

HDFC Life Wins IMC Ramakrishna Bajaj National Quality Award 2011 in the Service Category

HDFC Life becomes the first private insurance company to receive the IMC RBNQ Award for Business Excellence

Mumbai, April 13, 2012: HDFC Life has won the Indian Merchants' Chamber Ramkrishna Bajaj National Quality Award (IMC RBNQA) 2011 for excellence in the Service category. Chief Guest Mr. Shashi Tharoor (Member of Parliament & former Union Minister of State for External Affairs) presented the trophy at an impressive ceremony held at Mumbai.



Paresh Parasnis, COO, HDFC Life addresses the audience at the award ceremony

improvement and innovation.

On receiving the award, **Mr. Paresh Parasnis, Executive Director and Chief Operating Officer (COO), HDFC Life** said, "It is indeed a great honour to be recognized by IMC for the second time in a row. This trophy is a strong testimony of our commitment to quality and performance excellence in the organization. At HDFC Life, customer centricity is one of the core value that propels the quality of our delivery across all

The Award winners were selected by a distinguished panel of judges, chaired by Mr. Anand Mahindra, Vice Chairman & Managing Director, Mahindra & Mahindra Ltd.

Last year, HDFC Life received IMC RBNQ Performance Excellence Trophy and this year the company has been awarded the IMC RBNQA which is a testimony to its journey of continual



service touch points. As a life insurance player, we believe in remaining agile in providing long term value to our customers thereby helping them secure their financial future.”

The citation states that “HDFC Life is well on its way to becoming the most trusted life insurance brand because of its high degree of transparency with respect to product details, pricing and communication of clauses to customers. The organisation creates a value-based people-caring environment of trust and team work through product and service innovation to deliver high class services to all stakeholders. The company has shown steady improvement in conservation ratio and for the third consecutive time, its claim repudiation ratio is the lowest in the industry.”

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 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 475+ 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.