

HDFC Life launches 'HDFC Life YoungStars', a first-of-its-kind digital talent hunt for kids

- *India's first digital talent hunt for children in association with #fame*
- *Lauren Gottlieb, Cyrus Sahukar, Raghav Sachar & Siddharth Mahadevan to mentor the selected kids*

Mumbai, 12th April, 2016 – HDFC Life, India's leading private life insurance company and #fame today announced the launch of India's first ever digital talent hunt for kids for categories in dancing, singing, musical instruments and comedy. This unique initiative will invite talented children between the ages 6 and 14, from across the country to participate in the competition by uploading their video on its website www.hdfclifeyoungstars.com.

Keeping with HDFC Life's digital-first focus, HDFC Life YoungStars is driven primarily on the digital medium. Right from the call for entries round, wherein one just needs to upload a video on the website, to all its following phases, to the grand finale, the entire property is digital based. Selected contestants who make the cut will be nurtured through the course of the show in their respective fields by the mentors. Finalists from each category will then get a chance to perform with their mentors and also win various other exciting prizes.

Commenting on the launch, Sanjay Tripathy, Senior Executive Vice President & Head - Marketing, Analytics, Digital & E-Commerce, HDFC Life said, "The insight for this platform came from the understanding that parents are the first to spot a child's potential talent. Parents are always looking for ways to help nurture the talent of their children, with the hope that their child will be able to harvest his/her complete potential. HDFC Life has always partnered with parents through financial planning to help children realize their full potential and capitalize on their talents. However, as a brand we have always believed in being more than just a financial enabler. Hence, with HDFC Life YoungStars we have gone a step further and created a platform where parents can help their kids to showcase, and nurture their talents under the guidance of our four talented mentors."

Further, Mr. Shreyas Rao, Senior Vice President, #fame said, "We are glad to associate with HDFC Life, one of the most forward thinking and digitally savvy financial services brands and Maxus in this exciting new initiative. At #fame, we have pioneered several properties capitalising on the power of mobile video to discover the new wave of exciting talent. HDFC Life Young Stars is a unique platform which will give young talented kids a digital stage to showcase their skills and get recognised."

Maxus ESP, the content arm of marketing services agency Maxus, played a pivotal role in conceptualizing the property with the brand's objectives in mind. Besides partnering the creation process the team helped find the right platform and partner in #FAME by leveraging on its understanding of the media universe. Pooja Verma, Head, Maxus ESP

said, "At Maxus ESP we believe that great content created by leveraging technology can significantly enhance the consumer's experience of a brand. HDFC Young Stars is a great example of how we help make it happen. Today, the most commonly found gadget in the country is a handheld mobile device. What better way than using something as simple as a mobile to help encourage parents from all parts of the country to participate and showcase the talent of their kids. "

Here is what the Mentors had to say:

The ABCD 2 actress, Lauren Gottlieb who was extremely enthusiastic about the launch, commented, "The kids today have a lot of exposure to the different dance forms, thanks to the internet. HDFC Life YoungStars will be a medium of both exposure and personal learning for them. I look forward to mentor the young dancing dynamites of India."

Distinguished VJ, comedian and Bollywood actor Cyrus Sahukar said, "The entire concept is innovative and unique. It's the perfect mix of talent and digital. All one needs is a smartphone and talent for their ticket to fame. There's so much to comedy be it stand-up, sketch, improv, mimes... I am eager to see the kids get started"

The Musical sensation, Raghav Sachar said "I believe the virtual world is taking over and I am really happy to be a part of HDFC Life YoungStars, especially since instrumental music is not normally in the spotlight. Not only will this be fun and energetic, it will also give an opportunity to push young talent onto bigger avenues."

The playback singer and composer who is known for his songs in the film Bhaag Milkha Bhaag, Siddharth Mahadevan said, "Music is the best stress buster. It would be a privilege to judge these little ones. Platforms like this will give these kids the required boost. I am sure it's going to be a tough and exciting way ahead."

About HDFC Life

Established in 2000, HDFC Life is a leading long-term life insurance solutions provider in India, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health. Customers have the added advantage of customizing plans, by adding optional benefits called riders, at a nominal price. As on 31 December 2015, the Company had 28 individual and 8 group products in its portfolio, along with 7 optional rider benefits catering to a diverse range of customer needs.

HDFC Life continues to benefit from having a wide reach with 402 HDFC Life offices in India and 8,000+ distributor touch-points. The Company has a strong base of Financial Consultants. The Company has also recently completed incorporation of its wholly owned subsidiary in Dubai to offer reinsurance services.

HDFC Life is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life, a global long term investment savings player. Currently HDFC holds 70.65% and Standard Life holds 26.00% of equity in the joint venture, while the rest is held by others. On August 14, 2015 HDFC Ltd. has entered into a share sale agreement with Standard Life to sell a 9.00% stake in HDFC Life to the latter. The transaction is subject to receipt of regulatory approvals. Post the completion of the above transaction, HDFC will hold 61.65% stake in HDFC Life and Standard Life's stake will increase to 35.00%, with rest to be held by others.

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

About #fame

#fame is India's No.1 Live Video Social Platform catering to mobile millennials through an integrated 'talent-first' strategy, #fame is set to become Asia's premier digital entertainment network through its presence across 6 countries over the next 3 years. #fame's content centres around mobile-led LIVE video programming and innovative video-on-demand content including high impact digital properties, shows and formats in genres such as entertainment, food, fashion, music, comedy. With a multi-platform approach in distribution and a strong presence across all digital and social platforms, #fame helps brands reach and engage audiences through customized solutions spanning talent-based content, properties and digital video services.