

HDFC Standard Life Sponsors Children Hindi Musical that embodies 'Self Respect' and 'Self Confidence'

Mumbai, October 20, 2008: HDFC Standard Life, one of India's leading private life insurance companies, sponsors 'Arcus,' the largest Hindi musical extravaganza in the Indian theatre space, produced by Balancing Act Productions and promoted by Divya Palat and Aditya Hitkari.

Commenting on the association with Arcus, the original Hindi mega musical, Sanjay Tripathy, EVP and Head, Marketing says, " The theme of 'Arcus' relates to our brand value – Sar Utha Ke Jiyo. Our brand essence has been reflected very well in the play portrayed by the main character 'Arcus', thereby creating an intrinsic brand fit between 'Arcus' and HDFC Standard Life. Sar Utha Ke Jiyo or Respect Yourself has always been a core value for all Indians. Self Respect has most times meant self-reliance and self-sufficiency -- a value system ingrained into young and old, across all sections of the society."

"We have always been instrumental in reinforcing and promoting the core value of self-respect in all our communication campaigns through diverse mediums and extending it to a play was logical to spread the message even far and wide. 'Arcus,' based on the story of a toy soldier, combines the realm of fantasy and reality. It reiterates the values such as self-reliance, self-belief, self-confidence, which help an individual to live life with head held high," adds Mr. Tripathy.

"I am extremely excited about Arcus. Arcus marks Balancing Act Production's foray into Hindi Theatre. With an original script, fantastic sets and wonderful music, we believe that 'Arcus' is a play of truly International standards. This play showcases Indian theatre's creative potential and Aditya and I were blown away with the tremendous possibilities that Arcus has," says Divya. Sony-BMG has picked up the exclusive production and distribution rights for 'Arcus.' Sony-BMG, for the first time is associating with a theatrical event and will also be promoting the CD and music nationally. The audio CD was officially launched on October 19, 2008.

'Arcus' premiered on October 11, 2008 at the Tata Theatre and will be followed by 20 shows in Mumbai alone. It will be staged across the country in the first quarter of next year (about 50-100 shows) and by the end of 2009, there are plans to convert it to film, another first for Hindi theatre.

A portion of the proceeds of 'Arcus,' will also be earmarked to support the Care-to-Cure charity. The charity supports children suffering from Cancer and providing shelter to under-privileged children and their families.

About Balancing Act Productions: Balancing Act Productions is India's premier youth theatre production company. Instituted in 2003, it has produced over 50 stage shows, short films, and events. It has to its credit India's largest Broadway musicals: The Graduate and The Wizard of Oz. Balancing Act Productions also produces 'Imps,' an improvisational acting course aimed at learning acting, expression, building confidence and having fun through interactive theatre games. Balancing Act Productions besides promoting theatre in India supports several charitable causes.

About HDFC Standard Life: HDFC Standard Life, one of India's leading private life insurance companies, 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 25 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.

HDFC Standard Life continues to have one of the widest reaches among new insurance companies. The company strengthened its number of offices to over 600 offices across the country. Through these offices, the company today services customer needs in over 730 cities and towns. The company also increased its depth in existing markets by increasing the strength of its Financial Consultants from 1,44,000 as on March 31, 2008 to 1,88,000 as on September 30, 2008.

