

For immediate release

SBI Life encourages mothers to go guilt free while taking time out for themselves, launches #GuiltFreeMoms Mother's Day campaign

Launched #GuiltFreeMoms social experiment under the brand's longstanding #MummyKahanHain digital property

May 07, 2022: A mother never fails to shower unconditional love, even through multiple home and work responsibilities, she always ensures the best for her family. Prioritizing her family's needs over her own is a natural choice for a mother, though such sacrifices often go unnoticed. Moreover, mothers are in a constant dilemma when it comes to self-care choices, as they often associate self-care with a guilt that it might lead to sacrificing family's needs. Addressing this dilemma and a situation that every mother goes through, SBI Life Insurance, on the occasion of Mother's Day, did a social experiment to encourage all mothers to go guilt free while taking time out for self-love and not burden themselves under the pressure of any perceived societal stigma.

To encourage mothers to do things that make them happy, a heart-warming social experiment digital film, #GuiltFreeMoms was released. The digital film also advocates 'balance of life' between individual & family needs. Emphasizing on the growing need for normalizing self-care as a part of child care, the company aims to motivate every mother to liberate herself to pursue her passion while simultaneously fulfilling her responsibilities. With the brand purpose, 'Apne Liye, Apno Ke Liye', SBI Life urges mothers to bring a balance in their life by choosing to be happy by doing things that they need to do for themselves, that too in a guilt-free fashion! The digital film, is a part of SBI Life's #MummyKahanHain digital property built over the last three years.

Link to the video: <https://youtu.be/CI-gkUzzqnl>

The film unfolds featuring social media influencers, who are also mothers, namely Shreya Gautam (Business women), Mandavi Jaiswal (professional turned homemaker), Snehalata Jain (Homemaker turned Entrepreneur), Yuivka Abrol (Entrepreneur), to strike a special conversation on their self-care motherhood stories. The film parallelly showcases a new mother cradling her infant, seated in an isolated room watching the film and reacting to the responses shared by the influencers. At that moment, she comes across a penny drop question, 'What's the one thing you miss doing after having a baby?', the new mother shares her wishes to herself. Here is when the influencers step in the room and make her realize the importance of self-care. Towards the end, renowned psychologist, Paulomi Pandit shares her views further validating that often mothers do not prioritize self-care and emphasizes on the need to 'balance' between individual and family wants.

Mr. Ravindra Sharma, Chief of Brand, Corporate Communication & CSR, SBI Life, said, *"A mother is the first and the largest influence in a child's life. She is someone who radiates her strength and love everyday on her loved ones especially her child. Unfortunately, in our society a belief system that has been passed on from generations perpetuates to think that if a mother chooses anything beyond taking care of her child/family, she is selfish. The moment she decides to take off from motherhood to do something that makes her happy, the society judges her unkindly. To address this dilemma and societal stigma, we launched #GuiltFreeMoms, a social*

experiment digital film featuring influencers who are also mothers, to present their real life motherhood stories. SBI Life's #MummyKahanHain digital property has always aimed to touch upon real life scenarios that mothers face and encourage them to take steps to not fall prey to what the society thinks but choose to be happy by doing things that make them happy, that too in a guilt free fashion.

He further added, "We, at SBI Life, strongly stand by our philosophy - 'Apne Liye, Apno Ke Liye'. This mother's day, we encourage mothers to put self-care first while they take care of other things in their life. Our digital film, thus is an effort, to encapsulate this belief of having a balance in life for oneself and family, and thereby, support #GuiltFreeMoms."

"New mothers are constantly questioning the choices they are making, or they are worrying about not doing enough as a parent. Working women are particularly more susceptible to mom's guilt as they are constantly juggling between work commitments and spending time with their child. While most mothers are aware of these patterns; they find it very challenging to escape its relentless grip. This eventually has an impact on the physical and mental well-being of the mother and is also responsible for many promising careers being cut short too soon. Through this campaign, we want to help mothers overcome the guilt that comes from an unrealistic ideal of a perfect mom, inspire them to trust their parenting style and normalize the need of selfcare" said Sahil Shah, Managing Partner, WatConsult.

Speaking on the importance of self-care, Ms. Paulomi Pandit, Psychologist said, "Every mother will define self-care differently but every mother needs self-care for sure. It is an even more crucial ingredient for a new mother since it plays an important role in increasing energy levels, reducing stress and in improving health and immunity. While our culture doesn't always promote the idea of a mother taking care of herself as much, it's important for all mothers to learn to be guilt free and add self-care to their daily routine".

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 952 offices, 18,515 employees, a large and productive individual agent network of about 146,057 agents, 50 corporate agents, a widespread bancassurance network of 14 partners, more than 29,000 partner branches, 114 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 2021-22, the Company touched over 2 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 ₹ 20.0 billion and a paid up capital of ₹ 10.0 billion. The AuM is ₹ 2,674.1 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 year ended March 31, 2022)

For any queries, please feel free to connect with:

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