

Press Release

HDFC Life launches 'Invest Wise Plan'

A single premium unit linked life insurance plan designed to build savings to secure financial independence after retirement

Mumbai, August 27, 2012: HDFC Life, one of India's leading life insurance companies, announced the launch of 'Invest Wise' an investment product aimed at building savings for retirement planning.

Earlier this year, HDFC Life commissioned a survey with Value Notes on the 'Wisdom Investor' segment. The study on the financial independence patterns of the 'Wisdom Investor' aged 45 years upwards highlighted two interesting observations:

Key Features of the Policy

- Single Premium ULIP
- Entry Age: 45 years till 70 years
- 15 years fixed policy term
- Settlement option - Withdrawal of fund value in periodical installments upto 5 years
- Option of taking a short medical questionnaire - no medical tests

a) Wisdom Investors are relatively more worried about child's education rather than retirement or health expenses. While they do have a financial plan, the goals are directed at their dependents rather than for retirement.

b) They rely more on traditional assets such as property, gold and insurance products. While these long term investments are made, they do not keep track of events, which may dilute their return on investments.

Commenting on the **launch Mr. Sanjay Tiwari, Vice President - Strategy & Product, HDFC Life** said, "Targeted specifically at the Wisdom Investor segment, HDFC Life Invest Wise Plan aims to offer a milestone based savings avenue for a horizon of 15 yrs. Customers up to the age of 70 yrs may also buy this plan opting for hassle-free no medicals option by answering few questions in short medical questionnaire. For short term liquidity needs, customers may go for the partial withdrawal option after 5 years." He further added, "We will continue to add new products for Wisdom Investor segment."

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Death Benefit

The nominee will be paid the following incase of the policy holder’s unfortunate demise

DEATH	SUMMARY OF DEATH BENEFIT
<p>Before attainment of age 60 years</p>	<p>We will pay the greater of the following</p> <ul style="list-style-type: none"> ▪ Sum Assured (less all withdrawals made during the two year period immediately preceding the date of death) ▪ The total fund value. <p>The policy will terminate thereafter and no more benefit will be payable.</p>
<p>On or after attainment of age 60 years</p>	<p>We will pay the greater of the following</p> <ul style="list-style-type: none"> ▪ Sum Assured (less all withdrawals made after attainment of age 58) ▪ The total fund value. <p>The policy will terminate thereafter and no more benefit will be payable.</p>

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 25 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 in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. HDFC Life has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit our website, www.hdfclife.com