

This Friendship's day, SBI Life presents 'Dosti Ki Jhappi' with a creative connection with Brand Peers to reiterate the role of Life Insurance in consumer's life

Mumbai, 06 Aug 2023: This Friendship Day, SBI Life Insurance takes a fresh approach by emphasizing unity among competitor brands and promoting financial freedom for consumers. Departing from traditional brand messaging, the company fostered a deeper connection by highlighting their commitment to helping individuals achieve financial freedom by protecting themselves & their families with life insurance, thus forging a meaningful bond based on shared values and aspirations.

The initiative featured a heart-warming song that creatively weaved together taglines from peers, symbolizing unity and collaboration among industry players working towards securing the nation financial security for one and all. It conveyed a powerful message of camaraderie, underscoring the true spirit of Friendship Day and emphasizing the need for staying protected.

In addition to this activity, SBI Life invited Instagram users to participate in creating the 'Longest Friendship Band.' Users were encouraged to submit a two-word description of their friend which was then incorporated into the friendship band. This interactive initiative highlighted the everlasting bond between the brand and their consumers, further reinforcing the spirit of friendship. SBI Life also extended an invitation to their peers, acknowledging the camaraderie shared in working towards boosting the nation's financial security.

YouTube: <https://youtu.be/zYSw1AjjHrA>

Instagram: <https://www.instagram.com/reel/Cvj9O0gou1J/?igshid=MTc4MmM1YmI2Ng==>

Facebook: <https://www.facebook.com/Sbilifeinsurance/videos/yeh-badi-dosti-ki-jhappi-from-us-to-all-of-you-cheers-to-consistently-enabling-t/314385197710592/>

LinkedIn: https://www.linkedin.com/posts/sbi-life-insurance-co--ltd-_happyfriendshipday-dostikijhappi-financialsecurity-activity-7093558769254580224-vOUQ?utm_source=share&utm_medium=member_androidThis

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)