

For immediate dissemination

SBI Life Insurance unveils digital film honouring the indomitable resolve of Indian Paralympic Athletes, who are liberating as individuals to pursue their dreams

The digital video highlights the incredible journey of three Indian Paralympians, showcasing their resolve to pursue their dreams

Mumbai, 30th August 2024: SBI Life Insurance, in its continued commitment to recognise the extraordinary spirit of Indian athletes, unveiled a new digital film as part of its support to the Indian contingent for Paralympic Games Paris 2024. The digital film aims to bring to life the inspiring stories of *'IRADDE'* the indomitable resolve of three exceptional athletes: Ms. Simran Sharma, para athlete - runner, Mr. Ashok Malik, para athlete- powerlifter and Ms. Mona Agarwal, para athlete- shooter

The digital film showcases the extraordinary athletes in action, each of whom has faced and overcome significant challenges by pushing boundaries in their pursuit of excellence. Simran Sharma, a visually impaired runner, clinched silver in the 100m and 200m events at the 2023 Hangzhou Para Asian Games; Ashok Malik, a wheelchair-bound powerlifter, claimed gold at the Asia-Oceanic Para Powerlifting Championship 2022; Mona Agarwal, a wheelchair-bound shooter, secured gold at the WSPS Para Shooting World Cup 2024.

Click here to view the digital film: <https://youtu.be/tz0CC-CapmQ?si=TdYQM8hRy1wQOmc5>

The digital film's narrative focuses on the perseverance of these athletes as they overcome challenges on their journey to success. The film subtly highlights the crucial role that the unwavering support from their families, coaches, and community plays in helping them reach their goals. These moments of determination and encouragement resonate with SBI Life's philosophy, *'Apne Liye, Apno Ke Liye,'* showcasing how the strength of loved ones empowers these Paralympians to break through barriers and achieve their dreams.

Speaking about the campaign, **Mr. Ravindra Sharma, Chief of Brand, Corporate Communication & CSR, SBI Life**, said, *"At SBI Life, we believe every dream is worth pursuing, no matter how insurmountable it may seem. This belief is at the heart of our partnership with the Paralympic Committee of India, as we aim to amplify the stories of our remarkable individual para-athletes highlighting the importance of inclusivity and support in achieving success. Their journeys are not just about winning medals; they are about the power of dreams and the unwavering support from loved ones that helps turn those dreams into reality. This campaign is a tribute to their spirit and an extension of our brand purpose—to liberate individuals to pursue their dreams by securing the needs and aspirations of their loved ones. By bringing these stories to the forefront, we aim to inspire millions to overcome their own challenges, knowing that SBI Life is there to support them every step of the way."*

The campaign effortlessly ties into SBI Life’s core value of being a dependable partner in life’s journey, showing that no dream is too far when supported by a strong foundation. The film’s emotional impact is heightened by a touching voiceover, which captures the inner strength of these athletes, powered by the steadfast belief of their families.

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 1,062 offices, 23,943 employees, a large and productive network of about 257,266 agents, 79 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 132 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. 4,147.7 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 June 30, 2024)

For any queries, please feel free to connect with:

Santosh Setty	Minakshi Mishra
Landline: +91-22-6191 0034	Landline: +91-22-6191 0140
Email: santosh.setty@sbilife.co.in	Email: minakshi.mishra@sbilife.co.in