

For immediate release

## **SBI Life extends 'Thanks A Dot'- Breast Cancer Awareness program, promoting self-breast examination among women in Bhubaneswar**

*The company distributed innovative 'Thanks-A-Dot- Hot Water Bags, empowering female sanitation workers to prioritize self-care by inculcating a behavioral change*

**Bhubaneswar, 24<sup>th</sup> May, 2024:** In its steadfast commitment to women's health and empowerment of underserved communities, SBI Life Insurance, under its 'Thanks A Dot' initiative, organized a breast cancer awareness program to educate and create awareness around the importance of self-breast examination amongst female sanitation workers of Bhubaneswar Municipal Corporation (BMC). Through collaborative efforts with the Rotaract Club of Bhubaneswar, the initiative aimed to bring about a behavioral change by empowering these women with an innovative easy-to-use tool for self-breast examination. Approximately 90+ sanitation workers attended the awareness program, who were equipped with the skills and confidence to perform self- breast examination regularly.

Often, these sanitation workers face significant barriers in accessing crucial healthcare resources, compounded by socio-economic challenges that hinder their ability to prioritize their well-being. Recognizing the need for creating awareness around breast cancer & self-breast examination, SBI Life Insurance continues to take a step forward in this direction to educate female sanitation workers on ways to fight this deadly disease.

**Mr. Rajesh Bhugra, Regional Director- Bhubaneswar, SBI Life Insurance** along with **Dr. Sanjay Kumar Mishra- Director- Radiology Oncology at Utkal Hospitals, Ms. Nandita Shah, Vice President, SBI Life Insurance** were accompanied by the members of Rotary club at this awareness program. They addressed these sanitation workers and distributed the innovative 'Thanks A Dot' hot water bag.

The innovative Thanks A Dot tool, re-engineers the '**hot water bag**', that is most commonly used by women across the country to tackle menstrual pain, by engraving special lumps on the front side of the bag allowing women to experience the sensation of how a real breast cancer lump would feel during self-examination. This innovative yet simple tool is an effort to seamlessly enter every household to promote self-checks which works as a reminder for every woman that making health their priority is important and the practice of self-breast examination should be included in the monthly routine.

Breast cancer is among the many health issues affecting women's overall well-being. Alarming, 60% of breast cancer cases are reported in later stages, underscoring the urgent need for early detection. Unlike other diseases, breast cancer can often be detected early through simple self-examination steps, without the need for expensive medical devices. Understanding the critical importance of raising awareness and empowering women with life-saving skills, SBI Life Insurance has designed the innovative 'Thanks A Dot' Hot Water Bag.

The event concluded with the distribution of the hot water bags to the female sanitation workers alongside an interactive session that educated them on the importance of early detection and technique of self-breast examination. SBI Life Insurance reaffirms its dedication to this cause, pledging to continue its efforts for spreading awareness and facilitating innovative tools for early detection of breast cancer across the country.

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**About SBI Life Insurance**

**Internal**

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 1,040 offices, 23,893 employees, a large and productive network of about 246,078 agents, 77 corporate agents and 14 bancassurance partners with more than 40,000 partner branches, 143 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. 3,889.2 billion.

For more information, please visit our website-[www.sbilife.co.in](http://www.sbilife.co.in) and connect with us on Facebook, Twitter, YouTube, Instagram, and LinkedIn.

*(Numbers & data mentioned above are for the period ended March 31, 2024)*

For any queries, please feel free to connect with:

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