HDFC

HOUSING DEVELOPMENT FINANCE CORPORATION LIMITED
www.hdfc.com

Ref. No.: SE/2017-18/232

November 1, 2017

BSE Limited
P. J. Towers
Dalal Street
Mumbai 400 001

Kind Attn: Sr. General Manager
DCS - Listing Department

National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400 051

Kind Attn: Head – Listing

Dear Sirs,

Ref: Regulation 30 read with Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sub: Copy of Notice published in newspapers regarding reservation for the Eligible HDFC Shareholders under the proposed Initial Public Offering of HDFC Standard Life Insurance Company Limited

In connection with the captioned subject, please find enclosed herewith copy of clippings of the communique to the Shareholders of the Corporation, published in All-India edition of Business Standard on November 1, 2017.

The same is also available on the website of the Corporation, www.hdfc.com.

Thank you,

Yours faithfully,
For **Housing Development Finance Corporation Limited**

Ajay Agarwal
Company Secretary

Encl.: a.a.

Business Standard MUMBAI | WEDNESDAY, 1 NOVEMBER 2017

HDFC

WITH YOU, RIGHT THROUGH

HOUSING DEVELOPMENT FINANCE CORPORATION LIMITED

(CIN: L70100MH1977PLC019916)

Registered Office: Ramon House, H. T. Parekh Marg, 169, Backbay Reclamation, Churchgate, Mumbai 400 020.
Tel. No.: 022 6141 3900 Fax No.: 022 2414 7301, Website: *www.hdfc.com* E-mail: *investorcare@hdfc.com*

Communiqué to the Shareholders of Housing Development Finance Corporation Limited (HDFC)

Shareholders of HDFC are informed that up to 2,99,82,781 equity shares of Rs. 10 each of HDFC Standard Life Insurance Company Limited (HDFC Life) have been reserved in the IPO of HDFC Life for individuals and HUFs who were the equity shareholders of HDFC, as on the date of the Draft Red Herring Prospectus i.e., August 18, 2017 (Eligible HDFC Shareholders).

Eligible HDFC Shareholders are requested to note that they are entitled to apply in the IPO in the following categories:

	Category	No. of Shares	Total Amount
1	**HDFC Shareholders Reservation Portion**	Minimum: 50 shares*	Rs. 290 x 50 shares= **Rs. 14,500**
		Maximum: 650 shares	Rs. 290 x 650 shares= **Rs. 1,88,500**
2	**Retail Portion**	Minimum: 50 shares*	Rs. 290 x 50 shares= **Rs. 14,500**
		Maximum: 650 shares	Rs. 290 x 650 shares= **Rs. 1,88,500**
		In case the application in retail portion exceeds 650 shares, applications in both the categories will be treated as multiple applications and hence, would be rejected.	

* application can be made in the multiples of 50 shares thereafter.

Bids by Eligible HDFC Shareholders not having a valid Client ID (demat account) with an authorised Depository Participant and valid PAN will be rejected. Further, the determination of whether a Bidder is an Eligible HDFC Shareholder shall be solely on the basis of the information provided by such Bidder in the Bid-cum-Application Form and the relevant information, in this regard, available with HDFC in its records. Please note that in either of the above cases neither HDFC nor HDFC Life would be held responsible for any rejection.

Please note that in case of joint Bids, the sole/First Bidder shall be an Eligible HDFC Shareholder.

The issue would open on Tuesday, November 7, 2017 and close on Thursday, November 9, 2017. You can either make an application through net-banking facility of SBI, HDFC Bank, ICICI Bank and certain other banks or through the online trading portals of certain brokers or through the physical Bid-cum-Application Form.

Please note that the physical forms would be made available with the Lead Managers, the Designated Intermediaries at the Bidding Centres, at the Registered Office of HDFC Life and at all offices of HDFC across India, by Friday, November 3, 2017.

Please note that this communication is neither a solicitation to participate in the Offer, nor does it assure any allocation of shares (either partial or complete) against applications in the Offer.

For Housing Development Finance Corporation Limited
Sd/-
Ajay Agarwal
Company Secretary
FCS: 9023

Place : Mumbai
Date : October 31, 2017

HDFC Standard Life Insurance Company Limited is proposing, subject to, receipt of requisite approvals, market conditions and other considerations, to undertake an initial public offer of its Equity Shares and has registered the Red Herring Prospectus ("RHP") with the Registrar of Companies, Mumbai ("RoC"). The RHP is available on the websites of SEBI, BSE, NSE at www.sebi.gov.in, www.bseindia.com and www.nseindia.com, respectively, and on the websites of the GCBRLMs at https://www.morganstanley.com/about-us/globaloffices/india, www.hdfcbank.com, https://www.credit-suisse.com/in/en/investment-banking/regional-presence/asia-pacific/india/ipo.html, www.india.clsa.com, and www.nomuraholdings.com/company/group/asia/india/index.html, respectively and the BRLMs at www.edelweissfin.com, http://www.htisec.com/en-us/haitong-india,www.idfcbank.com, www.iiflcap.com and www.ubs.com/indianoffers respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please refer to the RHP including the section titled "Risk Factors" on page 23 of the RHP.

The Equity Shares have not been and will not be registered, listed or otherwise qualified in any other jurisdiction outside India and may not be offered or sold, and Bids may not be made by persons in any such jurisdiction, except in compliance with the applicable laws of such jurisdiction. The Equity Shares have not been and will not be registered under the US Securities Act of 1933 ("U.S. Securities Act") or any state securities laws in the United States and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and in accordance with any applicable United States state securities laws.

HOUSING DEVELOPMENT FINANCE CORPORATION LTD. MUMBAI