



Press Release

HDFC Life brings back Pension Planning

*First private life insurer to launch pension plans based on new guidelines by IRDA
Also launches 'New Immediate Annuity Plan'*

Mumbai, December 3, 2012: HDFC Life, one of India's leading life insurance companies, has announced the launch of two pension plans. HDFC Life Pension Super Plus is a regular premium unit linked plan whereas HDFC Life Single Premium Pension Super is a single premium unit linked plan. .

Speaking at the launch, **Amitabh Chaudhry, MD & CEO, HDFC Life** said, "It gives me great pleasure to announce that we are the first private life insurance company to bring back pension plans to customers under the new regulatory regime. Saving for retirement has been an important part of financial planning, which most of us tend to neglect or postpone."

HDFC Life Value Notes Life Freedom Index, a survey conducted earlier this year to understand the current state of financial planning in urban India, revealed that consumers are skeptical about the adequacy of their financial plans to meet their desired standard of living throughout their lifetime. In fact, only 13% of youth and women are extremely confident that they have adequate retirement planning in place. Though the Wisdom investor segment (45 years and above) scored better in the level of confidence, their percentage stood at only 24%. This reflects that planning for retirement among all customer segments needs significant improvement.

"HDFC Life Single Premium Pension Super and HDFC Life Pension Super Plus are designed to build a sizeable corpus for post retirement income and offer assured vesting value with minimum guarantee benefits," Amitabh added. Both the plans offer assured benefit on death and vesting. HDFC Life Pension Super Plus offers assured death benefit of total premiums paid to date accumulated at a guaranteed rate of 6% per annum and an assured vesting benefit of 101% of total premiums paid. HDFC Life Single Premium Pension Super offers assured benefit of 101% of total premiums paid on death and vesting.

HDFC Life has also launched a traditional annuity plan, HDFC Life New Immediate Annuity Plan. As per IRDA's new guideline, customers need to purchase immediate annuity from the proceeds of the Pension Plan from the same company.

HDFC Life Pension Super Plus		HDFC Life Single Premium Pension Super																													
Offers: <ul style="list-style-type: none"> Benefit of Assured Vesting Value Flexibility to plan your vesting (retirement) date Additional allocation of premium from 11th year onwards 		Offers : <ul style="list-style-type: none"> Benefit of Assured Vesting Value Opportunity to build corpus for post retirement income 																													
Step 1	Plan your vesting (retirement) age	Step 1	Determine your eligibility																												
Step 2	Choose the regular premium you wish to invest, based on your retirement needs	Step 2	Choose the single premium you wish to invest																												
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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 31 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 in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. HDFC Life has a strong presence in its existing markets with a strong base of Financial Consultants. For more information, please visit our website, www.hdfclife.com