

***For immediate release***

### **SBI Life inaugurates a branch office in Janak Puri, Delhi region**

*~ Relocates the branch office from Nangal Raya, Delhi region to make life insurance products easily accessible to the customers*

*~ SBI Life has its presence in New Delhi with a strong network of 53 branches in the state*

**New Delhi, 20 March, 2019:** SBI Life Insurance, one of the largest private life insurers in India, strengthens its market leading position by inaugurating a branch office in the main commercial centre of Janak Puri which is relocated from Nangal Raya, Delhi region to make life insurance products easily accessible to the customers and the prospective ones.

The branch office is relocated from 2<sup>nd</sup> floor, Harbans Bhawan 1, Nangal Raya, Janak Puri, New Delhi- 110046 to Upper Ground Floor, C-1/2, Janak Puri, New Delhi- 110058. 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 the presence of Mr. Romesh K Makkar, Regional Director- Delhi Region, SBI Life Insurance; Mr. Junaid Siddiqui, Regional Manager- Retail Agency, SBI Life Insurance; Mr. Pramod Tripathi, Branch Manager- New Delhi 7, SBI Life Insurance; Mr. Manvendra Singh, Regional Manager-SBI Delhi Circle along with the other respected dignitaries.

Speaking on the occasion, **Mr. Ravi Krishnamurthy, President- Zone 1, SBI Life Insurance** said, *"We are very excited with the rising potential due to our strengthened presence here. The new location is in the main city which provides us a better chance to connect with our existing customers and the prospective ones. This move will enable us to enhance customer experience and respond to the insurance needs of our growing customer base in the region. We look forward to enhance customer delight through our comprehensive range of products & services. The decision taken to relocate the branch from Nangal Raya to the main commercial centre of Janak Puri was to be accessible to our customers and enhance our brand visibility."*

The company has registered a 71% growth in the New Business Premium in Delhi region for YTD February, 2019 having 53 branches in the state. The company has also witnessed an overall growth of 28% in the Total New Business Premium.

#### **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").

**For press queries, please contact:**

**Santosh Setty**

Email: [santosh.setty@sbilife.co.in](mailto:santosh.setty@sbilife.co.in)

Landline: +91-22-6191 0034

**Minakshi Mishra**

Email: [minakshi.mishra@sbilife.co.in](mailto:minakshi.mishra@sbilife.co.in)

Landline: +91-22-6191 0140

**Suhanee Shah**

Email: [suhanee.shah@adfactorspr.com](mailto:suhanee.shah@adfactorspr.com)

Landline: +91-22-67574444