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SBI Life unveils 'Bima Ki Baat', a district level insurance awareness drive across Chhattisgarh aligned to IRDAI's 'Insurance for All by 2047' vision

As the Lead Insurer – Life under IRDAI's State Insurance Plan, SBI Life unveils an insurance awareness canter van to bring financial literacy closer to the residents across Chhattisgarh.

Chhattisgarh, 29th October 2026: Despite India's progress in expanding financial services, awareness of the role of life insurance for long-term security remains limited, underscoring the need for deeper engagement at the community level. Addressing this gap, **SBI Life Insurance**, one of India's most trusted life insurers, today unveiled '**Bima Ki Baat**'—a state-wide district level insurance awareness initiative flagged-off from Raipur through a dedicated canter van that will travel across all 33 districts of Chhattisgarh. As the Lead Insurer – Life for the state under IRDAI's State Insurance Plan, the initiative reinforces SBI Life's commitment to advancing the regulator's 'Insurance for All by 2047' vision by enabling the residents to make informed financial protection decisions.

The unveiling ceremony was graced by **Shri Ankit Modi ji, Additional Director of Finance Chhattisgarh state** along with **Shri Rajiv Shrivastava, Zonal Director – West, SBI Life Insurance** and **Mr. Amit Kumar Saha, Regional Director – Bhopal, SBI Life Insurance** among other dignitaries.

As the Lead Insurer – Life under IRDAI's State Insurance Plan, SBI Life is responsible for driving life-insurance awareness across Chhattisgarh and strengthening protection conversations that support the regulator's vision.

This initiative comes at a crucial time, with national insurance indicators highlighting the need for stronger and deeper public awareness. According to the IRDAI's Annual Report 2024-25, India's overall insurance penetration remains at 3.7% - half the global average of 7.3% - and life insurance penetration has slipped from 2.8% to 2.7%, despite steady premium growth. These national indicators point to a widening protection gap and reinforce the importance of making insurance understanding simpler, accessible and relevant for citizens.

IRDAI's State Insurance Plan underscores the importance of focused, state-level outreach to widen access and deepen understanding of life insurance. SBI Life's designated role as the Lead Insurer- Life for Chhattisgarh reinforces the need for sustained, hyperlocal engagement that helps individuals recognise the role of financial protection in securing their families' futures.

To drive this effort on the ground, the 'Bima Ki Baat' canter van will travel across all 33 districts of the state. The van will feature LED-enabled audio-visual content in local Chhattisgarhi language and interactive modules that explain insurance concepts in a simple, relatable, and culturally rooted manner.

Speaking on the occasion, **Mr. Rajiv Shrivastava, Zonal Director – West, SBI Life Insurance**, said, "Across India, financial security can only strengthen when people clearly understand the role of life insurance in safeguarding their futures—yet this awareness gap continues to persist across many communities. As the Lead Insurer – Life for Chhattisgarh, SBI Life is committed to addressing this need through initiatives that bring protection conversations closer to people's everyday lives. '**Bima Ki Baat**' thus, reflects our role in advancing IRDAI's national vision of 'Insurance for All by 2047' and embodies our philosophy of 'Apne Liye, Apno Ke Liye,' reinforcing that financial protection is not just a product,

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but a purpose that empowers aspirations, safeguards families, and contributes to a more resilient India."

Sharing perspective on the initiative, **Dr. Rohit Yadav, IAS, Secretary of Finance, Chhattisgarh State**, said, *"IRDAI's vision of 'Insurance for All by 2047' is to ensure that every Indian household—across every economic segment, every district, and every demographic—has access to simple, affordable, and meaningful insurance protection. When individuals understand how life insurance protects their dreams, safeguards their families, and brings long-term financial stability, they make stronger, more confident choices for their future. Reaching rural and semi-urban communities with clear, simple information is therefore essential. The Bima Ki Baat, insurance awareness initiative by SBI Life is a meaningful step in this direction—bringing insurance literacy directly to people in their local language, giving them the clarity they need to secure their well-being, and enabling households across Chhattisgarh to build a more financially resilient tomorrow.*

Through 'Bima Ki Baat'- an insurance awareness initiative, SBI Life aims to strengthen the culture of financial protection across Chhattisgarh, enabling individuals and families to make informed decisions about life insurance and their long-term financial wellbeing.

About SBI Life Insurance

SBI Life Insurance ('SBI Life' / 'The Company'), one of the most trusted life insurance companies in India, was incorporated in October 2000 and is registered with the Insurance Regulatory and Development Authority of India (IRDAI) in March 2001.

Serving millions of families across India, SBI Life's diverse range of products caters to individuals as well as group customers through Protection, Pension, Savings and Health solutions.

Driven by 'Customer-First' approach, SBI Life places great emphasis on maintaining world class operating efficiency and providing hassle-free claim settlement experience to its customers by following high ethical standards of service. Additionally, SBI Life is committed to enhance digital experiences for its customers, distributors and employees alike.

SBI Life strives to make insurance accessible to all, with its extensive presence across the country through its 1,244 offices, 30,398 employees, a large and productive network of about 310,486 agents, 84 corporate agents and 9 bancassurance partners with more than 40,000 partner branches, 159 brokers and other insurance marketing firms.

In addition to doing what's right for the customers, the company is also committed to provide a healthy and flexible work environment for its employees to excel personally and professionally.

SBI Life strongly encourages a culture of giving back to the society and has made substantial contribution in the areas of child education, healthcare, disaster relief and environmental upgrade. In 2025-26, the Company touched over 20,500 direct beneficiaries through various CSR interventions.

Listed on the Bombay Stock Exchange ('BSE') and the National Stock Exchange ('NSE'), the Company has an authorized capital of ₹ 20.0 billion and a paid up capital of ₹ 10.0 billion. The AuM is ₹ 5,271.2 billion.

For more information, please visit our website-www.sbilife.co.in and connect with us on Facebook, Twitter, YouTube, Instagram, and Linkedin.

(Numbers & data mentioned above are for the period ended September 30, 2026)

For any queries, please feel free to connect with:

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