

HDFC Standard Life Bags CIO 100 and CIO 100 Special Awards for Third Consecutive Year

Mumbai, September 22, 2009: HDFC Standard Life, one of India's leading private Life insurance companies, has been accredited with the prestigious CIO 100 Ingenious 100 Award at the 4th Annual CIO 100 Symposium and Awards Ceremony held in Goa recently.

HDFC Standard Life received CIO 100 'The Ingenious 100 Award', for innovative ATLAS (Agency Training Licensing and Servicing System), the sole customized workflow-based solution in the Indian life insurance industry catering to all IRDA guidelines facilitating end-to-end tracking of the agent licensing process.

Additionally, HDFC Standard Life has been conferred with the CIO 100 Special Security Award for pioneering LANDesk Management and Security Suite implementation. With the implementation of LANDesk Management and Security Suite, HDFC Standard Life has achieved a comprehensive, integrated secure business infrastructure thereby empowering the security team to increase efficiency and reduce costs by proactively managing IT systems.

Speaking on this occasion, Mr. Sunil Rawlani, Executive Vice President - IT, HDFC Standard Life said, "We are honoured to receive this award, which affirms our ability to create value by using innovative IT processes and pioneering technology. At HDFC Standard Life, we make a constant endeavor to design state-of-the-art IT processes for achieving business goals and operational excellence."

HDFC Standard Life has bagged the CIO 100 Award for the third consecutive year. Last year, the company received CIO 100 Bold Award for Consultant Corner, its mobile workforce portal and CIO 100 Special Security Award for its initiatives for a secure computing environment, including Identity and Access Management.

In 2007, HDFC Standard Life received CIO 100 award for Wonders, its internal workflow and document management system and CIO 100 Special Storage Award, for deploying a unified storage architecture that allows growth on-demand.

About

CIO magazine, part of the IDG Group, 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 22nd year in the US, it is an acknowledged mark of enterprise IT excellence. CIO 100 award honors companies that have demonstrated business innovation, business value, collaboration, and leadership through the effective use of information technology.

CIO

Awards:

About

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

HDFC Standard Life's Product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment, and Health. 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 with more than 600 branches servicing customer needs in over 730 cities and towns and a strong base of over 2,00,000 Financial Consultants.