

**SBI Life's #PapaHainNa campaign wins the LIMRA and LOMA Social Media Silver Bowl Award**

**2016**

**Mumbai, 30 August, 2016:** SBI Life Insurance, India's largest and one of the most trusted private life insurer, won the **LIMRA and LOMA Social Media Silver Bowl Awards 2016** at the Social Business Conference for Financial Services in Boston, Massachusetts. SBI Life's **Father's Day campaign #PapaHainNa** won the 2016 #SilverBowlAward in the category – '**Best Use of Social Media by a Company operating outside of the United States**'. The Social Media Silver Bowl Awards recognize outstanding, creative and effective social media campaigns/programs run by the financial services companies.

The 2016 awards program categories recognized how social media is being used to educate consumers, recruit employees; showcase how companies are integrating social media initiatives to support campaigns. The awards recognize those who are adopting the growing list of new platforms and advance 'social good' through their programs.

Speaking on the occasion Mr. Arijit Basu, MD and CEO, SBI Life Insurance said, "As a brand we believe in building a strong bond with our customers. A special day like Father's Day helps remind everyone of the sacrifices that our parents made for us, and the #PapaHainNa campaign was a way to articulate our gratitude towards them. We are highly honored with this recognition and equally proud of the well executed campaign that rightfully leveraged the brands messaging and engaged the consumers on various social media platforms."

SBI Life's #PapaHaiNa campaign has showcased excellent use of Social Media to engage their customers in an emotional manner. The campaign is an emotional ballad, in the form of a music video, celebrating the Father - Child relationship, on which the company's overall communication also focuses. The video was launched on the SBI Life YouTube channel along

with SBI Life's Facebook page and Twitter handle. The video received over 1.2 Million views on YouTube and had over 7,150 interactions on Facebook. The song was well received by the audience on social media and had garnered more than 30.5 million impressions and more than 2,912 conversations on twitter, which also led to it trending nationally.

On the occasion of Father's Day, 21<sup>st</sup> June 2015, through the campaign, audience were encouraged to participate by sharing their treasured moments with their Dad using the hashtag #PapaHainNa. The contest received over 125 entries. The selected entries were then featured in the video created using content received during the campaign and was launched on SBI Life's YouTube channel and Facebook page on Father's Day.

**Mr. Ravindra Sharma, Head- Brand and Corporate Communication said,** "It is truly a matter of honor for us that we have received this coveted award. The award further validates the success of this campaign in connecting to our customers and giving them a platform to express their emotions via social media. SBI Life's continuous thrive to reach out to our customers and giving them the moments to cherish and celebrate life will definitely lead to many such awards in the coming days as well."

For the awards, thirty-six companies submitted 57 entries for consideration this year. LIMRA and LOMA enlisted 41 financial services executives and social media subject experts to judge the submissions.

### **About LIMRA**

Since 1916, LIMRA, a worldwide research, learning and development organization, has been the trusted source of industry knowledge, helping more than 850 insurance and financial services companies in 64 countries.

### **About LOMA**

Established in 1924, with 1,200 plus member companies in over 80 countries, LOMA is committed to a business partnership with its worldwide members in the insurance and financial services industry to improve their management and operations through quality employee development, research, information sharing, and related products and services.

### **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 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 ninety three thousand (93,000) Insurance Advisors. SBI Life operates and offers its services through its huge network of 776 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.