



Press Release

HDFC Life Wins BestPrax Award 2012 for Leadership Governance in Service Category

Mumbai, July 18, 2012: HDFC Life has won the BestPrax Benchmark Award 2012 for Leadership Governance in the Service category at the recently held BestPrax Conclave.

On receiving the award, **Mr. Subrat Mohanty, EVP HDFC Life** said, "It is a great honour to receive the Bestprax Benchmark Award for our Leadership Governance and Strategic Planning practices. This award recognizes our efforts in building world class practices at HDFC Life. This is an ongoing journey at creating a culture of excellence and we are delighted that the BestPrax rating committee recognized 3 of our practices from among many that were in contention."

BestPrax Benchmark is an annual award that recognizes organizations that have best managerial practices. HDFC Life has been adjudged the winner by an eminent panel for '**Scenario Planning**', '**Assessment of Integrated Reality & risk (AIRr)**' and '**Vision & Values Communication- GOAL**'.

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 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 28 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.



HDFC Life continues to have one of the widest reaches among new insurance companies with about 475+ branches servicing customer needs in over 700 cities and towns. The company has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit www.hdfclife.com.