

For immediate release

SBI Life's '**Apno ki #HimmatWaliSeeti**' highlights prominence of family support in an individual's life

~ The campaign aims to fuel the inner belief of individual, needed to rise and shine on the big stage called 'Life'

Mumbai, 03rd February, 2020: SBI Life Insurance, one of the most trusted life insurance companies in India, today launched its latest integrated brand campaign '**Apno ki #HimmatWaliSeeti**'; that reiterates the power of family support in reinstating individual's belief in himself/herself. Built on the insight that individual's happiness is key to his/her family's happiness. The 360° brand campaign encourages individuals to pursue their passion responsibly, by first making life insurance a financial priority to secure the needs of their loved ones.

Please click on the link to view the video: <https://youtu.be/wB1ehDidiJk>

The new ad film pivots through a heartwarming scene where a father, in his mid-thirties on a stand-up podium, describes his life as a 'pressure cooker'. Wherein, the pressure of responsibilities keeps growing, until his 9-year-old daughter is seen passionately whistling amongst the audience, cutting through the noise. The daughter's whistle is symbolic of the depressurizing effect of family's support in today's challenging life.

Mr. Ravindra Sharma, SVP & Chief of Brand & Corporate Communications, SBI Life Insurance, said, "*In our society, family continues to be the bedrock of support and our communication seeks to highlight the strength of family support. Especially in today's challenging times family support plays a fundamental role in shaping an individual's well-being, it acts as a de-pressuring agent in life. Our new brand campaign '**Apno ki #HimmatWaliSeeti**' attempts to communicate a strong message that with the support and encouragement of the family one can wholeheartedly pursue their dreams and ambitions. He further added, "Through this campaign we aim to support every individual in securing their family's well-being in a better way, without compromising on their dreams."*

'**Apno ki #HimmatWaliSeeti**' campaign continues to establish SBI Life's sharp focus on the importance of having a protection insurance for securing loved ones against any life uncertainty. The campaign highlights that once an individual has ensured a safe future for the family, a little encouragement from loved ones

can definitely boost one's confidence in taking up an alternative interest which may have delayed due to other commitments.

"Life Insurance is seen as a responsibility towards one's loved ones, and we wanted to start a new dialogue about the reason for Life insurance for today's shifting landscape. The shift about the category with this campaign is that our loved ones are not our responsibility, but our biggest strength, our biggest cheerleaders, and we don't need to endure a life doing what we don't love to see them happy, to see them taken care of. Life is about going after your dreams, our loved ones still taken care of. We have a story of a girl learning to whistle so she can cheer for her father as she witnesses him most happy, most content when he's pursuing what he loves to do", said Ms. Garima Khandelwal (CCO) & Mr. Azazul Haque (CCO), Mullen Lintas India.

The integrated campaign will run across TV, Print, Digital, OOH & Cinema.

####

About SBI Life Insurance

SBI Life Insurance Company Limited ("SBI Life" / "the Company"), incorporated in the year 2000, is a joint venture between State Bank of India and BNP Paribas Cardif S.A. and is one of the leading life Insurance companies in India. SBI Life has an authorized capital of ` 20.0 billion and a paid up capital of ` 10.0 billion.

SBI Life offers a comprehensive range of life insurance and pension products at competitive prices, ensuring high standards of customer service and world class operating efficiency. The Company offers individual and group products which include savings and protection plans to address the insurance needs of diverse customer segments.

SBI Life has a multi-channel distribution network comprising of an expansive Bancassurance channel with SBI, which has an unrivalled strength of over 22,000 branches across the country. SBI Life also has a large and productive agent network comprising of 123,719 agents, as on December 31, 2019. The Company's other distribution channels include direct sales and sales through corporate agents, brokers, insurance marketing firms and other intermediaries. As on December 31, 2019, the Company has a widespread network of 923 offices across the Country to address customer needs effectively and efficiently. The Company had an AuM of ` 1,641.9 billion as of December 31, 2019.

The Company is listed on National Stock Exchange ("NSE") and The Bombay Stock Exchange ("BSE").

For press queries, please contact:

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

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