

This Navratri, SBI Life releases yet another inspirational real life story of Mittal Patel under its 'Real Life Real Stories' digital series

Mumbai, September 30, 2019: After successfully releasing a series of 'Real Life Real Stories' showcasing extraordinary acts of common people, SBI Life highlights yet another heart-warming and inspirational real life story of Mittal Patel, a social activist from Gujarat. The new digital video released this Navratri highlights the independent spirit and individual commitment of Mittal Patel, who has relentlessly worked towards attaining an identity and a dignified life for the nomadic and de-notified tribes in Gujarat.

Please click on the link to view the video: https://youtu.be/Rn_3Y6U78dU

Conceptualised by WATConsult, the digital video showcases Mittal's vision to solve the identity crisis of tribal communities and has been instrumental in placing them on the map of India with dignity.

Speaking on the release of the latest video, **Mr. Ravindra Sharma, Chief of Brand & Corporate Communications, SBI Life Insurance**, said, "SBI Life's 'Real Life Real Stories' is a powerful concept that we continue to build. As a brand, we believe in encouraging individuals whose noble acts inspires others to find their purpose in life and work towards building a better society.

This story of self-reliance of Mittal Patel is an attempt to showcase how one's relentless efforts can bring about transformation in the community. We hope our efforts will move every individual to do their bit for the society".

The founder and managing trustee of Vicharata Vimukta Samuday Samarthan Manch (VSSM), Patel has been advocating for their rights since 2005 and has helped nearly 20,000 tribal people get access to various welfare schemes of the government. Early this year, she was appointed as one of the 3 members on the Board of Development and Welfare Board for Denotified, Nomadic and Semi-Nomadic Communities, by the government.

A year back, SBI Life, took this unconventional route of showcasing inspirational real life stories of common, yet incredible people to encourage and inspire every Indian. The brand's Real Life Real Stories series on social media also showcased the empowering journey of Pabiben, Robinhood Army, Mumbai Fire Brigade and will also be seen revealing more such stories this festive season.

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