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HDFC Life recognized as 'Life Insurer of the Year' at the Bloomberg UTV Financial Leadership Awards 2012

Mumbai, April 11, 2012: HDFC Life, one of India's leading private life insurance companies, received 'Life Insurer of the Year' Award at the Bloomberg UTV Financial Leadership Awards 2012 that were held in Mumbai on April 7, 2012. The award was presented to HDFC Life by Union Finance Minister Mr. Pranab Mukherjee.

Speaking on this occasion **Mr. Amitabh Chaudhry, Managing Director & CEO, HDFC Life** said, "We are extremely honoured to receive the 'Life Insurer of the Year' Award. This significant accomplishment is a strong testimony to our relentless focus and effort on our strategy of maintaining all the critical business parameters at healthy levels. This distinction is a validation of our commitment to excellence in all avenues be it products and solutions for our customers, managing operating expenses, persistency and customer retention and services to our policyholders."

Bloomberg UTV Financial Leadership Awards have been instituted to acknowledge extraordinary contribution of India's financial leaders and visionaries. The best in league winners have been selected by an eminent Jury on the basis of a detailed methodology, process validation and research conducted by ICRA.

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 500 branches servicing customer needs in over 700 cities and towns. The company has a



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strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit www.hdfclife.com.