

## **upGrad partners with HDFC Life to launch a first-of-its-kind online life insurance course**

- *A unique online program with assured placement*
- *Students get the opportunity to earn while learning*

**Mumbai, February 20, 2019:** Online higher education company, upGrad, has partnered with HDFC Life Insurance Company Limited, one of India's leading long term life insurance solutions providers, to launch a Post Graduate Program in Life Insurance. This is a comprehensive 11-month post-graduation program which includes online learning, on-the-job training and internship experience. Post successful course completion, all learners secure a full-time job with HDFC Life.

There is a huge need to address the life insurance needs of Indians. In this scenario, the ground-level sales force has a key role to play.

The program has been developed keeping in mind the vast potential the industry has and the growth opportunities it can offer to young professionals having knowledge about the product category and the business. Through a 2-month online module, upGrad will be instrumental in training and developing young sales aspirants and getting them acquainted with the insurance sector. The faculty will include industry experts. On completion of the online course, students will get first-hand industry exposure through on-the-job training and internship. This course offers students the dual benefits of a PG Program in Life Insurance and a career opportunity with HDFC Life.

The course follows the 'earn while you learn' concept where students get a stipend during the on-the-job training phase and internship.

**Rajendra Ghag, Chief Human Resource Officer, HDFC Life,** said, "India is largely underpenetrated when it come to life insurance. The industry holds tremendous potential for growth. Distribution is a key aspect of the business. Through our association with upGrad, we are looking to boost the quality of sales professionals in the industry, while simultaneously providing job assurance to the candidates. We are positive that this partnership will bring to fruition our hopes for a promising number of candidates who will be eager to carve out their career path in this industry."

**Mayank Kumar, Co-Founder & MD, upGrad,** said, "There's a huge requirement for trained sales professionals in the life insurance sector. Being online, we are able to take quality education to scale across India, enabling people to start their career in the high growing insurance sector. HDFC Life is one of the most prestigious life insurance providers in the country and is one of the best brands to be associated with. At upGrad, we are focused towards providing career outcomes to our learners and this partnership is the first amongst many that we plan on launching next year,"

### **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, and Health. As on December 31, 2018, the Company had 36 individual and 11 group products in its portfolio, along with 8 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 413 branches and additional distribution touch-points through several new tie-ups and partnerships comprising 209 bancassurance partners including NBFCs, MFIs, SFBs, etc and 37 partnerships within non-traditional ecosystems. The Company has a strong base of financial consultants.

#### **About upGrad:**

upGrad was founded in early 2015 by Ronnie Screwvala, Mayank Kumar, Phalgun Kompalli and Ravijot Chugh, with an aim of empowering individuals to reach their full professional potential by providing them with online programs which are built with top university and industry partners, with dedicated mentorship and expert career guidance.

#### **Media Contacts**

<b>HDFC Life:</b> <b>Lopah Mudra Bhattacharrya</b>	<a href="mailto:lopahmudrab@hdfclife.com">lopahmudrab@hdfclife.com</a> Phone: 022-67516323
<b>Index PR:</b> <b>Darshana Vyas</b>	<a href="mailto:darshana@indexpr.in">darshana@indexpr.in</a> Phone: 9920231233