

SBI Life's

New Brand Activation Campaign Uses Augmented Reality to Raise Awareness of the Need for Insurance

Mumbai, June 15, 2016: SBI Life Insurance, India's largest and one of the most trusted private life insurers, on the occasion of Father's Day, is looking to create awareness of the need for Life Insurance through augmented reality, a fun and interactive medium to engage customers. Through this, SBI Life aims to bring alive the brand promise of providing planning, protection and security.

SBI Life is trying to bring out the basic concept of father protecting his child from the uncertainties of life. On the occasion of Father's Day, SBI Life will be setting up an augmented reality space in malls. The anchor will invite Father - son/daughter visiting the mall to engage in virtual games. It will be 40 - 50 second game, in which, the child will be shown images of his future aspirations such as education from esteemed university or an aspiring job. In between the opportunities, the child will also be exposed to certain risks like inflation, job loss, critical illness, sudden death etc. These roadblocks will try to overshadow the child's inspirational goals. At this point the fathers will mask the role of a warrior and kill all the risks and protect their children. The 40 sec virtual treat clearly brings out the brands messaging of planning, security and protection.

Commenting on the campaign Ms. Sriparna Sinha, Head - Brand & Corporate Communication, SBI Life said that, "We felt that it was necessary to communicate the importance of being insured, but in a refreshing, relevant and engaging manner. Augmented reality is one of the technological media to send across this message on Father's Day. Being market leaders, we felt it was important to make people realise that it is not only what they do when they are around that makes them a responsible parent but also when they are not. Our new brand engagement activity sets out to remind people of just that."

The event will be held at:

- Infinity Mall, Upper Ground Floor, Malad West, Mumbai, on 18th & 19th June 2016
- South City Mall, Ground Floor, Kolkata on 19th June 2016

Look forward to see you there.

About SBI Life Insurance Company Ltd.:

SBI Life Insurance is a joint venture between State Bank of India and BNP Paribas Cardif. SBI owns 74% of the total capital and BNP Paribas Cardif the remaining 26%. SBI Life has an authorized capital of Rs. 2,000 crores and a paid up capital of Rs 1,000 crores.

Along with its 5 Associate Banks, State Bank Group has the unrivalled strength of over 20,000 branches across the country. BNP Paribas, one of the leading banks in Europe, ranks 5th in the banking industry worldwide. BNP Paribas Cardif is the insurance arm of BNP Paribas and a worldwide leader in Creditor insurance products.

SBI Life's mission is to emerge as the leading company offering a comprehensive range of Life Insurance and pension products at competitive prices, ensuring high standards of customer service and world class operating efficiency.

SBI Life has a unique multi-distribution model encompassing the vibrant Retail Agency, Bancassurance, Alternate Channel, Corporate Solutions and Emerging Business. SBI Life's Agency Channel, comprises of a productive force of over eighty nine thousand (89,000) Insurance Advisors who offer insurance solutions, from 755 SBI Life offices, across India.

SBI Life extensively leverages the State Bank Group relationship as a platform for cross-selling insurance products along with its numerous banking related product offerings such as cover for housing loans and personal loans, SBI's access to over 100 million accounts across the country provides a vibrant base for insurance penetration across every region and economic strata in the country, thus ensuring financial inclusion in the real sense.

For more info:

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