

HDFC Life Launches ProGrowth Maximiser, a Special 10th Anniversary Plan with Multiple Investment Options

*A single premium fully loaded plan with 30-day Free Look in and three investment options (Highest NAV Guarantee, Capital Guarantee, and Free Asset Allocation), ProGrowth Maximiser also offers exclusive benefits for the company's employees and existing customers**

Mumbai, November 9, 2010: HDFC Life, one of India's leading life insurance companies, launched ProGrowth Maximiser, a unique single premium Unit Linked Insurance Plan, with three investment options - Highest NAV Guarantee, Capital Guarantee, and Free Asset Allocation. To commemorate the 10th anniversary, the company is offering 100% allocation rate on its ProGrowth Maximiser to its employees and existing policyholders.*

Mr. Amitabh Chaudhry, MD& CEO, HDFC Life, said, "We continue to listen to our customers and design products that are flexible to meet their needs. ProGrowth Maximiser is an ideal product in an environment where the economic cycles are getting shorter. It provides our customers the flexibility to choose from multiple investment options as per their needs and risk appetite. Additionally, it has both the limited underwriting and the fully underwritten versions. This will serve both customers segments - those looking for better value products and those looking for similar benefits while preferring the ease of over-the-counter life insurance solutions."

ProGrowth Maximiser
Attractive Premium Allocation Rates of 97.50%
Three Investment Options
Highest NAV Guarantee Fund: Guarantees that guaranteed at maturity will be minimum NAV of Rs 15 or highest NAV recorded daily during the first 7 years of the fund.
Capital Guarantee Fund: Guarantees that the unit price on maturity of the policy is atleast equal to the unit price that was used to allocate units to the single premium invested at the inception of the policy.
Free Asset Allocation: Flexibility to invest in any of the 5 non-guaranteed funds as below:
<ul style="list-style-type: none">• Short Term Fund - a pure debt fund that aims to deliver stable returns by investing in the short end of the yield curve to limit the risk profile of the fund and assure safety of capital.• Income Fund - aims to provide high potential returns through investment in high credit quality debt instruments while maintaining an optimal level of interest rate risk.

- **Balanced Fund** - aims to generate high returns through a dynamic allocation of investments in Debt and Equity Securities to combine stability of Debt instruments with long-term capital appreciation potential of Equities.
- **Blue Chip Fund** - aims to provide medium to long-term capital appreciation by investing in Large Cap equities.
- **Opportunities Fund** - aims to generate long-term capital appreciation by investing predominately in Mid Cap stocks.

Premium and Policy Term

Minimum premium is Rs 50,000 with no limit on the maximum premium. Policy term is 10 years.

Single Premium top up

Minimum single premium top up is Rs. 10,000. No limit on Free Asset Allocation Option and premium top up equals to the single premium paid at inception on selection of Highest NAV Guarantee option.

Entry and Maturity Age

Minimum age at entry is 14 years and maximum age is 65 years and maximum age at maturity is 75 years.

Sum Assured and Eligibility

1.25x single premium or 5x Sum Assured

Death and Maturity Benefits

On death, greater of sum assured or fund value is paid.

On maturity, fund value is paid. On selection of Highest NAV guarantee fund option, the fund value will be computed based on the NAV, which will be higher of,

1. Guaranteed NAV, subject to the minimum guaranteed NAV of Rs. 15
2. NAV on the date of maturity

On selection of Capital Guarantee Fund option, the fund value prevailing on the date of maturity will be paid.

On selection of Free Asset Allocation Option, the fund value prevailing on the date of maturity will be paid.

Tax Benefits: The single premium plan is eligible for tax benefits under the Income Tax Act of 1961. Currently, Section 80C benefit is available for the premium paid into the plan subject to the

limits in that section. Benefits received under Section 10 (10D) will be exempt from tax subject to the limits contained therein. In case of single premium top ups, tax benefits would be available subject to the limits mentioned in the Section 80C&10(10D).

**Conditions apply*

About HDFC Life:

HDFC 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 Life's product portfolio comprises 23 solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing their plans, by adding optional benefits called riders, at a nominal price.

Apart from several retail and group products in its portfolio, the company also has five optional rider benefits catering to the savings, investment, protection and retirement needs of customers. HDFC Life continues to have one of the widest reaches with more than 500 branches servicing customer needs, along with a strong base of Financial Consultants.