

"SBI Life introduces Smart Plan for Smart Women"

Mumbai, June 22, 2016: With the launch of a women specific product – ‘SBI Life – Smart Women Advantage’, understanding the important needs of the women, financial and health both, SBI Life has created an Ad campaign which talks about the smartness and intelligence of the women folk in all walks of life, be it work, home or relationships. The communication take of SBI Life is very refreshing and subtle. Created by Ogilvy and Mather, the campaign amplifies the idea of independence of thoughts and ideas of women. The ad also focuses on the efficient and creative ways in which a woman makes their decisions and nourishes their loved ones.

Titled ‘Aurtein hoti hi hain smart’ the campaign talks about the smartness and intelligence of women in all walks of life. SBI Life celebrates this smartness and womanhood and acknowledges the special position of women in society. The campaign is a very light hearted take on how smartly women solve the problem. The campaign very subtly portrays the observing and nourishing disposition of women and their approach towards a situation. The campaign celebrates the crucial role that women play in our lives.

Client: SBI Life Insurance

Agency: Ogilvy and Mather

TVC Link: <https://www.youtube.com/watch?v=ErAbGwQTr2w>

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.

Point of Contact:

Vikash Sharma
Senior Manager – Brand and Corporate communication, SBI Life
Ph.: 9820203075
Email id: vikash.sharma@sbilife.co.in

Melvin Mathew
Senior Image Manager, Perfect Relations
Ph.: 9969966553
Email id: mmathew@perfectrelations.com