

SBI Life Insurance commemorates a decade of ULIPs

~ Most consistent product in the category ~

- **SBI Life's Equity Fund has beaten the Nifty benchmark by 5.2% per annum over last 10 years**
- **SBI Life's Bond Fund Index has beaten the Bond Fund benchmark by 2.5% per annum over last 10 years**

Mumbai, January 29, 2015: SBI Life Insurance today commemorated the 10 year anniversary of its first ULIP launched in January 2005. **Horizon** is the oldest unit linked product from SBI Life Insurance's diversified product portfolio, showcasing a highly impressive consistent and proven track record over the last decade. The policyholder under the Horizon ULIP product had the option of buying SBI Life Equity Fund and/or SBI Life Bond Fund. The Equity Fund has given a compounded annual return of 20.6% against Nifty Growth of 15.4% and the Bond Fund has given a compounded annual return of 9.2% against benchmark Bond Fund Index return of 6.7%.

SBI Life's Equity Fund has beaten the Nifty benchmark in 9 out of 10 calendar years while the Bond Fund has beaten the Bond Fund Index benchmark in 10 out of 10. The funds were floated with an objective of giving attractive long term returns to the investor on a risk adjusted basis. The Equity Fund predominantly invests in large cap companies with a straightforward investment strategy focused on strong business models with consistent and sustainable performances, reasonably attractive valuations and exemplary corporate governance. For the Bond Fund, the strategy is to generate consistent returns over longer period of time. The funds are invested in a mix of government securities, corporate bonds and fixed deposits. The allocation pattern is based on macroeconomic research, interest rate outlook and expectations of RBI's monetary policy.

On this momentous occasion, **Mr. Arijit Basu, MD and CEO, SBI Life Insurance**, said, "*SBI Life is committed to delivering value to its customers. An important part of our commitment is giving good investment returns to our policyholders without assuming undue risk. The consistency of our fund performance clearly demonstrates the strength of our investment process. Keeping in mind our loyal policyholders, we will strive towards delivering the same consistent performance in the years to follow.*"

Over the last ten years, the ULIP as a product class has undergone fundamental changes, in response to both the needs of the customers as well as to regulatory requirements. Over time, they have proved to be long term investment products offering valuable protection. SBI Life Insurance's current ULIP offerings are designed keeping the needs of the customers in mind. The charges are highly competitive and are coupled with our track record of delivering attractive long term return.



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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