

Media Release  
For Immediate Dissemination

## **SBI Life sales closure goes Paperless, introduces 'Connect Life'**

*Tablet-based services makes the process of buying a policy more convenient and efficient*

- *Will assist all Channels' Distribution Partners*
- *Utilise 'Need Analysis Calculator' tool built into the process*
- *Choose 'Best-Fit' product as per need*
- *Pay premium online*
- *Hassle free uploading of documents*
- *Reduced turn-around time and faster policy issuance*

**Mumbai, June 09, 2015:** SBI Life Insurance today introduced 'Connect Life', a tablet-based service which gives the power of choice to the customer while purchasing a policy in simple and effective steps. It is adopting digitization of the entire process beginning with built in need analysis calculator that offers a customer the right products to choose from, filling the proposal form with a facility of paying premium and uploading necessary documents from the tablet. Distribution Partners from all the sales channels of SBI Life can sell insurance products through this facility.

All a customer has to do is begin with their Need Analysis Calculation and based on their requirements choose a policy from the wide array of products offered, namely, protection, wealth creation, savings, child and retirement plans. The product brochures and videos help them make an informed choice with recommendations from the need analysis report and our expert distribution partners. The customer can fill in the proposal form now in easy steps, upload his documents, instantly pay the premium and be assured of making an informed and right decision.

**Launching 'Connect Life', Mr. Arijit Basu, MD & CEO, SBI Life Insurance,** said, "In this day and age where technology is in the forefront, we have taken the initiative through Connect Life to delight customers with an effective and tech-savvy option while bringing them on board as seamlessly as possible. Through this technology, we are empowering the customer to opt for a policy emphasising on their needs while offering them a wide range of products and services. Overall, Connect Life will reduce the turn-around time and help with faster policy issuance."

SBI Life's huge multi- dimensional distribution system of distribution partners will benefit from the initiative of Connect Life. Our productive force of over 80,000 IAs from 750 SBI Life offices and an unrivalled network of 20,000 SBG branches along with it's 5 Associated Banks, across the country, will be enabled with this sought after technology which will help them sell smarter and efficient thereby providing customers with excellent services and a great experience.

Furthermore, elaborating its paperless approach SBI Life gives customers the option of registering for e-statements, accessing policy details and making renewal premium payments through technology tools. It has also partnered with all five insurance repositories thereby encouraging insurance digitization in the country.

**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.

**For more details please contact:**

<p>Braj Kishore Head – Brand &amp; Corporate Communication SBI Life Insurance Mumbai. Tel: +91 22 6191 0042 E: braj.kishore@sbilife.co.in</p>	<p>Sporshita Goswami Sr. Manager – Corporate and Finance Perfect Relations Mumbai Mobile: 09920883234 Email: sporshitag@perfectrelations.com</p>
<p>Raj Tapal Senior Manager - Brand &amp; Corporate Communication SBI Life Insurance Mumbai. Tel: +91 22 6191 0032 E: raj.tapal@sbilife.co.in</p>	<p>Melvin Mathew Manager – Corporate and Finance Perfect Relations Mumbai Mobile: 09969966553 Email: mmathew@perfectrelations.com</p>



*SBI Life*

*I N S U R A N C E*

With Us, You're Sure