

## HDFC Standard Life continues its association with Rajasthan Royals

*HDFC Standard Life announces its second year of association with Rajasthan Royals as associate sponsor*

**Mumbai, March 8, 2010:** HDFC Standard Life, one of India's leading private life insurance companies, has announced its second year of association with Rajasthan Royals and has reemphasized its commitment to cricket and fans. Under the terms of agreement, HDFC Standard Life is the Associate Sponsor of Rajasthan Royals in the third season of the Indian Premier League (IPL 2010).

HDFC Standard life has also instituted 'Sar Utha Ke Jiyo - Most Valuable Player' of the Match award. The Rajasthan Royal staff including Shane Warne will select the Most Valuable Player of the Day from the Rajasthan Royals team at the end of each match, of IPL 2010. The winner apart from a certificate will receive cash incentive of US\$ 1000.

Commenting on the association, Mr. Sanjay Tripathy, Executive Vice President - Marketing said, "I am delighted at the second year of association with Rajasthan Royals, a team known for their self belief, pride, and confidence. This spirit goes well with our brand thought – Sar Utha ke Jiyo."

"Our association with Rajasthan Royals is aimed at bringing to the fore our common values – self respect or living life with head held high. And our second year of association with the team clearly reiterates our belief in Rajasthan Royals' winning attitude," he added.

Mr. Sean Morris, CEO, Rajasthan Royals said, "We are happy to renew our association with HDFC Standard Life, a brand that has successfully been able to differentiate itself on the basis of its unique brand idea - 'Sar Utha Ke Jiyo.' Last season, the association gave a positive spur to the morale of the team and we are happy to continue with our association with them."

Speaking on the occasion Ms. Shilpa Shetty Kundra, co-owner Rajasthan Royals said, "We are happy to be associated with HDFC Standard life, a brand known for its strong value system. We look forward to a continued fruitful relationship with HDFC Standard Life."

HDFC Standard Life plans several activities in the coming months along with Rajasthan Royals. Some of them include financial planning sessions for the young players in the Rajasthan Royals team. The association also leads to lots of other on-ground initiatives.

### **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 33 products in its portfolio, along with five optional rider benefits catering to the savings, investment, protection and retirement needs of customers. HDFC Standard Life continues to have one of the widest reaches among new insurance companies with more than 575 branches servicing customer needs in over 730 cities and towns. The company has a strong presence in its existing markets with a base of more than 2,00,000 Financial Consultants.

### **About Rajasthan Royals**

The Jaipur IPL franchise team Rajasthan Royals is owned by a consortium of international investors comprising of Suresh Chellaram, Manoj Badale, Lachlan Murdoch, Raj Kundra and Indian actress Shilpa Shetty. Rajasthan Royals are expertly captained and coached by legendary Australian cricketer, Shane Warne. The squad has a good mixture of experience, youth and emerging talent like Graeme Smith, Yusuf Pathan, Munaf Patel & Ravindra Jadeja.