

SBI Life takes ‘Thanks-A-Dot’ to Kanker, making ‘breast health’ a living room conversation for women across Chhattisgarh

In partnership with PRADAN NGO, SBI Life empowered 800 women in remote Kanker communities with the ‘Hug of Life’ hot water bag, strengthening grassroots health awareness

Chhattisgarh, 04th December 2025: Raising awareness on breast health and the importance of early detection of breast cancer through self-breast examination, through its ‘Thanks-A-Dot’ initiative, SBI Life Insurance, one of the country’s most trusted life insurers, in partnership with PRADAN NGO, conducted an educative session for women in Kanker, Chhattisgarh. The initiative seeks to equip women with practical guidance on performing self-breast examinations and recognizing early warning signs.

As part of the behavioural-change effort, the Thanks-A-Dot ‘Hug of Life’ hot water bag—a self-examination aid designed to subconsciously train users in tactile recognition of abnormal lumps—was distributed to participating women by **Shri Nilesh Kumar Mahadev Kshirsagar, IAS & District Collector, Kanker, Chhattisgarh** along with **Shri Ravindra Sharma, Chief of Brand, Corp. Comm & CSR, SBI Life Insurance** in presence of Shri Manoj Kumar – State Lead- PRADAN; Shri. Haresh Mandavi- Zila Panchayat - CEO, Kanker; Dr. R. C. Thakur-CHMO, Health Department – Kanker, Dr. Bhawna Sirohi – Sr. Medical Oncologist & Medical Director, Balco Medical Centre- Naya Raipur amongst other respected dignitaries. Their participation underscored a shared commitment to strengthening women’s well-being and equipping communities with essential tools for early detection.

The on-ground activity in Kanker, Chhattisgarh builds on SBI Life’s recent association with the Indian Women’s Cricket Team where the players wore special pink **Thanks-A-Dot** jerseys during the IND vs AUS ODI, drawing nationwide attention to the importance of breast self-examination and early detection. As part of the match-led initiative, SBI Life pledged to distribute 200 ‘**Hug of Life**’ - hot water bags (self-examination kits) for every 50 dot balls delivered during the match. With 200 dot balls recorded, a total of 800 kits is being distributed to underprivileged women across Chhattisgarh through PRADAN NGO.

Speaking about the initiative, **Mr. Ravindra Sharma, Chief of Brand, Corporate Communication and CSR, SBI Life Insurance**, said, *“In a diverse country like India, the well-being of women continues to be a foundational driver of progress across communities. Yet, for many women, conversations around breast health remain limited due to cultural hesitation or a simple lack of awareness. Through SBI Life’s Thanks-A-Dot initiative, we aim to encourage behavioural change by making ‘breast health’ a living room conversation. Our partnership with PRADAN reflects our shared commitment to empowering women with the confidence and knowledge to take proactive steps for their well-being. We hope that this effort inspires greater awareness and adoption of self-examination practices across communities in Chhattisgarh.”*

Shri Nilesh Kumar Mahadev Kshirsagar, IAS & District Collector, Kanker, Chhattisgarh added, *“Breast Cancer continues to be one of the most common cancers affecting women, and early detection remains the most powerful tool for saving lives. SBI Life’s ‘Thanks A Dot’ initiative is a vital step in promoting preventive healthcare among women in our district. By bringing awareness directly to the community and equipping women with the practical knowledge and resources, programs like this can significantly improve community health outcomes.”*

Shri Manoj Kumar, State Lead, PRADAN NGO, said, *“Our collaboration with SBI Life’s ‘Thanks-A-Dot’ initiative has helped bring breast health awareness to underserved women in Kanker. For many women in the rural communities, access to reliable information & early detection is limited. Initiatives like these*

create a safe space and supportive environment where women can learn, ask questions and openly discuss their health without hesitation. Hands-on workshops like these provide practical knowledge, break taboos, and empower women to take proactive steps for their well-being.”

Launched in 2019, SBI Life’s ‘**Thanks-A-Dot**’ initiative aims to educate and train women on breast self-examination and early detection. The introduction of the **Hug of Life** - hot water bag with 3D lumps allows women to practice self-examination in a tactile, practical manner, overcoming hesitation and fostering confidence.

Now in its 25th year, SBI Life remains committed to expand the reach of this initiative through meaningful collaborations, community engagement, and sustained awareness efforts aimed at empowering women across India.

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 1,154 offices, 28,534 employees, a large and productive network of about 268,792 agents, 73 corporate agents and 9 bancassurance partners with more than 40,000 partner branches, 149 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 2024-25, the Company touched over 53,000 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. 4,814.6 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, 2025)