

SBI Life wins Golden Peacock National Quality Award - 2015

SBI Life Insurance, one of the most trusted private life insurer, has won the '**Golden Peacock National Quality Award**' for the year 2015 at IOD India's '26th World Congress on LEADERSHIP FOR BUSINESS EXCELLENCE & INNOVATION' at the Golden Peacock Awards Presentation Ceremony held at Hotel The Meydan, Dubai (UAE).

The Golden Peacock National Quality Award (constituted by Institute of Directors) was presented to our Executive Director (Operations & IT), Shri Sanjiva Prasad with Chief Operating Officer, Ravindra Kumar by H. E. Anurag Bhushan, IFS, The Consul General of India, Dubai. Also seen on the dais are Mr. Vijay Karia, Chairman & Managing Director, Ravin Group of Companies, Lt. Gen. J. S. Ahluwalia, PVSM (Retd), President, Institute of Directors, India, Dr. Tayeb Kamali, Chairman, IOD India, UAE Chapter & Ex. Vice Chancellor, Higher Colleges of Technology (HCT), UAE and Mr. Chandra Sen Hada, Director General - UAE Chapter, Institute of Directors, India and Chief Operating Officer, Gulf Islamic Investments, UAE.

Golden Peacock National Quality Award is a coveted and prestigious recognition of significant achievements for SBI Life Insurance. The award stimulates and helps SBI Life to build its Brand equity on Quality processes and Management and gives SBI Life a competitive edge in today's rapidly changing market – place.

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 774 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 details please contact:

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