



## **HDFC Standard Life Bags CIO 100 and CIO 100 Special Awards for Third Consecutive Year Sep 24 2009**

Mumbai, September 24, 2009: HDFC Standard Life, one of India's leading private Life insurance companies, has been accredited with the prestigious CIO 100 Ingenious 100 Award at the 4th Annual CIO 100 Symposium and Awards Ceremony.

HDFC Standard Life received CIO 100 'The Ingenious 100 Award,' for innovative ATLAS (Agency Training Licensing and Servicing System), the sole customized workflow-based solution in the Indian life insurance industry catering to all IRDA guidelines facilitating end-to-end tracking of the agent licensing process.

Additionally, HDFC Standard Life has been conferred with the CIO 100 Special Security Award for pioneering LANDesk Management and Security Suite implementation. With the implementation of LANDesk Management and Security Suite, HDFC Standard Life has achieved a comprehensive, integrated secure business infrastructure thereby empowering the security team to increase efficiency and reduce costs by proactively managing IT systems.

Speaking on this occasion, Mr. Sunil Rawlani, Executive Vice President - IT, HDFC Standard Life said, "We are honoured to receive this award, which affirms our ability to create value by using innovative IT processes and pioneering technology. At HDFC Standard Life, we make a constant endeavor to design state-of-the-art IT processes for achieving business goals and operational excellence."

HDFC Standard Life has bagged the CIO 100 Award for the third consecutive year. Last year, the company received CIO 100 Bold Award for Consultant Corner, its mobile workforce portal and CIO 100 Special Security Award for its initiatives for a secure computing environment, including Identity and Access Management.

In 2007, HDFC Standard Life received CIO 100 award for Wonders, its internal workflow and document management system and CIO 100 Special Storage Award, for deploying a unified storage architecture that allows growth on-demand.