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SBI Life Insurance augments insurance accessibility for residents of Maheshtala, Kolkata; inaugurates a new branch office

Kolkata, 15th Feb 2024: SBI Life, one of the most trusted private life insurance company in India, strengthened its commitment towards making insurance accessible for consumers as it inaugurated a new branch in Maheshtala, West Bengal. The new branch office is located on the **1st Floor, Galaxy Apartment, Ward No. 31, B.B.T. Road, Nungi More, P.O. Batanagar, P.S. Maheshtala, District South 24 Parganas, Kolkata, West Bengal, 700140.**

Mr. Jayant Pandey, Regional Director-Bengal Region, SBI Life Insurance inaugurated the new branch office in presence of Mr. Akshaya Kumar Sethy, Regional Manager Retail Agency, SBI Life Insurance and other respected dignitaries.

The inauguration of the Maheshtala branch, Kolkata resonates deeply with SBI Life's belief in '*Apne Liye Apno ke Liye,*' which encapsulates the essence of fulfilling personal aspirations while simultaneously taking care of familial responsibilities. By expanding its footprint in West Bengal, SBI Life reaffirms its commitment to not only serve the financial needs of individuals but also the collective well-being of their loved ones. Through accessible insurance solutions and unwavering support, SBI Life empowers individuals to prioritize their own financial security while safeguarding the future of those they hold dear.

Reflecting on the significance of the branch inauguration, **Mr. G Durgadas, President, SBI Life Insurance** said, "*We are delighted to expand our reach and enhance accessibility in the city of Joy, Kolkata, by opening a new branch office in Maheshtala. This move marks a notable advancement in our journey to understand & address the evolving needs of customers residing in and around Kolkata. Through this expansion, we aim to foster deeper connections within the larger consumer base, offering them the right insurance solution that cater to their diverse needs. The Maheshtala branch further strengthens SBI Life's steadfast commitment to excellence in customer service and satisfaction. We hope the branch presence will help local residents in building a strong financial safety net to safeguard their future, thereby providing individuals with confidence and peace of mind to pursue their dreams and aspirations.*"

SBI Life is dedicated to foster a financially immune India. The establishment of a new branch will facilitate the expansion of the company's network, allowing it to reach even the remotest regions of the country and serve a diverse population. Complementing this commitment are a wide array of products & services, technological innovations, a robust customer service infrastructure, and an extensive nationwide presence. Beyond offering a comprehensive range of insurance products, the new branch will provide various services like policy servicing, renewals, claim-related queries etc., ensuring an unmatched customer experience.

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 1,028 offices, 24,060 employees, a large and productive network of about 243,590 agents, 74 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 150 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 2022-23, the Company touched over 1.1 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. 3,714.1 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 December 31, 2023)

For any queries, please feel free to connect with:

Santosh Setty

Email: santosh.setty@sbilife.co.in

Minakshi Mishra

Email: minakshi.mishra@sbilife.co.in