



## **HDFC Life chosen by ASTD for 'Excellence in Practice Recognition'**

**Mumbai, May 31, 2013:** HDFC Life, India's leading long-term life insurance solutions provider has been honored with 2012 Excellence in Practice citation by the American Society for Training & Development (ASTD) for 'Improving First Level Sales Manager Productivity,' in the Sales Enablement category. The company has received an ASTD citation for the second consecutive year.

Speaking on the occasion, **Amitabh Chaudhry, MD & CEO, HDFC Life** said, "We are delighted to receive this recognition. At HDFC Life, we believe in investing in our people and one of the ways we have done it consistently is by offering rigorous training across all dimensions of skill enhancement. We are currently on the journey of implementing world class training practices and this citation is a milestone and motivator for all us in the HDFC Life family."

The Excellence in Practice Awards program recognizes organizations for results achieved through training and development practices and solutions. Awards are presented to organizations with proven practices that have delivered measurable results in achieving organizational goals.

ASTD is the world's largest professional association dedicated to the training and development field. In more than 100 countries, ASTD's members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. ASTD received 150 submissions in 2012 from organizations around the world. Nine practices have been chosen to receive awards and 30 have been selected to receive citations. Excellence in Practice categories include: career development, diversity and inclusion, managing the learning function, integrated talent management, facilitating organizational change, performance improvement, coaching and mentoring, learning technologies, organizational learning and development, and sales enablement.

Award and citation recipients were honored on May 20, 2013 at an awards ceremony held in Dallas, Texas during ASTD's International Conference & Exposition.

### **About HDFC Life**

Established in 2000, HDFC Life is India's leading long-term life insurance solutions provider offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. The company also offers Women's Plans to meet specific needs of women. Customers have the added advantage of customizing plans, by adding optional benefits called

riders, at a nominal price. The company currently has 32 retail and 10 group products in its portfolio, along with 10 riders.

We promote high integrity in business practices and shun short cuts and unethical practices, as we aspire to the most trusted company, the easiest to deal with, and offer the best value for money. Since our inception, we have consistently focused on setting benchmarks in all aspect of insurance business.

HDFC Life continues to have the widest reach with about 500 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. The company has a strong presence in its existing markets with a strong base of Financial Consultants.

HDFC Life 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.

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