

## HDFC Standard Life Unveils 'Sar Utha Ke Jiyo' Music Video Featuring Shilpa Shetty and Rajasthan Royals Team

*The video propagates 'Self Respect' and encapsulates the team spirit and confidence of Rajasthan Royals, the Champions – IPL 2008.*

**Mumbai, May 7, 2009:** HDFC Standard Life unveiled its new music video, 'Sar Utha Ke Jiyo ,' promoting and propagating 'Self Respect,' its core brand philosophy. The music video features Shilpa Shetty, film star and co-owner, Rajasthan Royals and the Rajasthan Royals team .

Commenting on the music video launch, Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Standard Life, said, "We are happy to launch this music video that signifies everything that our brand stands for. The concept of 'Respect Yourself' or 'Sar Utha Ke Jiyo' educates consumers on how the essentials of one's life - needs, wants, hopes, and aspirations – can blend well through prudent long term financial planning. This music video propagates the value of self respect by encapsulating the team's self belief, pride and confidence."

"Rajasthan Royals epitomise courage, strength and fighting prowess. During the last IPL, though branded as 'underdogs', the players believed in themselves and performed to their potential and eventually emerged as Champions. This spirit blends with our brand thought 'Sar Utha Ke Jiyo', and we are proud to be associated with them", Mr. Tripathy added.

Mr. Raghu Iyer, Chief Marketing Officer, Rajasthan Royals said, "We are delighted to be associated with HDFC Standard Life, a brand that has successfully been able to differentiate itself on the basis of its unique communication integrated with 'Sar Utha Ke Jiyo' as the brand idea. Rajasthan Royals, as a team, embodies the same set of values and this music video is a collaborative effort to communicate the same".

Shot in exquisite locations in South Africa, the music video features Shilpa Shetty, Shane Warne, Yusuf Pathan, Graeme Smith, Ravindra Jadeja, Dimitri Mascarenhas and other players. The video plays HDFC Standard Life's theme song, 'Sar Utha Ke Jiyo' sung by Mohit Chauhan, lyrics penned by Swanand Kirkire, and music composed by Shantanu Moitra. The music video is directed by Shiraz Bhattacharya and will be on air on all major television channels from May 8, 2009.

**About HDFC Standard Life:** HDFC Standard 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 Standard 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 25 retail and 6 group products in its portfolio, along with five optional rider benefits catering to the savings, investment, protection and retirement needs of customers.

HDFC Standard Life continues to have one of the widest reaches among new insurance companies through a network of 595 offices serving over 700 cities and towns across the country. The company has also increased its depth in existing markets with a strong base of more than 2,07,000 Financial Consultants.