Maharashtra

Mumbai, September 9, 2008: HDFC Standard Life, one of the leading private life insurance companies in India, in line with its business expansion plan, has inaugurated its new Zonal Office for the Western region at Pune, FC Road, Shivaji Nagar. Mr. Paresh Parasnis, GM, Operations inaugurated the office. Mr. Namit Rai, Vice President, Western Region, HDFC Standard Life, was also present on the occasion.

This expansion is in tune with the company's strategy to strengthen its presence in the Western Region, and thereby consolidate its premier position in the insurance business in India. Speaking on the launch of this new office in Pune, Mr. Parasnis said, "We want to be as close to our customers as possible and want to ensure complete customer convenience and delight. We felt the need to increase our spread in Maharashtra, especially in Pune, because of its growing potential." With the launch of new Zonal Office, HDFC Standard Life's presence expands to seven branch locations across the Pune city.

HDFC Standard Life continues to have one of the widest reaches among new insurance companies. The company strengthened its number of offices from 103 to 572 across the country in less than 3 years. Through these offices, the company today services customer needs in over 730 cities and towns.

The company has also increased its depth in existing markets by increasing the strength of its Financial Consultants from 74,000 as on March 31, 2007 to 1,44,000 as on March 31, 2008. HDFC Standard Life also has more than 382 corporate agents and other sales intermediaries including banks for distribution of insurance products.

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), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Standard Life's Product portfolio comprises solutions, which meet various customer needs such as 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 19 retail and 6 group products in its portfolio, along with five optional rider benefits catering to the savings, investment, protection and retirement needs of customers.