

Kal Ki Socho, Sar Utha Ke Jiyo



HDFC Life, the first private sector Life Insurance Company to be flagged off by IRDA in 2000, is a joint venture between HDFCLtd, India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Life offers 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- tailor-made to address specific needs of women. Besides these, HDFC Life's customers have the added advantage of customising their 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. HDFC Life continues to have the widest reach with about 500 branches in India touching customers in over 900 cities and towns. It has also established a liaison office in Dubai. A robust base of Financial Consultants ensures that HDFC Life has a strong presence in its existing market.

With its vision to be the most trusted company, the easiest to deal with, and offer the best value for money, HDFC Life has consistently focused on setting benchmarks in all aspect of insurance business. A bouquet of 40 prestigious awards in the financial year 2012-13 is a testimony of its effort towards fulfilling its vision. Some of the prominent awards received include 'Best Life Insurance Provider' at CNBC TV18's IBFA 2012, 'Porter Prize 2012' for Leveraging Unique Activities, 'Golden Peacock Innovative Product/ Service Award' 2012 for its point-of-sale system CLICK2BUY, Award for 'Effective use of Marketing Communication' at Bloomberg TV India Brand Leadership Awards 2012, 'Product of the Year' 2012 for its Smart Woman Plan, Voted amongst the Top 25 India's Best Companies to Work For by Great Places to work in partnership with The Economic Times and 'Runners up in the Best Life Insurer' category at Outlook Money Awards 2012.



HDFC Standard Life Insurance Company Limited. In partnership with Standard Life Plc.

Insurance is the subject matter of the solicitation. For more details on risk factors, terms and conditions please read product brochure carefully before concluding a sale.
HDFC Standard Life Insurance Company Limited. IRDA Registration No.: 101. ARN: DP/10/2014/5431. CIN U99999MH2000PLC128245.

BEWARE OF SPURIOUS PHONE CALLS AND FICTITIOUS/FRAUDULENT OFFERS

IRDA clarifies to public that

- **IRDA or its officials do not involve in activities like sale of any kind of insurance or financial products nor invest premiums.**
- **IRDA does not announce any bonus.** Public receiving such phone calls are requested to lodge a police complaint along with details of phone call, number.