

Media Release

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SBI Life Insurance Inaugurates its Upgraded Regional Office in Ahmedabad

To strengthen the smooth functioning of business operation as well as enhance customer service

Ahmedabad, March 15, 2017: SBI Life Insurance, one of the most trusted life insurance companies in the country, in its effort to strengthen its presence in Gujarat region, today inaugurated its Upgraded Regional Office (RO) in Ahmedabad. The Regional Office, situated at **SBI Life Insurance Co. Ltd. 1st Floor Akshar Arcade, Opp Memnagar Fire Station, Near Darpan Circle, Memnagar, Ahmedabad-3800014** was inaugurated by **Shri Arijit Basu, MD & CEO, SBI Life Insurance**, in the presence of **Shri Sanjeev Nautiyal, Chief General Manager, SBI, Ahmedabad Circle** and **Shri Anand Pejaware, Executive Director – Marketing, SBI Life Insurance**, along with other dignitaries from State Bank of India and SBI Life.

Speaking on the occasion, Mr. Arijit Basu, MD & CEO, SBI Life Insurance, said, *“SBI Life has been overall performing very well on all parameters, thereby consolidating and strengthening its market share with over 50% growth in its Total New Business Premium over last financial year (11 month period). Gujarat is a very important state for SBI Life as it contributes notably towards the overall performance of the Company. To further enhance the performance and provide excellent services to our existing as well as new customers we decided to renovate and upgrade its existing Regional Office to create a more delightful customer experience”.*

SBI Life provides livelihood to 4280 plus local population in the Region through its 38 of its own offices and a strong workforce of around 577 employees. SBI Life distributes its products through a strong network of over 3700 well trained Insurance Advisors and 1,215 State Bank of India branches. The Regional Rural Bank (RRB) Saurashtra Gramin Bank, headquarters at Rajkot, through their network of over 255 branches across region, has also helped in increasing the insurance penetration in the region by distribution of our products to the customers in the most rural segment of the society, including Financial Inclusions.