

*For immediate release*

### **SBI Life Insurance inaugurates a branch office in Kashipur, Uttarakhand**

**Kashipur, 24 March, 2019:** SBI Life Insurance, one of the largest private life insurers in India, strengthens and expands its footprint in Uttarakhand by inaugurating a branch office in Kashipur city. The office located in the main commercial hub of the city makes insurance solutions accessible to residents of Kashipur. The new branch is now located at **Ground Floor, Chhabra Complex, Ram Nagar Road, Kashipur, District US Nagar, Uttarakhand-244713** from the previous location -381/1, Ashoka Complex, Moradabad Road (NH-74), Kashipur, Uttarakhand – 244713. The move underlines Company's aggressive focus on retail and to reach the maximum people in the region.

Mr. Ravi Krishnamurthy, President- Zone 1, SBI Life Insurance inaugurated the branch office in presence of Mr. Romesh K. Makkar Regional Director, Delhi region, SBI Life Insurance, Mr. Manvendra Singh, Regional Manager- Banca, SBI Delhi Circle; Mr. Prabneet Singh, Deputy Regional Manager, SBI Life Insurance and along with other respected dignitaries.

Speaking on the occasion, **Mr. Ravi Krishnamurthy, President- Zone 1, SBI Life Insurance** said, “We are delighted to expand our distribution presence in the main commercial area of Kashipur for providing easy access to our comprehensive insurance solutions across all life stages to the customers. We, at SBI Life Insurance, have and will always take necessary steps that prove valuable to our customers. We look forward to enhance our customer’s journey by being easily accessible and providing them with wide-range of insurance products/ services.”

The company has registered 20% growth in Individual New Business Premium in Uttarakhand state for YTD February, 2019 having 17 branches in the state. The new branch will be well-equipped to provide entire gamut of life insurance products and services including technology based services like Whatsapp services to provide timely and effective communications to customers, sharing renewal receipt through link; Missed Call services for Existing Customers to know about Fund value and Premium paid certificate; SMS services to provide policy status details, renewal details, assist in registering email id, PAN number etc.

#### **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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