

HDFC Life receives the 2013 CIO100 Award

Mumbai, September 16, 2013: [HDFC life](#), India's leading long term private life insurance solutions provider has been awarded the CIO100 Award at the 8th annual CIO100 awards. HDFC Life was also awarded the Information Mastermind Special Awards. The annual award program recognized organizations for being imaginative and innovative with their IT deployments in difficult economic conditions.



On receiving the award, **Thomson Thomas, CIO and SVP - Business System & Technology, HDFC Life** said, "Winning the CIO 100 award is a great recognition for the success of the effort of the entire HDFC Life team on our point of sale project **Click2Buy**. This is also a remarkable achievement for the entire HDFC Life Technology team. This project is aligned to the organization's strategic theme on unique customer/distributor experience and is built based on an 'outside in' architecture. This project has fundamentally changed the way we manage our new business process

in a cost effective and efficient manner. The Information Mastermind Special award recognizes the effort of the HDFC Life team, from business and technology, which has taken business planning to yet another level ensuring that we plan and manage our business much more efficiently and effectively."

Commenting on the occasion, CIOmagazine's Editor-in-Chief, Vijay Ramachandran says, "Uncertain economic situations, challenging business requirements, fast-changing market needs and demanding end-users are the new normal. CIOs are now expected to deliver superior IT solutions and execute larger number of business technology projects with shortened timelines, fewer resources and tighter budgets. Therefore, this year's CIO100 awards theme was aptly chosen as - **The Astute 100** - that recognized and felicitated the CIOs who have been imaginative and inventive in these times; and adept and astute in converting the handicaps to their advantage while not only enabling their businesses to grow but also extend their lead on their competition. Many congratulations to HDFC Life."

About CIO100 Awards

CIO magazine has a long and proud tradition of honoring leading companies for business and



technology leadership and innovations through its premiere award program – CIO100. Now in its 25th year in the USA, it is an acknowledged mark of enterprise IT excellence. It's a celebration of 100 organizations (and the people within them) that are using information technology in innovative ways to deliver business value, whether by creating competitive advantage, optimizing business processes, enabling growth or improving relationships with customers. Hosted in countries such as Canada, Sweden, Australia, Singapore, Vietnam, Hungary and India, the CIO 100 Awards is a truly global recognition. It is an acknowledged mark of excellence in enterprise IT. According to a survey by PR Week magazine, CEOs named CIO 100 among the top 10 most influential corporate scorecards anywhere, compiled by any publication or organization.

About HDFC Life

Established in 2000, HDFC Life is India's leading long-term life insurance solutions provider offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. The company also offers Women's Plans to meet specific needs of women. Customers have the added advantage of customizing plans, by adding optional benefits called riders, at a nominal price. The company currently has 35 retail and 10 group products in its portfolio, along with 10 riders.

HDFC Life continues to have the widest reach with about 500 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. The company has a strong presence in its existing markets with a strong base of Financial Consultants. HDFC Life 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.

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