

Press Note

SBI Life launches an interactive online platform for consumers to self-assess their Financial Immunity Score

Mumbai, 06 November, 2020: SBI Life Insurance, one of the most trusted private life insurers in the country, launched an interactive online platform for consumers to self-assess their Financial Immunity Score. The platform aims to help consumers gain a better understanding of their preparedness and immunity against financial risk. The derived Financial Immunity Score will guide individuals to take required steps for narrowing their protection gaps and encourage them to strengthen their financial immunity portfolio.

The interactive online platform has been launched on the back of SBI Life's recent survey titled '**Understanding Consumers attitude towards Financial Immunity**' which highlights the consumer behaviour and financial preparedness with respect to uncertainties related to life and health amidst the ongoing pandemic. One of the key survey findings was that over 50% of the Indians^[1] are not prepared to face financial emergencies. The Financial Immunity Score will work as a definite indicator for individuals to gauge their financial preparedness towards unforeseen eventualities related to life & health and further encourage them to be proactive in ensuring that they and their loved ones are well-protected.

To know your Financial Immunity Score click on the microsite link given below:

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

To determine the Financial Immunity Score, consumers need to answer quick questions around their existing financial resources and commitments. Upon completion the platform generates a shareable result which is aimed at being an eye-opener for consumers to introspect and plan their financial matters accordingly.

The ongoing COVID-19 pandemic has brought to the forefront many economic adversities for the humankind. This interactive online platform from SBI Life, will help consumers add reinforcements to their financial portfolio, taking into consideration aspects such as family and child's future, cost of critical illnesses and the implications of reduced income, all of which have now become more relevant than ever.

To download SBI Life's '**Understanding Consumers attitude towards Financial Immunity**' survey report, please visit: <https://www.sbilife.co.in/financialimmunity>

^[1] **Definition of 'Indians':** 'Indians' refer to the total number of respondents i.e. 2400+ interviewed by SBI Life in association with Nielsen for the survey titled 'Understanding consumer attitude towards Financial Immunity'

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