

Press Release

## ***SBI Life's #PapaHainNa salutes the spirit of 'New Fatherhood in the New Normal', which emerged during the lockdown***

- ~ *Popular playback singer, Shaan continues to be the voice of #PapaHainNa, he also features in the campaign's music video with his two sons*
- ~ *#PapaHainNa campaign leverages technology to provide a platform for fathers and kids to make memorabilia of their lockdown diaries*

**Mumbai, June 20, 2020:** SBI Life Insurance, one of the most trusted private life insurers in the country, unveiled an emotive campaign under its digital property **#PapaHainNa** in form of a musical video sung and performed by popular playback singer Shaan along with his two sons Soham and Shubh. Highlighting the peculiar newfound fatherhood that has emerged during this lockdown, **#PapaHainNa** campaign commemorates the contribution of fathers who have all along stood by their family as a reassuring immunity against unforeseen difficulties.

**Link to the video:** <https://www.youtube.com/watch?v=F3u2OTmeAWo&feature=youtu.be>

With the release of the new digital video, the brand has created an interactive micro-site that gives fathers an opportunity to showcase the new roles taken up by them during lockdown. Fathers (or children on behalf of their fathers) can upload the pictures of the various familial roles or daddy duties they have taken up with great zest during the lockdown. After uploading their pictures, the microsite will create a personalized video memorabilia integrating the campaign's musical track sung by Shaan. The video can further be downloaded and shared on social media handles or with other family members. These entries will also be showcased on SBI Life's **#PapaHainNa** microsite.

**Microsite link:** [www.sbilife.co.in/papahainna](http://www.sbilife.co.in/papahainna)

Airing his thoughts on the campaign, **Mr. Ravindra Sharma, Chief of Brand and Corporate Communication, SBI Life** said, *"The lockdown has been a leveler for everyone, we are witnessing a refreshing trend where fathers have been taking familial responsibilities which traditionally rested with mothers. While #PapaHainNa continues to emphasis on father's protective instincts, the film this year commemorates the newfound fatherhood responsibilities taken up by fathers across the board. We continue to leverage technology to spur conversations around fatherhood and with the video memorabilia option we hope to encourage fathers to continue their participation with new responsibilities at home and in the child's life."*

Commenting on the same, **Heeru Dingra, CEO, WATConsult** said, *"With lockdown inculcating a big sense of realization, new positive habits and familial roles amongst all of us, this campaign beautifully captures and highlights the changing roles of 'fathers' in the current times. Their commendable spirit to willingly stand for their family and equally participate in the household chores, indeed proves the fact that fathers*

*can take up any role & responsibility that the situation demands, smoothly making it their new normal. The campaign also very strongly emphasizes that Papa was, is and will always be there for you. In a bid to inspire many like them, this is a step to urge fathers across geographies to share their tales of 'New Fatherhood in the New Normal' and in return, get a personalised video sung by the well-renowned singer Shaan."*

On the launch of the musical vide, **Indian playback singer, Shaan** expressed, *"It's extremely exhilarating to be a part of the #PapaHainNa campaign by SBI Life, yet again. This year around, our aim is to acknowledge the fact that fathers have proactively adapted to newer responsibilities while enjoying more time with the kids in the new normal and will happily continue to do so in the future. Though times might change, but what remains constant is lockdown, the new normal and beyond, #PapaHainNa to secure the kids."*

#### **About SBI Life Insurance**

SBI Life Insurance Company Limited ("SBI Life"/ "the Company"), incorporated in the year 2000, established as 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 Rs 20.0 billion and a paid up capital of Rs 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 130,418 agents, as on March 31, 2020. The Company's other distribution channels include direct sales and sales through corporate agents, brokers, insurance marketing firms and other intermediaries. As on March 31, 2020, the Company has a widespread network of 937 offices across the Country to address customer needs effectively and efficiently. The Company had an AuM of Rs. 1,603.6 billion as of March 31, 2020.

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

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