

Media Release

For immediate dissemination

**SBI Life's Ode to 'Great Dad' Wins Best Insurance Campaign**

**Mumbai, October XX, 2015:** SBI Life Insurance, the trusted private life insurance company, has been awarded 'Best Ad under the Insurance Category' at the IndIAA Awards for its 'Great Dad' campaign which started in February this year. The campaign delicately delves into the ultimate responsibility of a father towards his son - ensuring his secure future. The TVC takes viewers through the life of a soldier who introspect his responsibilities towards his son. The agencies involved in the integrated campaign were, Creative Agency – Ogilvy & Mather, Media Agency (TV & Digital) – GroupM, Social Media Agency – Mindshare and PR Agency – Perfect Relations.

On winning the award, Mr. Arijit Basu, MD & CEO, SBI Life said that, "SBI Life has always been a pioneer in creating innovative themes that are customer-centric and our campaigns are able to touch and help change the lives of people. The campaign managed to create an emotional connect with the audience, and is one of the biggest reason why insurance awareness is growing. The 'Great Dad' campaign moved the needle for campaigns in the insurance sector."

The event organized by International Advertising Association (IAA) – India Chapter had a jury comprising the most revered Indian business leaders, including Harish Manwani, Non-Executive Chairman, Hindustan Unilever Limited; B Sriram, Managing Director, State Bank of India; Bhaskar Bhatt, Managing Director, Titan Company; Sangeeta Pendurkar, Managing Director, Kellogg India; Mayank Pareek, President - Passenger Vehicles Unit, Tata Motors; D Shivakumar, Chairman and Chief Executive Officer, PepsiCo India Holdings and Sanjeeb Chaudhuri, Global CMO and Regional Head - South Asia, Standard Chartered Bank.

SBI Life's 'Great Dad' campaign is based on the universal truth, that when it comes to your child you want to be the best parent there is and that a 'Great Dad' will ensure that his family is looked after even when he is not around. SBI Life powerfully lays emphasis on the significance of insurance, while eliminating the concept of fear in the mind of the customer. The 'Great Dad' campaign stood out



because, SBI Life Insurance explored a soft theme that projects life insurance as a means of ensuring a secure future.

Mr. Braj Kishore, Head – Brand & Corporate Communication, SBI Life, added, “Besides the Ad, the campaign was also amplified through social media channels and contests, where people could celebrate their treasured moments that strengthened their bond with loved ones. The primary purpose of the campaign was to connect with the customers through an approach that rekindles the indebtedness towards fathers, while reminding the fathers about what they need to do to be a ‘Great Dad’.”

You can view the advertisement on [http://youtu.be/rR4DyCQ\\_rwU](http://youtu.be/rR4DyCQ_rwU)

#### **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 thousand (80,000) Insurance Advisors who offer insurance solutions, from 750 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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