

HDFC Standard Life

Parent Company

HDFC LTD & STANDARD life plc

Category

NBFC

Sector

Insurance and finance

Tagline/ Slogan

'Sar Utha ke jiyo'

USP

Strong Financial History

STP

Segment

Personal and Group Insurance

Target Group

Urban and Rural Investors

Positioning

Complete Insurance and financial solutions

SWOT Analysis

Strengths

- 1. Customized and Flexible Insurance Solutions and large product portfolio
- 2. Robust Risk control Framework
- 3. Network of 500 branches and agents across 700 cities

- 4. Strong Financial Expertise and popular advertising
- 5. Globally, Standard Life plc has 1.5 million shareholders in more than 50 countries and over 6 million
- 6. Alliance between HDFC and Standard Life giving a strong brand backing

Weaknesses

- 1. Less penetration in rural areas

- 2. Controversies like job cuts and data loss have affected image

Opportunities

- 1. Growing rural market and better opportunities in the semi-urban areas
- 2. Group Insurance through large employers

Threats

- 1. Economic instability and global crisis
- 2. Entry of new NBFCs in the sector

Competition

Competitors

1. Bajaj Allianz

2. Sahara Life Insurance

3. Reliance Life Insurance