



HDFC Life hosts Mission In-genius 2011

September 26, 2011, Mumbai : HDFC Life, one of India's leading insurance players hosted their HR initiative - Mission In-genius 2011 at the ITC Grand Central in September 2011. Mission In-genius is a pan-India quiz property first conceptualized and organized in 2006 for HDFC Life employees. It gives a platform for the employees to display their skills on insurance knowledge. It is hosted once every two years.

This was the third season of the Mission In-genius initiative. Approximately 7300 employees of the company participated in this quiz that tests them at various levels for their insurance knowledge, industry knowledge, internal processes and systems. The objective is to keep all employees updated on what is happening on HDFC Life and the industry.

On the property, Rajendra Ghag, EVP - HR, HDFC Life, says, " We believe that knowledgeable employees will give us a competitive advantage. Our people processes are centered on building skills and capabilities that will give us a leading edge in the industry. We want to promote this culture of knowledge enhancement by going beyond class rooms. Mission In-genius is one such initiative that invites involvement through a spirit of competition and fun. It brings in cross functional synergies together; thereby it becomes an engagement initiative too"

The competition embarked at an individual level with approximately 7300 employees participating in the first round, and about 2300 minds battled against each other in the second round. The next stage was the Zonal finals, followed by Semi finals which were played in two batches of 7 teams each eyeing for a berth in the national finals. Top three teams from each batch qualified for the finals.

Mission in Genius' design structure, quiz questions and creatives were developed by the in-house team in co-ordination with the relevant third party agencies. The finale was conducted by quiz master Barry O' Brien. Certificates, trophies and travel vouchers were awarded to the winners. Mission In-genius has been awarded as a 'Unique Initiative' across companies in Great Places to Work 2010 study.

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 25 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.