

Media Release

For Immediate Dissemination

SBI Life Insurance extends a helping hand to the Jammu and Kashmir flood victims – initiates dedicated helpline

~ starts toll free number 1800-22-9090 (between 9:00 a.m. to 9:00 p.m.), a dedicated email ID jk.claims@sbilife.co.in and designates a Nodal Officer

Mumbai, September 17, 2014: SBI Life Insurance has put in place a mechanism for quick settlement of death claims, exclusively for victims of Jammu and Kashmir floods. As part of this outreach program, all SBI Life Insurance offices have been instructed to handle the death claim intimation sympathetically and expeditiously. The company has also introduced a special toll-free helpline number 1800-22-9090 (between 9:00 a.m. to 9:00 p.m.) and a dedicated email ID (jk.claims@sbilife.co.in) to help relevant persons reach us effortlessly.

Mr. A. J. Bose, Executive Director, Operations & IT, SBI Life Insurance said, "We at SBI Life Insurance extend our heartfelt sympathies to the victims and their families of the unprecedented flood in Jammu and Kashmir. In our modest effort to mitigate the pain of the victims and their families, we have introduced a special helpline and email address to help the affected people to reach out to us in time to enable us to expedite the claims settlement process in a hassle-free manner."

Taking the initiative a step further, SBI Life Insurance has shortened the list of documents required for submitting claim for speedy and settlement of claims and assistance in policy related matters. A claim can be intimated with/without death certificates and the company will consider these claims on priority and settle them within the shortest possible time, even waiving certain other mandatory requirements on case-to-case basis. SBI Life had followed a similar procedure effectively during the Uttarakhand floods.

SBI Life has appointed a Nodal Officer to be a single point of contact to help relevant persons reach us effortlessly: Mr. Ashiq Hussain Zaki, Adjacent Elaquai Dehati Bank, Gogjibagh, Srinagar – 190008, mobile number – 9419061019 / 9906517075.

In addition, below mentioned SBI Life branches in Jammu & Kashmir can also be reached to initiate the claims.

Branch	Branch Manager	BM Contact	Branch Address	Branch Landlines
Jammu	Nitin Korepal	9419163653	SBI Life, 3rd Floor, KC Plaza, opp. ICICI Bank, Residency Road, Jammu - 180001	0191 - 2564627, 2564631, 2564651, 2564671
Jammu 2 (RS Pura)	Ashwani Kumar	9419150354	1st Floor, Saryan Singh Complex, Near Bus Stand, RS Pura, Jammu - 181102	01923 - 252084, 252081, 252082, 252083
Udhampur	Diwaker Kohli	9419233755	1st Floor, Above Raj Battery Corporation, Near Raj Cinema, Dhar Road, Udhampur - 182101	01992 - 276263, 276230
Kathua	Chander Bakshi	9419260043	1 st Floor, Excise Building, College Road, Shiva Nagar, Kathua - 184101	01922 - 232358, 232355, 232357
Srinagar*	Irshad Gundoo	9797799468	39, 2 nd Floor, Gogji Bagh, Opp. Illaquai Dehati Bank, Srinagar – 190014	0194 - 2310645, 2310670

*As the Srinagar branch is affected by floods, please contact the concerned branch manager on the mobile number provided above.

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.

For more details please contact:

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