

HDFC Standard Life among India's Best Companies to Work for in 2010

Ranks first in the insurance category and 34th among India's Top 50 Best Companies to Work, 2010

Mumbai, June 25, 2010: HDFC Standard Life, one of India's leading private life insurance companies, has been adjudged one of the Best Companies to Work for in India in 2010. The company participated in the Great Places to Work® study for the first time and ranked first in the insurance category. It ranked 34th on the Top 50 Best Companies to Work for, in India 2010 list. The company was also awarded for its unique employee initiative - Mission – in-Genius national quiz.

On this success, Mr. Rajendra Ghag, Executive Vice President, Human Resources and Administration, HDFC Standard Life said, "It is an immense honour to be featured in the Best Companies to Work list. We are extremely proud that we are ranked 1st in the insurance vertical. This appreciation is a testimony of our commitment to the growth and development of our employees through effective engagement and recognition initiatives."

The Best Companies to Work in India is a study conducted by the Great Place to Work® Institute, India in partnership with The Economic Times. The 2010 edition is the seventh study in India, which received overwhelming response from more than 400 companies, making it the largest such study in India. And only 50 companies made it to the Best Companies to Work list!

The study has shown that HDFC Standard Life conscientiously develops employee talent programmes to keep engaging and motivating its employees. The company provides some unique platforms such as 'Mission in Genius' national quiz. The management is accessible to all at all times and sincerely seeks feedback from its employees through programmes such as 'Sparsh', the study said.

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 32 retail and 4 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 568 branches servicing customer needs in over 700 cities and towns. The company has a strong presence in its existing markets with a base of 2,00,000 Financial Consultants.

About Great Place to Work® Institute

Great Place to Work® Institute is a pioneer in studying and recognizing best workplaces around the world. For over 20 years, and in 40 countries, The Great Place to Work® Institute has been conducting studies to identify & understand the Best Workplaces among the great places to work. The 2010 Study is the seventh Study in India, and the third year when the Great Place to Work® Institute, India is conducting the Study as an independent entity. More than 400 companies registered to participate in the study making it the largest such study in India. Only 50 made it to the 'Best Companies to Work For' list, making it one of the toughest contests of this kind globally.