

HDFC Life launches a Corporate Blog to Drive awareness about Life Insurance

Mumbai, March 4, 2014: [HDFC Life](#), India's leading long term private life insurance solutions provider announced the launch of its first Corporate Blog to educate people about Life Insurance. Titled 'All about Life', the Blog opens up a new avenue for readers to know everything about the insurance industry, financial planning, the HDFC Life brand & much more. All that's brewing fresh in the insurance industry, expert opinions, market movements, interesting articles on planning finances better will feature in the blog. This new platform of digital communication is now open to all at blog.hdfclife.com

Speaking about this launch **Sanjay Tripathy, Senior Executive Vice President - Marketing, Products & Direct Channels, HDFC Life** said, "I am pleased to announce the launch of our new blog which will simplify life insurance for our customers and people at large.

We at HDFC Life nurtured the dream of being a 'digital first' organization in the industry and in continuing with our efforts in this direction, we have recently made exciting additions to our suite of digital properties. This includes the new responsive corporate website, an employee social network, a dedicated YouTube channel and a handy chrome store extension app. Realizing the gaining importance of content consumption online and changing online purchase behavior, we were the first ones in the category to set up a dedicated team for Digital Marketing & E-commerce two years back. This blog is the latest addition to our suite of digital offerings and we aim to educate people about life insurance industry through this touch point. "

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 22 retail and 8 group products in its portfolio, along with 9 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.

For more information, please visit our website, www.hdfclife.com. You may also connect with us on [Facebook](#), [Twitter](#), [Youtube](#), [LinkedIn](#), [Blog](#) and [Google+](#).