

For immediate release

SBI Life Celebrates Children's Day with WOSCA Foundation: Empowering Young Minds through Quality Education and Unveiling a Heartwarming Digital Video

From education support to heartwarming stories, SBI Life champions the spirit of "Apne Liye. Apno Ke Liye"

India, November 14, 2024: In a meaningful celebration of Children's Day, SBI Life Insurance, one of the most trusted life insurance companies in India, released an inspiring digital video- '**Lippy ki Duniya**', highlighting the essence of youth, dreams, and the transformative power of education. In collaboration with the Women's Organization for Socio-Cultural Awareness (WOSCA) NGO in Keonjhar, Odisha, the company continues its commitment to empower young minds by supporting their education and nurturing their potential. Aligning with the brand's philosophy of '**Apne Liye, Apno Ke Liye,**' the digital video reinforces SBI Life's commitment to liberating the young minds by providing quality education and empowering them to pursue their aspirations.

The new digital video highlights the aspirational journey of a young child called Lippy and her unwavering determination to chase her dreams. The video follows a 12-year-old Lippy from Keonjhar, offering a touching glimpse into her daily life through her own eyes. We see her deep admiration for her parents, who work tirelessly at a construction site while ensuring that she receives quality education and appropriate learning levels to mainstream her into reputed elementary schools. Despite their challenging circumstances, they remain committed to her schooling, believing it to be the foundation of her future success. The narrative takes a heartwarming turn when Lippy, inspired by her learning at school, creates something special i.e. a mini fan to help ease her parents' long work hours. SBI Life's message, portrayed through Lippy's journey, underscores how education and family bonds help overcome life's challenges, aligning with the brand's commitment to championing aspirations. The digital video is designed to inspire and motivate children, adults alike to invest in the power of education.

Click on the link to view the digital video- <https://youtu.be/qNo5liPiLYs>

Speaking on the unveiling of the digital video, this Children's Day, **Mr. Ravindra Sharma, Chief of Brand, Corporate Communications, and CSR at SBI Life,** shared, *"This Children's Day, we celebrate the dreams and resilience of young minds across the nation, reaffirming our commitment to fostering an environment where every child has the opportunity to flourish and is empowered to pursue a brighter tomorrow. With the digital video – '**Lippy Ki Duniya**', we aim to spotlight the beauty of everyday moments that inspire young dreams and the essential role that family support plays in nurturing those dreams. This campaign resonates deeply with our brand purpose of empowering individuals to pursue their aspirations by creating brighter futures for themselves and their loved ones. By highlighting Lippy's story, we hope to inspire communities at large, to recognize the transformative power of education, compassion, and self-belief."*

He further added, *“Our collaboration with WOSCA NGO in Keonjhar reflects our commitment to empowering young minds in underserved areas, providing them with the foundation to overcome challenges and pursue their aspirations. Through initiatives like these, SBI Life strives to help children and families realize their potential, reinforcing our belief that true freedom lies in enabling ourselves while caring for those around us.”*

Ms. Dharitri Rout, Secretary, WOSCA, shared, *“WOSCA, since 2000, has been dedicated to child rights and providing quality education to the underprivileged. The collaboration with SBI Life since 2022 has been a beacon of hope for these families. Their support has brought quality education within reach of rural, deprived kids, offering a ray of hope for a brighter future. This transformative partnership has uplifted lives and instilled new aspirations in these families”*

As part of this commitment, SBI Life’s partnership with WOSCA provides a foundation of hope for over 100 children through the Star Academy Learning Centre in Keonjhar—a region abundant in natural beauty yet facing significant educational and economic challenges. This initiative offers quality education, nutritious meals, and emotional support, empowering children to excel in their studies and reach for their dreams. Together, SBI Life and WOSCA aim to bridge educational gaps and create a nurturing environment where young minds can thrive.

About SBI Life Insurance

SBI Life Insurance (‘SBI Life’ / ‘The Company’), one of the most trusted life insurance companies in India, was incorporated in October 2000 and is registered with the Insurance Regulatory and Development Authority of India (IRDAI) in March 2001.

Serving millions of families across India, SBI Life’s diverse range of products caters to individuals as well as group customers through Protection, Pension, Savings and Health solutions.

Driven by ‘Customer-First’ approach, SBI Life places great emphasis on maintaining world class operating efficiency and providing hassle-free claim settlement experience to its customers by following high ethical standards of service. Additionally, SBI Life is committed to enhance digital experiences for its customers, distributors and employees alike.

SBI Life strives to make insurance accessible to all, with its extensive presence across the country through its 1,082 offices, 24,939 employees, a large and productive network of about 264,058 agents, 79 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 140 brokers and other insurance marketing firms.

In addition to doing what’s right for the customers, the company is also committed to provide a healthy and flexible work environment for its employees to excel personally and professionally.

SBI Life strongly encourages a culture of giving back to the society and has made substantial contribution in the areas of child education, healthcare, disaster relief and environmental

upgrade. In 2023-24, the Company touched over 1.05 lakh direct beneficiaries through various CSR interventions.

Listed on the Bombay Stock Exchange ('BSE') and the National Stock Exchange ('NSE'), the company has an authorized capital of Rs. 20.0 billion and a paid up capital of Rs. 10.0 billion. The AuM is Rs. 4,389.5 billion.

For more information, please visit our website-www.sbilife.co.in and connect with us on Facebook, Twitter, YouTube, Instagram, and LinkedIn.

(Numbers & data mentioned above are for the period ended September 30, 2024)

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