

Media Release
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**SBI Life inaugurates an exclusive Area office
"SBI Life Bhavan" in Aurangabad**

- **15th full services branch in Aurangabad and 71st in Mumbai region**
- **Aurangabad Area contributed 21% to new business premium of Mumbai region YTD December 2014**
- **Sustained its share of 21% year on year**
- **Strong distribution network of over 2000 well trained IA's and 300 bank branches of State Bank of India (SBI) and it's Associate Banks**

Aurangabad, March 28, 2015: SBI Life has strategically expanded its Aurangabad Area office, with an independent premises aptly named as "SBI Life Bhavan" at plot no. 17, Welcome Nagar, Sutagiri Chowk, Aurangabad – 431001. The new building was inaugurated by Mr. Arijit Basu, MD & CEO, SBI Life Insurance, in the presence of Mr. Anand Pejaware, Executive Director, Marketing, SBI Life Insurance, Mr. Dibakar Mohanty, General Manager Network-III, State Bank of India – Mumbai Circle and Dr. V. S. Kumar, Regional Director, Mumbai Region, SBI Life Insurance.

Upbeat on its business in Aurangabad, this newly opened office is the 15th full services branch in Aurangabad and 71st in the Mumbai region. **Aurangabad Area contributed 21% to new business premium of Mumbai region YTD December 2014** and has sustained its share of 21% year on year.

Mr. Arijit Basu, MD & CEO, SBI Life Insurance, on the occasion, said "Our approach to being a customer centric organisation is further cemented with the inauguration of this new Area office at a dedicated premises, "SBI Life Bhavan". This new premises will offer all products and



services to our customers under one roof and is projected to be the one stop shop for all Life Insurance needs in Marathwada area."

Speaking on the inauguration of this new branch office at Aurangabad, Mr. Anand Pejwar, Executive Director, Marketing, SBI Life Insurance said, "The opening of this Area office looking after the entire Marathwada operations is aimed to facilitate and provide better services to our existing customers, while offering unique Insurance solutions to potential clientele within the region."

In Aurangabad, SBI Life distributes its products through over 2,000 strong and well trained Insurance Advisors (IAs) from 15 full-service SBI Life branches. In addition, SBI Life also reaches out to its customers through a huge network of over 300 bank branches of State Bank of India (SBI) and its 5 Associate Banks.

The city of Aurangabad is touted as a fast emerging destination with diverse industries such as automobiles, pharmaceuticals and financial services setting up base. In recent times, multi-national corporations have also invested heavily in the city's infrastructure and manpower. It is considered the hub for unmatched talent potential and professional efficiencies that industries deem as necessary.

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 Insurance 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 1 lakh Insurance Advisors who offer insurance solutions, from 762 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.

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