

'HDFC Standard Life Launches 'Spell Bee-India Spells 2009,' a Unique Scholarly Education Series

Mumbai, February 13, 2009: HDFC Standard Life, one of India's leading private life insurance companies, in association with the Times of India Group, today announced the launch of 'HDFC Standard Life Spell Bee - India Spells 2009', a unique and scholarly education series in a fun-filled quiz format under the patronage of Spelling Bee USA, a prestigious annual event in the US with a lineage of 83 years. 'HDFC Standard Life Spell Bee - India Spells 2009' will be conducted in schools across 11 cities (Delhi, Lucknow, Chandigarh, Jaipur, Kolkata, Mumbai, Pune, Ahmedabad, Bengaluru, Hyderabad, and Chennai), for students of 6th, 7th, 8th, 9th Grades.

'HDFC Standard Life Spell Bee - India Spells 2009' aims to help students improve spellings skills, vocabulary, learning concepts, and pronunciations leading to correct usage of English words that will help in their early years of growth and development. The key thought is to engage students on a different competition route - testing their knowledge of spellings, thereby engaging them in the English language practice.

Announcing the association of HDFC Standard Life with India Spells 2009, Mr. Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life said, "HDFC Standard Life in line with its brand philosophy believes in educative and informative programmes that create opportunities for development and growth of young minds. We encourage every child's desire to explore new avenues that in turn help them excel in academics and all-round development. As a life insurance player, we are committed to support every parent's dream of seeing their child develop his/her inherent potential with our products that offer unique Triple Insurance Benefit feature to take care of child's immediate and future needs. Thus, our brand essence is in sync with the objective of India Spells 2009, creating an intrinsic brand fit between HDFC Standard Life and India Spells 2009."

HDFC Standard Life has always been a strong player in the Children's Plan segment and we continue to be a leading player in this sub category. The growth in Children's Plans over the few years has been due to our sustained effort in creating and promoting this category. We also attribute our success to a very good customer offering including a very good product, highly relevant marketing and advertising, and good quality advice, Mr. Tripathy added.

The company has consistently communicated to parents through their innovative marketing campaigns the importance of insuring their child's future. It has also rolled out several -onground activations including innovative programmes to appeal to parents. For instance, it introduced the Art of Parenting initiative where renowned psychologists were invited to offer advice to parents on parenting, as also the Young Saver one, in which children in more than 10,000 schools were encouraged to save money, thereby making parents understand that they need to do the same. Its recent on-ground activities at shopping malls as part of its children's plan campaign included an innovative programme called 'Guess what your child wants to be,' which was received very well by the target audience - parents.

About HDFC Standard Life

HDFC Standard 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 Standard 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 25 retail and 6 group products in its portfolio, along with five optional rider benefits catering to the savings, investment, protection and retirement needs of customers.

HDFC Standard Life's bouquet of children's plans includes:

- Children's Plan
- Unit Linked Young Star II
- Unit Linked Young Star Plus II

- Unit Linked Young Star Champion

These plans offer multiple advantages for the child, such as tax benefits and long-term financial security. The plan is an affordable means to ensure a child's security and, apart from the parents, it can also be chosen by the grand parents or other relatives of the child. However, its greatest strength is that company continues to make savings on your behalf, in your absence. The savings can be directed 100% towards your policy or 50% towards your policy and 50% will be available for the beneficiary's regular use until the original Maturity Date.

HDFC Standard 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.