

Mr. Amitabh Chaudhry joins HDFC Standard Life as Managing Director and CEO

Mumbai, January 18, 2010: HDFC Standard Life has appointed Mr. Amitabh Chaudhry as its Managing Director and CEO.

Speaking on the appointment, Mr. Deepak Parekh, Chairman of HDFC Ltd and Chairman of HDFC Standard Life said, "HDFC Standard Life has focused on building its brand in the market place and is today known for its fair business practices. To continue in its growth path and to achieve its desired vision, the Board of Directors is pleased to announce the appointment of Amitabh Chaudhry as the Managing Director & CEO for HDFC Standard Life."

"I am confident that Amitabh will be able to provide strong leadership and direction to HDFC Standard Life and offer a robust roadmap to make HDFC Standard Life the most obvious choice of all," he added.

Mr. Chaudhry holds a bachelor's degree in Engineering from BITS Pilani and an MBA from IIM Ahmedabad.

Before joining HDFC Standard Life, Mr. Amitabh Chaudhry was the Managing Director and CEO at Infosys BPO. He also had stints with Bank of America and Credit Lyonnais Securities.

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, 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 33 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 575 branches servicing customer needs in over 730 cities and towns. The company has a strong presence in its existing markets with a base of more than 2,00,000 Financial Consultants.