

For immediate release

SBI Life Insurance and Deepsikha Foundation extend a helping hand in the crusade against cancer in the North-East

- ❖ *'Manisha Koirala flagsoff 'Vijay'- a walk against Tobacco and Cancer in Guwahati*
- ❖ *'Preetir Enajori 2019', a fundraising event sees Deepsikha foundation and SBI Life come together to make cancer care accessible for the needy*

Guwahati, February 10, 2019: Advancing the fight against tobacco and cancer in North East, SBI Life Insurance, one of the leading life insurers in India, supported *Vijay Guwahati* – a walkathon organized by Deepsikha Foundation, an NGO for cancer care in Guwhati. In solidarity for the cause of cancer care Veteran bollywood celebrity Manisha Koirala herself flagged of the event from Judges Field to Cotton University, Guwahati.

According to recent reports, cancer incidence rates in the North-East have doubled compared to the national average. The rapid rise in cancer cases is attributed to various factors such as lifestyle choices, low awareness and late detection, making North-East the 'Cancer Capital of India'. The region also lacks proper cancer care facilities including oncologists, hospitals and detection centres.

The third edition for Vijay was attended by over 1,000 participants who showed up in solidarity of the cause for cancer care. *'Preetir Enajori 2019'* a musical fundraising event was also organized in support of the cause. The funds raised will be utilized for running the cancer care projects, organizing cancer awareness and detection camps in the North eastern states through Mobile Medical Vans.

Mr. Ravindra Kumar, President, SBI Life Insurance said, *"This is not only a walkathon but a march that promotes health, well being of each and every individual across the North East. To transform the mindset in country like India, where health and fitness are not given due importance is a herculean task. We hope the continuous efforts by SBI Life can inspire and influence the coming generations to always put health on top of their list.*

He further added. *'Cancer does not only test the physical and emotional limits of a patient and their families but also brings financial burden on the shoulders of their loved ones. We are humbled to be associated with Deepsikha Foundation in support of cancer care, SBI Life will always be at the forefront of the fight against tobacco and cancer'.*

Mr. Devashish Sharma, Founder Chairman and Trustee, Deepsikha Foundation said, "*We at Deepsikha Foundation, are making every effort to add meaning to the lives of the cancer patients. Witnessing the plight of cancer patients and their families and seeing lack of awareness about the disease made us take a step forward to raise awareness on cancer in the villages of the North Eastern States with a small band of musicians and health workers. We are really very honored to be associated with SBI Life Insurance in this journey and we are sure our efforts will showcase the desired results.*"

'These initiatives will definitely see growing participation from each and every citizen of Guwahati in the coming years, there by extending a helping hand in the crusade against Cancer in the region', Mr. Sharma added.

About SBI Life Insurance

SBI Life Insurance Company Limited ("SBI Life"/ "the Company"), established in 2001, is a joint venture between State Bank of India and BNP Paribas Cardif S.A. and is one of the leading life Insurance companies in India. SBI Life has an authorized capital of ` 20.0 billion and a paid up capital of ` 10.0 billion.

SBI Life offers a comprehensive range of life insurance and pension products at competitive prices, ensuring high standards of customer service and world class operating efficiency. The Company offers individual and group products which include savings and protection plans to address the insurance needs of diverse customer segments.

SBI Life has a multi-channel distribution network comprising of an expansive Bancassurance channel with SBI, which has an unrivalled strength of over 22,000 branches across the country. SBI Life also has a large and productive agent network comprising of 116,278 agents, as on December 31, 2018. The Company's other distribution channels include direct sales and sales through corporate agents, brokers, insurance marketing firms and other intermediaries. As on December 31, 2018, the Company has a widespread network of 859 offices across the Country to address customer needs effectively and efficiently. The Company had an AuM of ` 1341.5 billion as of December 31, 2018.

The Company is listed on National Stock Exchange ("NSE") and The Bombay Stock Exchange ("BSE").

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