

Media Release

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### **SBI Life's Music Video 'Papa Hain Na' Crosses 13 Lakh Views in Seven Days**

- *The ballad has been sung by vocalist Neeti Mohan, written by Sameer Anjaan, composed by Shamir Tandon and directed by Rakesh Thakur*
- *Crosses 13 Lakh views in just seven days of its launch*

**Mumbai, June 25, 2015:** On the occasion of Father's Day, SBI Life launched an emotional ballad in the form of a music video, celebrating the Father - Child relationship. The video has gone viral with total views crossing 13 Lakh within just seven days of it being launched.

Continuing with celebration of Father - Child relationship through its recent advertisements, SBI Life provided an opportunity to all children to say Thank You to their Great Dad through its recently launched ballad #PapaHainNa. The video was launched on the SBI Life YouTube channel along with SBI Life's Facebook page and Twitter handle.

The viewers can search for 'Papa Hain Na' video on SBI Life Insurance YouTube channel to watch and share it.

"Papa Hain Na" is essentially an emotional ballad paying tribute to all the Great Dads. The ballad is aimed at celebrating the Father - Daughter relationship, the ever strong bond which the father shares with his daughter and the reasons why he has always been a hero in his daughter's life. It beautifully brings out the nuances of the relationship through heart-warming lyrics, beautiful composition and endearing visuals.

**Mr. Arijit Basu, MD and CEO, SBI Life**, said, "At SBI Life, we have been creating communication under the broader brand philosophy of Celebrate Life. Right from 'Hiron ko kya pata tumhari umar' ad to 'Are you a Great Dad?' ad, we eulogize the family relationship as it is for the love and security of one's family that an individual buys Insurance. 'Papa Hain Na' ballad is a continuation of celebration of family relationships."

Speaking on the occasion, **Braj Kishore, Head - Brand and Corporate Communication, SBI Life Insurance**, said, "SBI Life has celebrated Father – Child relationship in its recent advertising campaigns as Father is the deemed protector of the Family. We have launched the beautiful #PapaHainNa ballad to give an opportunity to each child to say Thank You to their Great Dad reminiscing sweet memories of

*their childhood. This is probably the first time that a BFSI Company has tried articulating its messaging through a musical ballad and we are extremely delighted at the overwhelming response to PapaHainNa.”*

The song “Papa Hain Na” is sung by the talented singer Neeti Mohan, lyrics are written by Sameer Anjaan, music is produced and composed by Shamir Tandon and the video is directed by Rakesh Thakur. The video features Neeti Mohan along with her Dad, wherein she pays her tribute to him for his unconditional love and support in her life journey. The video beautifully showcases the Father - Daughter bond and the small and big moments of happiness and love that they share.

The video has had over 2,500 shares on Facebook. The song was well received by the audience on social media and has garnered more than 6.2 million impressions and more than 3,000 conversations (and still counting) on twitter, which also led to it trending nationally.

On the occasion of Father’s Day, through the ‘Papa Hain Na’ campaign, audience was encouraged to participate by sharing their treasured moments with their Dad using the hashtag #PapaHainNa. The contest received over 100 entries. The selected entries were featured in the video created using content received during the campaign and it was launched on SBI Life’s YouTube channel and Facebook page on Father’s Day.

**Request to the journalist: Please see the latest views from SBI Life YouTube channel + SBI Life Facebook page while writing the story. You can watch the video here:**  
<https://www.youtube.com/watch?v=OtWqWhadzs4>

The #PapaHainNa video *is available on:*

*Exclusive YouTube channel:* <https://www.youtube.com/watch?v=Y65T5CyMyUQ&feature=youtu.be>

Facebook Page: <https://www.facebook.com/Sbilifeinsurance?fref=ts>

Twitter Handle: <https://twitter.com/SBILife>

Pinterst Page: <https://www.pinterest.com/sbilife/>

Website: [www.sbilife.co.in](http://www.sbilife.co.in)

## **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 eighty thousand Insurance Advisors who offer insurance solutions, from 750 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.

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