

For immediate release

SBI Life's 'Thanks a Dot' initiative launches yet another innovative lifesaving tool to emphasize the critical need for self-breast examination & early detection

Company ropes in Mahima Chaudhry to boost awareness on the need for self-breast examination for early detection

India, 10th October 2023: October is observed as Breast Cancer Awareness Month, it serves as a poignant reminder for every woman to make their health a priority and practise self-breast examination on a regular basis. In this pivotal month, **SBI Life Insurance** embarks on yet another year long journey enabling women to learn and form a habit of self-breast examination through its '**Thanks A Dot**' initiative.

As a part of the initiative, SBI Life has developed a new innovative tool to promote self-breast examination by using the '**hot water bag**' which is most commonly used by women across the country to tackle menstrual pain. A simple modification in the designing of the hot water bag, by engraving special lumps on the front side of the bag allows women to experience the sensation of how a real breast cancer lump would feel during self-examination. The tool helps in training, educating and reminding Indian women about making self-breast examination a regular habit and importance of early detection.

With the progress made in recent years, the battle against breast cancer is far from over. According to recent studies, an alarming rise in breast cancer cases among younger Indian women is aged 25 to 50. Tragically, 60% of these cases are diagnosed at advanced stages, reducing the survival rates considerably. However, early detection can save lives in 98% of breast cancer cases which makes regular check-up a crucial step in fighting the battle against breast cancer.

However, this battle cannot be fought in isolation. SBI Life Insurance stays committed to this larger cause by making a meaningful difference across communities and thereby inviting organizations to join the initiative. Organizations can join the cause by producing and distributing these specially designed bags free of cost to their customers, employees etc., letting this life-saving tool become a part of every household making self-breast examination a regular habit amongst Indian women.

Click on the link to order Thanks a Dot kit or Join the Cause:

<https://www.sbilife.co.in/thanksadot>

Emphasizing on the need for self-breast examination, **Mr. Ravindra Sharma, Chief of Brand, Corporate Communication & CSR at SBI Life Insurance**, said, *"Over the years women have started realizing the importance of prioritizing their health over the many duties & responsibilities, but we realized that in practice many of them still continue to struggle to take practical steps towards safeguarding their own health. Breast cancer being one of the most common diseases amongst women today, makes it crucial for every woman to focus on their health first and take simple steps for self-breast examination. Keeping the urgent need of creating awareness around the need for self-breast examination, SBI Life's 'Thanks a Dot', in*

its fifth year has found a unique way to enter every household in the country by tapping into an existing habit. The new innovative tool uses the hot water bag which is most commonly found in every household, to train women for self-testing”.

He further added, *“Through this initiative, we aim to bring a behavioral change, foster open conversations, and ultimately, build a healthy habit towards self-breast examination. We are glad to onboard Mahima Chaudhry; a breast cancer survivor herself to share her experience and communicate the significance of early detection and self-examination. We hope to embrace this challenge with unwavering determination, and work towards a future where self-breast examination becomes a part of every household, thereby enabling every women across the country to be healthy to fulfil her dreams, her duties & responsibilities”.*

Click here to watch the DVC: <https://www.youtube.com/watch?v=4RtSa9C2IEQ>

Mahima Chaudhry, Indian actress and a cancer survivor said, *“As a breast cancer survivor, I understand the importance of early detection and the impact it can have on one's life. SBI Life's ‘Thanks A Dot’ campaign is a crucial initiative that aims to empower women with the knowledge and skills needed for breast self-examinations. In India, far too many women are diagnosed with breast cancer at a later stage, and this campaign is a step towards changing that reality.”*

Sahil Shah, President – Digital Experience, DENTSU CREATIVE, said, *“Over the last 5 years, ‘Thanks a Dot’ has enabled women to learn and form the habit of breast self-examination through innovative usage of tech. This year, we took a commonly practiced behavior among women in India and turned it into an opportunity to teach them about a life-saving practice. With project Hug of Life, we wish to empower every Indian woman to take charge of her breast health by making self-exams a natural & regular part of her monthly routine, forever.”*

As part of the efforts, SBI Life will also be organizing educational workshops in rural India to break down sociocultural barriers associated with breast cancer and let women learn the simple techniques to fight the battle against breast cancer.

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 996 offices, 22,015 employees, a large and productive individual agent network of about 222,822 agents, 68 corporate agents and 14 bancassurance partners with more than 39,000 partner branches, 133 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. 3,282.8 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, 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
---	---