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## Spell it right ! HDFC Life Spell Bee Launches 4<sup>th</sup> season - 'India Spell 2012'

*~ Darsheel Safari and Derek O'Brien take the spelling extravaganza to 32 cities across India ~*  
*~ Students from 5th to 9th standards from anywhere in the country can also apply online at [www.spellbeeindia.in](http://www.spellbeeindia.in) ~*

**Mumbai, 21<sup>st</sup> December 2011** – The wait is over as the much awaited HDFC Life Spell Bee is back! Alternate Brand Solutions India Limited (ABSIL) and HDFC Life, today, announced the launch of the Fourth Season of 'HDFC Life Spell Bee - India Spells 2012', the Indian counterpart of the highly acclaimed Scripps Spelling Bee, USA. With the first three seasons receiving a phenomenal response, Season Four is getting even bigger by the addition of 7 new cities taking the total to 32 cities and reaching more than 3,00,000 students from Standards 5th to 9th across the country. The winner of the Grand Finale will be sent by 360 Degrees Experience, a Times Group Company in association with HDFC Life to experience Scripps National Spelling Bee in Washington DC. To make it easier for students to participate, this year online registration and participation has also been made available at [www.spellbeeindia.in](http://www.spellbeeindia.in). Students can register on the website and give the test online from 21<sup>st</sup> December, 2011 onwards.

Announcing the association of HDFC Life with India Spells 2011, **Mr. Sanjay Tripathy, Executive Vice President and Head Marketing and Direct Channels**, said, "Over the last 3 years, HDFC Life Spell Bee has grown from being an annual event, to an institution, which offers a healthy competitive environment and encourage students to hone their English language skill in a unique and stimulating format. This is evident from the fact that about 70% of the participating schools have adopted Spell Bee initiatives and started grooming sessions for the competition to improve overall spelling skills and identify future Spell Bee stars. Almost 100% of parents, teachers and principals from 25 cities who participated last year, are looking forward to this year's Spell Bee as they believe that spelling is an extremely important skill that aids learning new concepts, scoring in exams, improving child's communication and confidence. Most of all they believe that it's a pre-requisite for a successful career and independent future, which aligns with our brand promise of 'Sar Utha ke Jiyo', which propagates self-respect. I wish the participants all the best and hope for another exciting season of HDFC Life Spell Bee."

Speaking about HDFC Life Spell Bee **Mr. Prashant Panday, Executive Director and CEO, Entertainment Network (India) Ltd.** said, “HDFC Life Spell Bee – India Spells 2012 is an initiative by 360 Degree’s Experience, Times Group under the patronage of Scripps National Spelling Bee USA. This year students from 32 cities will be battling it out for the winner’s trophy and to maximize reach we are also adding a digital leg wherein students from all across the country can register and participate online. HDFC Life Spell Bee has been a phenomenal success over the last 3 years and 360 Degrees is proud to own this property and plan to take this property to greater heights year on year”.

Speaking on this occasion, **Child Prodigy Darsheel Safary** said, “I have been associated with HDFC Life Spell Bee for three years now and I have learnt a lot from it. This kind of learning is very fun filled and I am really excited to witness season four. Last year HDFC Life Spell Bee received a superb response and I am confident that this year it will definitely become even better. I am glad that kids like me are enjoying HDFC Life Spell Bee as much as I do and I wish all the contestants good luck.”

The contest will test the spelling quotient of students and thus help them become competitive, inculcate sportsmanship and prepare them for a better future.

#### **About HDFC Life:**

HDFC 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 Ltd. holds 72.37% and Standard Life (Mauritius Holding) Ltd. holds 26.00% of equity in the joint venture, while the rest is held by others.

HDFC 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 28 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.

HDFC Life continues to have one of the widest reaches among new insurance companies with about 500 branches servicing customer needs in over 700 cities and towns. The company has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit **[www.hdfclife.com](http://www.hdfclife.com)**

**About 360 degrees experience:**

The Intellectual Property Rights team at 360 Degrees- Times Group has continuously managed to create smart properties in the space of Fashion, Lifestyle & entertainment with meaningful content, always in tune with the present day thoughts. Alternate Brand Solutions (India) Limited ("ABSIL") is a wholly owned subsidiary of ENIL. ABSIL was incorporated with the objective to carry on the business of event management. ABSIL manages large format events as well as own event brands.

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