

For immediate dissemination

SBI Life undertakes urban afforestation initiative at BSF Bengaluru premises in collaboration with Catch Foundation

A significant step towards enhancing Bengaluru's green cover, fostering a sustainable urban future

Bengaluru, 13th March 2025: SBI Life Insurance, one of India's most trusted private life insurers, launched a new urban afforestation initiative at the Border Security Force (BSF) premises in Bangalore, in collaboration with NGO partner, Catch Foundation. The initiative aims to combat the rampant urbanisation and rising local temperatures in Bengaluru by planting 12,000 native tree saplings. Spanning over two acres of area, the project aims to create a dense, fast-growing forest that will contribute to enhance the city's urban landscape and biodiversity.

Shri Dinesh Kumar Yadav, IPS, IG STC BSF, Bengaluru and Mr. Bharat Sisodia - Founder & Chairman, Catch Foundation presided this plantation drive along with Mr. Ravindra Sharma - EVP & Chief of Brand, Corp. Comm. & CSR, SBI Life and Mr. Ashwani Kumar Shukla – Regional Director – Bengaluru, SBI Life.

Recognizing the severe impact of climate change on the environment, this urban afforestation initiative aims to inspire citizens to take meaningful steps towards enhancing the air quality in Bengaluru's urban landscape. BSF personnel along with employees of SBI Life volunteered in the plantation drive which leverages the Miyawaki Technique, known for creating dense, fast-growing forests. The plantation of these native tree species will be coupled with a two-year maintenance plan to ensure successful growth and sustainability. This approach accelerates the development of a green cover and a more sustainable environment.

Speaking on the initiative, **Mr. Ravindra Sharma, EVP & Chief of Brand, Corp. Comm. & CSR, SBI Life Insurance**, said, *“Environmental conservation is not just a responsibility but a critical imperative for India's sustainable growth story. The corporate sector must step beyond conventional approaches and take notable actions to protect and nurture our mother nature. At SBI Life, we have consistently championed initiatives that create tangible environmental and social impact, as we believe that true liberation harmonizes with nature. This urban afforestation project in Bengaluru exemplifies our commitment to building greener and sustainable communities and empowering positive changes.”* He further said, *“By bringing together various stakeholders and fostering environmental stewardship, we are working towards creating a movement that inspires others to join this crucial cause. We believe that every step taken today towards environmental conservation paves the way for a greener, healthier, and more sustainable tomorrow for our future generations.”*

Mr. Bharat Sisodia, Founder & Chairman, Catch Foundation said *“Each sapling planted today strengthens the green lungs of our planet and reinforces our commitment to sustainability. We are proud to collaborate with SBI Life Insurance and BSF in this meaningful initiative, planting trees inside the campus of our nation's frontline force. With dedicated care over the next two years—including watering, manuring, and pest control—we ensure these trees thrive, creating a lasting impact on the environment and the brave personnel who protect our nation. Thank you, BSF, for your unwavering service and for joining hands in this green mission!”*

Further to this, **Shri Prakash M, Deputy Commandant, STC BSF Bangalore** said *“We deeply appreciate your support and the significant role organisations like SBI Life Insurance and Catch foundation play in promoting sustainability. For us in the BSF, environmental conservation holds special significance. As protectors of the nation's borders, we also have a duty to protect land, ensuring it remains fertile, green and resilient.”*

With this initiative, SBI Life aims to set a precedent for responsible corporate engagement in urban ecological restoration. By fostering a model that prioritizes native biodiversity and community involvement, we aspire to inspire a broader movement towards sustainable urban development. This project represents a step towards creating greener, healthier, and more resilient urban ecosystems, reflecting our commitment to long-term environmental stewardship.

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 1,086 offices, 25,949 employees, a large and productive network of about 241,251 agents, 77 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 144 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 4,416.8 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 December 31, 2024)

For press queries, please contact:

Santosh Setty: santosh.setty@sbilife.co.in | 022 6191 0034

Minakshi Mishra: minakshi.mishra@sbilife.co.in | 022 61910140