HDFC Standard Life Receives 2008 CIO Bold 100 and CIO Security Awards

Mumbai, September 18, 2008: IDG India's CIO magazine has recognized HDFC Standard Life as a recipient of 2008 CIO Bold 100 Award. This annual award recognizes organizations that exemplify the highest level of operational and strategic excellence in information technology. This year's award theme, 'The Bold 100,' recognized those executives and organizations that embraced great risk for the sake of great reward.

Additionally, HDFC Standard Life has been one of the five recipients of the Special 2008 CIO Security Award aimed at CIOs, whose pioneering implementations have taken their enterprise security to the next level. This award category identifies innovative and groundbreaking deployment of technologies aimed at creating a secure business infrastructure.

The company received the 2008 CIO Bold Award for its mobile workforce portal and the CIO Security Award for its initiatives for a secure computing environment, including Identity Management.

On this occasion, Sunil Rawlani, Executive Vice President and IT Head, HDFC Standard Life said, "We have leveraged technology to enhance the productivity of a mobile force, achieve growth with sustained performance by building strong processes, and create a service differentiator in a converged financial services market." He further added, "Through these projects, we have not only pioneered a new technology, but also applied a familiar technology to a new purpose. Our projects have raised the standards and demonstrated business value by merely not focusing on business returns alone. They repositioned the organization competitively." Vijay Ramachandran, Editor-in-Chief, IDG India, said, "The Bold 100 honorees stand out because they have dared to take on risk for the chance of reward in challenging business climates."

HDFC Standard Life won the CIO 100 award for the second consecutive year. Last year, the company received the award for WONDERS, its internal workflow system. Last year, the company had also received the EMC Storage Award (part of CIO 100 2007 Award), for deploying a unified storage architecture that allows growth on-demand.

About CIO 100 Awards

CIO magazine has a long tradition of honoring leading companies for business and technology leadership and innovations through its flagship award program – CIO 100. Now in its 21st year in the US, it is an acknowledged mark of enterprise IT excellence. It's a celebration of 100 organizations (and the people within them) that are using IT in innovative ways to deliver business value, whether by creating competitive advantage, optimizing business processes, enabling growth or improving relationships with customers.