

SBI Life Insurance Inaugurates its New Regional Office in Jaipur Region*A widespread network of 28 branches across Rajasthan*

Jaipur, November 24, 2017: SBI Life Insurance, one of the most trusted private life insurers, in its effort to reinforce its presence in Jaipur Region, today inaugurated its New Regional Office (RO) here. The spacious New Regional Office, situated at **SBI Life Insurance Co. Ltd., 2nd Floor, ARG Corporate Park, Plot No. 8 & 9, Gopalbari, Ajmer Road, Jaipur, 302001**, was inaugurated by Mr. Arijit Basu, MD & CEO, SBI Life Insurance, in presence of Mr. Vijay Ronjan, CGM – Jaipur Circle, SBI, Mr. Ravi Krishnamurthy, President – Zone 1, SBI Life Insurance, Mr. Aseem Mishra, Regional Director – Jaipur Region, SBI Life Insurance, along with other dignitaries from State Bank of India and SBI Life.

Along with the Regional Office inauguration, SBI Life Insurance, under its CSR initiatives, extended support to Bhagwaan Mahaveer Cancer Hospital and Research Centre. SBI Life has supported the hospital by contributing towards the treatment of patients with eminently treatable Chronic Myeloid Leukemia (CML – CP) that keeps the patient cancer-free to lead a normal productive life, under the hospital's 'Freedom from Cancer Project'. Under this project, SBI Life is supporting 100 patients for an entire year, who will undergo monthly therapy and will be monitored with regular blood tests and provided with medicines at subsidized costs.

Jaipur Region reported a growth of 29.8% in its Rated Individual New Business Premium at Rs. 121.4 Crores in YTD September FY 17-18 as compared to Rs. 93.5 Crores during the same period last year. The Total New Business Premium also saw a spike by 36.6% at Rs. 148.1 Crores compared to Rs. 108.4 Crores during the same financial period last year.

Speaking on the occasion, Mr. Arijit Basu, MD & CEO, SBI Life Insurance, said, *“Rajasthan state, Jaipur Region, is one of the key centers for us, the establishment of a dedicated Regional Office compliments the deepening of our presence in the state. We are striving to make life insurance available to all. As a part of this effort we are trying to ensure that we are located in prime centers which are close and convenient for customers to access”.*

He further added, “Overall, SBI Life has been performing very well, thereby strengthening its market share and other performance parameters with an overall 48.1% growth in our Rated Individual New Business Premium for YTD Sep FY17-18 as compared with the same period last year. Through this newly launched RO, we aim to

further smoothen the functioning of business operations, enhance customer services as well as showcase our qualitative need based offerings to existing and potential customers in the region.”

Mr. Ravi Krishnamurthy, President – Zone 1, SBI Life, on the occasion of the inauguration expressed that, *“Customer experience is always our priority. We focus on our customers and strive to provide them with excellent services. This new regional office not only expands our footprint in the state, but also brings us closer to our customers and helps facilitate proficient services to them”.*

SBI Life provides work and earning opportunities to 3720 plus local population in the Region through its 28 offices and a strong workforce of around 550 employees. SBI Life distributes its products through a strong network of over 3,178 well trained Insurance Advisors, 2,559 CIFs and 1,470 State Bank of India branches. The Regional Rural Bank (RRB) viz. Rajasthan Marudhara Gramin Bank, through their large network of 683 branches across region, has helped insurance penetration in the region by distribution of our products to the customers in the most rural segment of the society.

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 ` 20,000 million and a paid up capital of ` 10,000 million.

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 24,000 branches across the country. SBI Life also has a large and productive agent network comprising of 96,126 agents, as on September 30, 2017. The Company’s other distribution channels include direct sales and sales through corporate agents, brokers, insurance marketing firms and other intermediaries. As on September 30, 2017, the Company has a widespread network of 808 branches across the Country to address customer needs effectively and efficiently. The Company had an

AUM of ` 1,050,666 million as of September 30, 2017.

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