

Celebrate Words. Save the Language! HDFC Life launches 5th season of Spell Bee

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- *The National Champion will win a grand prize of Rs. 2,00,000 apart from the opportunity to witness the prestigious Scripps National Spelling Bee with parent and school principal/teacher in Washington D.C., U.S.A.*

Mumbai, December 10, 2012: The much awaited [HDFC Life](#) Spell Bee is back! Radio Mirchi 98.3 FM and [HDFC Life](#) today announced the launch of the fifth season of '[HDFC Life Spell Bee - India Spells 2013](#)', the Indian counterpart of the highly acclaimed Scripps Spelling Bee, USA. With the theme, 'Celebrate Words. Save the Language,' the spelling extravaganza, will travel to 35 cities and will reach out to more than 5,00,000 students from Standards 5th to 9th. Students from anywhere in the country can also apply online at www.spellbeeindia.in.

The National Champion of [HDFC Life Spell Bee - India Spells 2013](#) will win a grand prize of Rs. 2,00,000 apart from the opportunity to witness the prestigious Scripps National Spelling Bee with parent and school principal/teacher in Washington D.C., U.S.A. in an all expense paid trip. The 4 semi finalists win a cash prize of Rs. 50,000 each.

Commenting on the launch, **Mr. Sanjay Tripathy**, **Executive Vice President and Head, Marketing, Product and Direct Channels**, [HDFC Life](#) said, "The era of abbreviated text messaging is having a detrimental impact on the English language with an increased surge in acceptance of short word as a convenient replacement of the original word. [HDFC Life Spell Bee - India Spells](#), an annual spelling completion, is making an effort over the last four years to improve spelling skills of students in a unique and stimulating format. To maximize the reach, we are continuing with the digital leg, giving an opportunity to students across the country to register and participate online. This year, we are acknowledging the effort of the teachers, who are behind the growth and development of each student. The School Principal of the winner of the Grand Finale will also get to experience the Scripps National Spelling Bee at Washington DC. I am confident



that parents, teachers and principals who participated last year, are looking forward to this year's Spell Bee as spelling is an extremely important skill that aids learning new concepts, scoring in exams, improving child's communication and confidence," he added.

Mr. Prashant Panday, Executive Director and CEO, Entertainment Network (India) Limited said, "We started off Spell Bee with an aim to sensitize young children on the basics of the language. The hunt to find the spelling enthusiasts, since then, has continued. Already in our 5th season, we are expecting tremendous success and phenomenal participations. This year Spell Bee will raise the bar of the competitiveness as we seek registrations from across 35 cities. It gets tougher as participants from previous season re-enrol to make this championship fierce. Like every year, the competition will be televised on television to encourage and prepare students for the upcoming season. We are hoping to see a scholarly cutthroat race between these young students."

In the initial phase, an on-ground exercise will be conducted across 1000 schools where children will be given spelling tests. In the gruelling stage of city finale, one top scorer will be shortlisted from 35 cities to compete in the semi finale round. The top 35 spellers of India will come together in a final battle of skills at the grand finale in Mumbai to win the throne of the spelling champion.

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 31 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

About Radio Mirchi:

Entertainment Network India Limited (ENIL), India's leading private FM radio broadcaster, popularly known as Radio Mirchi, operates across 32 cities in the country. Launched in 2001, Radio Mirchi has the highest listenership across the country and a track record of developing innovative content, thus expanding and retaining its audiences and advertisers through the years. Radio Mirchi has delighted listeners and the industry with its exciting properties like the Purani Jeans Film Festival and the Mirchi Music Awards.

Radio Mirchi's continuous innovations across different platforms like Visual Radio or Mirchi Mobile have been instrumental in gaining leadership in the private FM Radio industry. Radio Mirchi made its international foray with the launch of the brand in the UAE. From 1st Feb, 2012, Radio Mirchi can be heard in Dubai, Abu Dhabi and Al Ain and is the first Indian radio brand to go international.