

PRESS RELEASE

## **HDFC Life & Apollo Clinic come together to offer customers a healthy and secure future**

**Mumbai, August 28, 2020:** Apollo Clinic, a leading Indian multi-specialty clinic chain by Apollo Health & Lifestyle (AHLL) and HDFC Life, one of India's leading life insurers have entered into a Corporate Agency arrangement.

This partnership will allow customers of Apollo Clinic to avail the benefits of the wide range of life insurance products and superior customer service offered by HDFC Life. This is in line with Apollo Clinic's approach of 'Together towards tomorrow for a healthier & secure future'. HDFC Life and Apollo Clinic are committed to a long term, mutually beneficial relationship.

Life Insurance is an important financial tool for covering the risk of mortality, morbidity and longevity. HDFC Life's multi-channel distribution set up and strong diversified network helps the Company to offer life insurance solutions at scale. Apollo Clinic's existing loyal customer base of 1.5 million customers across 16 states, 22 cities and a vast network of 140+ clinics will now have the benefit to choose a entire range of products offered by HDFC Life which include solutions for protection, savings and investment, retirement and critical illness.



Speaking on the arrangement **Sanjay Vij, Senior EVP (Bancassurance) & Chief Values Officer, HDFC Life** said, "We are very happy to partner with Apollo Clinic. We believe this arrangement brings immense benefits to customers as they can avail a range of life insurance and health solutions.

In the midst of the current pandemic, the need for life insurance has become more relatable and relevant. It's important to secure one's life financially, for their family. This milestone is a reaffirmation of HDFC Life's ongoing journey to form strategic partnerships across eco-systems to make life insurance easily accessible to every Indian".



**Anand Wasker, Chief Operating Officer, Apollo Clinic** said, "Our Vision is to 'touch a billion lives' and we are able to do this by being the first port of call in the neighborhood providing all Primary Healthcare OPD services under one roof via the Apollo Clinic format. Customers truly and deeply think about their health when they visit a healthcare centre and we want to offer them superior life Insurance products. HDFC Life & Apollo Clinic both believe that life insurance is a critical component of our customer's endeavor to live a healthy life; both physically and financially."

HDFC Life has always had a customer centric approach. The Company's flagship products are designed keeping in mind different customer needs and can be purchased both offline as well as online. HDFC Life's claims intimation process is available online. Customers and claimants can avail the services without having to step outside their homes.

The company is facilitating a smooth and seamless experience for all. The company has settled 99.07%<sup>1</sup> claims last year. It has settled 99.96% of non-investigative claims in Q4 FY20 through hassle-free claim<sup>2</sup> settlement in 1 day.

<sup>1</sup>Individual death claim settlement ratio by number of policies as per audited annual statistics for FY 2019-20. <sup>2</sup>T&C apply.

Apollo Clinic is the first Healthcare Company in India, to have secured a corporate agency for the distribution of Insurance products.

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## **About HDFC Life**

HDFC Life Insurance Company Limited (formerly HDFC Standard Life Insurance Company Limited) ('HDFC Life' / 'Company') is a joint venture between HDFC Ltd., India's leading housing finance institution and Standard Life Aberdeen, a global investment company.

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, Annuity and Health. As on June 30, 2020, the Company had 36 individual and 12 group products in its portfolio, along with 6 optional rider benefits, catering to a diverse range of customer needs.

HDFC Life continues to benefit from its increased presence across the country having a wide reach with 421 branches and additional distribution touch-points through several new tie-ups and partnerships. HDFC Life currently has over 270 partners (including master policyholders) of which more than 40 are new-age ecosystem partners. The Company has a strong base of financial consultants.

For more information, please visit our website, [www.hdfclife.com](http://www.hdfclife.com). You may also connect with us on Facebook, Twitter, YouTube and LinkedIn.



## **About Apollo Clinic**

Apollo Clinic is a network of multi-specialty clinics run by Apollo Health & Lifestyle Limited (AHLL), a subsidiary of Apollo Hospitals Enterprise Limited (AHEL). AHLL is one of the largest players in the retail healthcare segment in India.

Each Apollo Clinic is committed to not only providing consistently superior quality health care services but also addressing the day-to-day health care needs of the family. To maximize convenience and comfort, Apollo Clinic is an integrated model and offers facilities for Specialist Consultation, Diagnostics, Preventive Health Checks and Pharmacy, all under one roof.

Apollo Clinics offer key specialties and super specialties, to ensure that no matter what the problem is, it can help you come out of it. With state-of-the-art facilities, expert physicians, and the best-in-class technology, as well as trained technicians and support staff, Apollo Clinics have an answer to any query. With branches across India, you can be assured that Apollo Clinic, the best clinic for consultation, will be there to help you, no matter where you go. For appointments call 18605007788 or log on to [www.apolloclinic.com](http://www.apolloclinic.com)

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