

## **SBI Life's Launches New TVC Urging You to Fulfil your Wishes**

**Mumbai, December 21, 2015:** SBI Life launched the latest TVC titled '**Ab har shouk poora hoga**' (now every wish will be fulfilled), taking forward the brand's core idea of – Celebrating Life, wherein the protagonist indulges himself in the most unexpected way for its product SBI Life Insurance's Wealth Plan. The campaign aims to amplify the idea of not having to compromise one's desires in order to save for the future, however extravagant one's wishes they may seem to the world.

Created by Ogilvy and Mather, the campaign amplifies the idea of not having to compromise your desires in order to save for the future. One half of our life is spent in working hard and saving harder in order to secure the other half. No wonder that insurance communications have always pegged around the later aspect on how to secure our family's life once we have no income. Given the clutter, the communication of SBI Life Insurance's Wealth Plan is distinctly refreshing.

"The campaign very beautifully captures the sheer pleasure one experiences while indulging in luxury, with a touch of humour to it. It shows how SBI Life's Wealth Creation with Insurance Plans lead one to prosperity and a life full of indulgence," says **Braj Kishore**, Head- Brand & Corporate Communication, SBI Life Insurance.

Explaining the campaign, Zenobia Pithawalla, Executive Creative Director, O&M, says: The common man in India spends his whole life and money on every day, mundane things. We wanted to show him, through SBI Life's Wealth with Insurance Plans, that life can be different. Our film shows a common man indulging in an expensive hair wash at a very fancy salon. What's more, all this for a few, non-existent strands of hair. Making our point that with the right plan, you can live life the way it is really meant to be lived.

Adding further, Abhik Santara, Senior Vice-President, O&M, says: The communication task for any financial product is dual. First is to create excitement for the product and the second is brand persuasion. Our campaign, hopefully, will make the category 'interestingly' desirable without making one grim with future anxiety.

The YouTube link to the TVC is here- <http://youtu.be/a8FvqLmXOgs>

### **Credits:**

Agency: Ogilvy and Mather

Client: SBI Life Insurance

Creative team: Zenobia Pithawalla, Mihir Chanchani and Jitendra Patel

Client servicing: Nikhil Mohan, Nayna Kotian, Hemakshi Upadhyaya and Saket Gaba

Production House: Purple Vishnu

Director: Sainath Choudhuri

Producer: Malaika Choudhuri

### **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 eighty seven thousand (87,000) Insurance Advisors who offer insurance solutions, from 754 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:*

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