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SBI Life Insurance in collaboration with Mirchi kicks starts its regional finale of the 13th edition of Spell Bee in Mumbai

Regional finales will be happening across the country to shortlist participants for the Grand Finale

Mumbai, 15th January 2024 - SBI Life Insurance, one of India's most trusted private life insurers, kick started its regional finale of the **13th Edition of Spell Bee - 'Spellmasters of India'**, held in Mumbai. The regional finale saw participation from 50 students who were shortlisted out of 10230 students from across 25 schools of Mumbai. The initiative aimed at not only enhancing spelling skills but also encouraging students from grades 5th to 9th to develop invaluable life skills & pursue their dreams.

Master. Rayaan Naveed Siddiqui, 13-year-old, student of Bombay Scottish School, Mahim studying in Std VIII won the **Mumbai Regional Finale** of SBI Life Spell Bee 2023 Edition. With his outstanding spelling ability and intellectual prowess, he will now be joining the Grand Finale, to be held in February '24, to compete with the rest of shortlisted participants from other cities.

Mr. Santanu Chatteraj, Regional Director- Mumbai region, SBI Life Insurance felicitated the 5 semi-finalists in presence of other respected dignitaries.

Through this collaboration, SBI Life continues to live by its brand purpose of providing a platform to liberate individuals to pursue their dreams, by securing the needs & aspirations of their loved ones. The initiative also aims at providing a platform for academic excellence, fostering holistic growth and instilling confidence and life skills in the participants. SBI Life is actively contributing to shape a generation of forward-thinking, empowered, and confident young minds who will play a pivotal role in the progress and prosperity of the nation.

Mr. Ravindra Sharma, Chief of Brand, Corporate Communications & CSR, SBI Life Insurance, highlighted the brand's commitment to nurturing young talents, stating, *"For any country, their youth is their future who have the power to create progressive growth of their nation. At SBI Life, we are driven by a profound commitment to empower young minds by providing them with an opportunity to unlock their full potential. Our partnership with Spell Bee - 'Spellmasters of India' reflects the brand's commitment to liberate young minds, and foster an environment of learning. We believe in creating an environment where their dreams can flourish, and through this partnership, we are not only nurturing academic excellence but also offering a pathway for these young talents to be recognized on a universally acclaimed platform. These young children are the architects of the future of our nation, and at SBI Life, we take great pride in being a catalyst in their journey towards recognition and success."*

SBI Life is committed to be a part of more such initiatives and continue to contribute towards the development of the young minds across the country. The Grand Finale will be aired on Disney+, underscoring the universal recognition that this competition will provide to the talented youngsters.

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 1,011 offices, 23,998 employees, a large and productive individual agent network of about 236,978 agents, 73 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 148 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 2022-23, the Company touched over 1.1 lakh 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 Rs. 20.0 billion and a paid up capital of Rs.10.0 billion. The AuM is Rs. 3,451.5 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, 2023)

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