

Media Release
For Immediate Dissemination

Share your #GreatDad moment with SBI Life to win

Winners stand a chance to win Flipkart voucher and a Samsung Tablet

Mumbai, February 24, 2015: SBI Life Insurance has recently launched a social media contest in line with its ongoing 'Great Dad' brand campaign. Everyone treasures fond memories with their parents, and with the #GreatDad campaign, SBI Life Insurance invites fathers and their children to share these heart-warming stories and experiences and win exciting prizes.

Participants stand a chance to win Flipkart voucher worth INR 1,000/- or a Samsung Tablet. They can convey their stories and childhood memories via SBI Life Insurance's official Facebook page, 'Celebrate Life', which has over 9.3 lac fans, or the Twitter handle, @SBILife. To participate in the contest, users can simply 'like' the Facebook page of the company and submit their entries by posting messages, pictures and videos.

Highlighting the spirit of the campaign, **Braj Kishore, Head – Brand and Corporate Communication, SBI Life Insurance**, said, *"The purchase of life insurance must be associated with a sense of providing protection to one's near and dear ones. By celebrating the concept of #GreatDad through this contest, we are saluting the essence that drives each parent to ensure that happiness of the family is secured even when he is not around. SBI Life has been at the forefront of presenting this essence of Life Insurance through its recent campaigns."*

Precious moments shared by the participants will be compiled in an album called #GreatDad on the company's Facebook page and the most touching stories will be posted as the company's cover photo and added to its timeline.

Every day, the SBI Life Insurance panel will select best story and award them with Flipkart voucher worth INR 1,000/-. Overall winner will be gifted a Samsung Tab.

The last date for submitting entries is February 26th, 2015.

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 1 lakh Insurance Advisors who offer insurance solutions, from 762 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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