

HDFC Life continues its association with Rajasthan Royals in IPL 4

HDFC Life announces its third year of association with Rajasthan Royals as the Principal Associate Sponsor

Mumbai, April 08, 2011: HDFC Life, one of India's leading private life insurance companies, has announced its association with Rajasthan Royals for the third consecutive year as the Principal Associate Sponsor in the fourth season of the Indian Premier League (IPL 2011).

Commenting on the association, **Mr. Sanjay Tripathy, EVP & Head - Marketing and Direct Channels, HDFC Life** said, "We are glad to continue our association with Rajasthan Royals for the third consecutive year. With a new, young and energetic team this year, along with some of the highly experienced international players under Shane Warne's leadership, the team continues to epitomize the values of resilience, commitment and intensity and never say die attitude. This spirit goes well with our brand thought – Sar Utha ke Jiyo."

"Our association with Rajasthan Royals is aimed at bringing to the fore our common values – self respect or living life with head held high. This year too, Rajasthan Royals will enter the competition as underdogs but I am confident that their self belief and self confidence will help perform to their highest potential" he added.

In this association with the Rajasthan Royals, **HDFC Life** will reward excellence in the field with the "**Sar Utha Ke Jiyo**"- **Most Valuable Player of the Match** award. The Rajasthan Royals coaching staff along with the team captain, Shane Warne, will select the Most Valuable Player of the Day from the Rajasthan Royals team, who will receive this honour along with a cash incentive of USD 1000.

Mr. Sean Morris, CEO, Rajasthan Royals said, "We are delighted to continue our association with a brand of the stature of HDFC Life as we have always looked at building long term relationships with our sponsors. I truly admire our association till date with HDFC Life as it goes beyond mere brand visibility. HDFC Life through its innovative communication has managed to capture the true essence of Rajasthan Royals – tremendous self belief & confidence. What they do is not merely deriving value out of the association like traditional sponsors but adds a lot of value to the equity of Brand Rajasthan Royals."

Speaking on the occasion **Mrs. Shilpa Shetty Kundra, co-owner Rajasthan Royals** said, "With HDFC Life backing us for the fourth season of the IPL, we are looking forward to a fruitful association with them, as we share our passion towards cricket and the values of Sar Utha Ke Jiyo"

HDFC Life is also associating with various NGOs across Rajasthan to provide a unique experience for the under-privileged to witness a Live IPL match at the 'HDFC Life Stand', at the Sawai Mansingh Stadium in Jaipur, throughout IPL4 for all the matches of Rajasthan Royals. The NGOs include Helpage India, Smile Foundation, Yuva Unstoppable, I-India and many more.

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 27 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.

About Rajasthan Royals:

Rajasthan Royals, champions of the inaugural IPL in 2008 is the Jaipur franchise cricket team that represents the state of Rajasthan in the Indian Premier League. The team is led and coached by the legendary Shane Warne. The Rajasthan Royals team exemplifies the royal elegance, style, valour and class of Rajasthan and Gujarat. The Rajasthan Royals emblem is a reflection on the golden past and a promising future for the team. The Rajasthan Royals emblem, in royal blue and gold, is a reflection on the rich history of the region and their promising future ahead. The team's mascot is a lion named Moochu Singh.