

PRESS RELEASE

HDFC Standard Life Launches ‘Online Channel’ for Simple, Convenient and Cost-effective Life Insurance Buying Experience

Offers a special discount of 40% on the 1st and 2nd year premium allocation charges on online buying

Mumbai, March 30, 2010: HDFC Standard Life, one of India’s leading private Life insurance companies, announced the launch of its Online Buying Channel with three products -- YoungStar Super Suvidha, Pension Super, and Endowment Super Suvidha catering to three different life stages needs – parents who wish to provide for their children’s education, marriage etc., individuals who wish to plan for retirement, and those who wish to save for key milestones.

Announcing the launch, Mr. Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life said, “India is estimated to have the third largest online population in the world by 2013, according to reports. In fact, India's number of Internet users was 52 million in 2008 and the average annual growth rates will be 10 to 20 per cent over the next five years (2008-13). Our online buying service aims to address the need of this niche segment of population and help them experience a simple, convenient, transparent, and cost-effective way of buying a life insurance plan. Our objective is to empower the population to make a decision of selecting a life insurance on their own. Online buying service also highlights our strong technology capability, and complements the online and web experience that we already provide through our online advertising, online policy servicing and our corporate website.”

HDFC Standard Life plans to further augment its online buying channel with several other products including pure protection, single premium product, specialized and niche in the coming months.

Online buying is offered on the company’s corporate website: www.hdfcinsurance.com. Customers can log into the website and follow few simple steps - identify need and select product, generate customized illustration, fill in other essential details, and pay premium.

Key Features of Online Buying Service

- Discount of 40% on 1st and 2nd year premium allocation charges.

Super Range	Regular Charges	When you buy online
First Year Allocation Charge	15% of premium	10% of premium
Second Year Allocation Charge	10% of premium	5% of premium
Total Discount on 1st and 2nd year Allocation charges		40%*

* Discount in first year premium band of Rs. 15000 to 1,99,999

- Bumper Additions

Super Range	Policy Term of 10 yrs	Policy term over 10 yrs
Bumper Additions	50% of first year original annualized premium	100% of first year original Annualized premium

- No medicals and complete control on purchasing decision

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Payment can be made through cheque/DD apart from online banking with 15 banks -- - HDFC Bank, ICICI Bank, Axis Bank, Bank of Baroda, Bank of Rajasthan, Corporation Bank, Federal Bank, Karnataka Bank, Oriental Bank of Commerce, Punjab National Bank, South Indian Bank, State Bank of India, Union Bank of India, Vijaya Bank, and Yes Bank.

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