

HDFC Life Wins International Acclaim from American Society for Training & Development

Recognition achieved for the use of best practices and solutions in workplace learning and performance

Mumbai, March 28, 2012: HDFC Life, India's leading life insurance company has received two the ASTD (American Society for Training & Development) Citations for 2011 in the 'Excellence in Practice' category which recognizes results achieved through the use of practices and solutions in the workplace learning and performance space. HDFC Life has received citations for Excellence in Practice in two categories - **Managing Change - (L&D Transformation Program) and Workplace Learning and Development - (Front Line Sales Learning Roadmap and Program).**

ASTD is the world's largest association dedicated to workplace learning and development professionals. ASTD's members come from more than 100 countries and connect locally in more than 130 U.S. chapters and with over 30 international partners. In the global training and development space, ASTD awards are the most coveted. The ASTD Board of Directors will honour recipients at an awards ceremony to be hosted at Denver, USA in May this year.

Commenting on the achievement, **R Chandrasekhar, Executive Vice President, Learning & Development, HDFC Life** said, "It is indeed a great privilege to receive this honour from such a prestigious organization. Selling life insurance in India is tough but training people to sell insurance is even tougher. The citations are testimonials to the strategic importance of Learning and development at HDFC Life."

The global financial crises in 2008 introduced new challenges for the insurance industry. Faced with more stringent regulations on the one hand and tough market conditions on the other, insurance companies were forced to drastically change their mindset and their business models. The shortage of trained manpower was an added challenge. "HDFC Life felt the need for capability development through high quality training supported by robust systems and processes to track and report L&D data," said Chandrasekhar.

He further added, "The L&D function at HDFC Life undertook a three-year transformation journey in FY 10-11 with the commitment to systematically improve employee performance through focussed training interventions."

Today, Learning & Development at HDFC Life is not just a support function but it is all about business strategy and results.