



'HDFC Life Spell Bee-India Spells 2012' announces the 32 City Finale Winners in Mumbai

- *Part of a national level school spelling competition organized by HDFC Life where lakhs of students from over thousand schools across 32 cities have participated*
- *This year HDFC Life Spell Bee-India Spells 2012 included five new cities i.e. Patna, Raipur, Rajkot, Mangalore and Kanpur*

Mumbai, Friday April 20, 2012 - HDFC Life announced the city finale winners of the 4th edition of 'HDFC Life Spell Bee-India Spells 2012' at a special ceremony in Mumbai. Names of the winners were announced by the chief guest for the evening - **Quiz Master Derek O' Brien**. The fourth edition of the competition was held in 32 cities across the country where lakhs of students from over thousand schools participated. These 32 winners will compete for the national finale which will be aired on Times Now. Renowned quizmaster Derek O' Brien will be hosting the show. The **HDFC Life Spell Bee-India Spells 2012** has travelled to 32 cities in the country including the debut in Patna, Raipur, Rajkot, Mangalore and Kanpur.

Speaking on the occasion, Quiz-wizard Derek O' Brien said, "I applaud this initiative by HDFC Life to encourage the students to master the correct spelling of tricky words in broadening their vocabulary. Language teachers emphasize spelling in elementary and middle schools, but high school students often need extra help with spelling as well. Such kind of competition will improve the quality of student's spelling and writing skills, which is particularly important for college entrance essays and standardized tests. I feel extremely happy to be associated with such an enriching initiative and congratulate the city winners and wish them good luck for the grand finale."

Applauding the finalists, Mr. Sanjay Tripathy, Executive Vice President - Head Marketing and Direct Channels, said, "Over the last 3 years, HDFC Life Spell Bee has grown from being an annual event, to an institution, which offers a healthy competitive environment and encourage students to hone their English language skill in a unique and stimulating format. I feel proud to share with you that HDFC Life Spell Bee in India is now perceived as a stepping stone that shapes an individual's career and independent future. This very characteristic of the initiative aligns it with our brand promise of 'Sar Utha ke Jiyo', that propagates self-respect. I wish the finalists all the best and hope that this year's grand finale sets new standards and challenges so that we come back next year with greater excitement and innovation.""



HDFC Life Spell Bee-India Spells 2012 powered by the Times of India, in association with Horlicks, an Initiative by 360 Degree's Experience is the Indian counterpart of the highly acclaimed Scripps Spelling Bee. Times NIE is the Education partner for the event.

Students can experience the elation and excitement of the competition and hone their spelling skills by watching the excerpts of the event on Times Now News Channel.

All winners of each of the participating cities will participate in the Grand Finale in Mumbai. The winner of the Grand Finale along with his or her parent will be sent by 360 Degree's Experience, a Times Group company to experience the Scripps National Spelling Bee at Washington DC.

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 29 retail and 5 Group solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing their plans, by adding optional benefits called riders, at a nominal price.

Apart from several retail and group products in its portfolio, the company also has five optional rider benefits catering to the savings, investment, protection and retirement needs of customers. HDFC Life continues to have one of the widest reaches with more than 500 branches servicing customer needs, along with a strong base of Financial Consultants. For more information, please visit www.hdfclife.com.

About 360 degrees experience:

The Intellectual Property Rights team at 360 Degrees- Times Group has continuously managed to create smart properties in the space of Fashion, Lifestyle & entertainment with meaningful content, always in tune with the present day thoughts. Alternate Brand Solutions (India) Limited ("ABSIL") is a wholly owned subsidiary of ENIL. ABSIL was incorporated with the objective to carry on the business of event management. ABSIL manages large format events as well as own event brands.

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