

HDFC Life receives the prestigious 'Best Private Life Insurer' award at CNBC TV18 Best Bank and Financial Institution Awards

October 22, 2012, Mumbai: HDFC Life, one of India's leading life insurance companies has been recognized as the 'Best Private Life Insurer' at the CNBC TV18 Best Bank and Financial Institutions Awards 2012. The award was conferred to HDFC Life for its proven excellence and leadership in the private insurance sector by Dr. C Rangarajan, Chairman of the Prime Minister's Economic Advisory Council.

An eminent panel of jury adjudged and recognized HDFC Life for its contribution towards their unique customer service initiatives and product innovations across the industry.



Speaking on this momentous occasion **Amitabh Chaudhry, MD & CEO, HDFC Life** said, "We are delighted to receive this prestigious recognition. It is the perseverance of our team at HDFC Life that has enabled us to offer high quality products and services, and a superior customer experience. A dedicated focus on meeting customer needs has been at the core of our customer centric philosophy and has come a long way in enabling us to maintain our growth trajectory. This award certainly boosts our morale and encourages us to work even harder to achieve our goals. We

will continue to do our best in meeting customer needs and in setting new benchmarks in the industry."

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