

For immediate release

SBI Life bags the GUINNESS WORLD RECORDS™ title for ‘Most pledges received for a passion campaign in 24 hours’

The company leverages ChatGPT for #IndiaKaPassionPledge campaign

India, June 07, 2023: SBI Life Insurance, one of the most trusted private life insurers in the country, leveraged the new AI-technology, ChatGPT to launch **#IndiaKaPassionPledge** campaign and created the **GUINNESS WORLD RECORDS™** title for ‘*Most pledges received for a passion campaign in 24 hours*’. The campaign saw participation from across the country where users took a pledge online to promise themselves to pursue their passion while simultaneously taking care of family’s financial needs.

In an effort to encourage users to pursue their passion, SBI Life launched an AI-prompt pledgethon microsite, which is the first of its kind initiative in the financial services sector, leveraged ChatGPT for generating personalized pledges. The microsite allowed users to create a personalised pledge after the user entered basic information into the pledge generation prompt, such as their name, gender, contact number, and individual passion. Users received a customized pledge that later converted into an audio file. The text was read back by text-to-speech feature along with the brand’s musical logo (MOGO).

Speaking on the initiative, **SBI Life Insurance’s Chief of Brand, Corporate Communication & CSR, Mr. Ravindra Sharma** said, *“The advent of newer technologies is reshaping today’s consumer attitude & behaviour. They are more connected now than before. The new-age consumer is using new tech platforms and interacting digitally on the go. At SBI Life Insurance, innovation has always been at the heart of everything we do. Keeping in mind, the ever evolving behaviour & preference of today’s consumer with respect to technology, we leveraged AI-led, ChatGPT to connect with them & deliver a cohesive consumer experience. We launched #IndiaKaPassionPledge campaign to bring in a behavioural change in individuals by urging them to take a pledge towards fulfilling self-aspirations while looking after the financial needs of their loved ones and not compromise on their dreams. We are delighted to witness huge participation from across the country. This shows that consumer’s today does believe that liberating oneself is as important as taking care of existing responsibilities which resonates with our core brand purpose. We hope individuals will continue to pursue their aspirations and step forward in making it a reality.”*

Joanne Brent, Official Adjudicator, GUINNESS WORLD RECORDS™ said, *“This attempt for the most pledges for passion campaign in 24-hours is a great success for SBI Life Insurance and for all of the passion-filled participants who submitted their pledges. It is not an easy record to set with many technical requirements and thorough investigations of data during evidence review. It is such an inspiration to see people encouraged in their passions in the process of setting this GUINNESS WORLD RECORDS™ title.”*

According to **Sahil Shah, President – Digital Experience, Dentsu Creative**, *“The integration of AI technology, specifically ChatGPT, in SBI Life’s #IndiaKaPassionPledge campaign has been a game-changer. It has allowed us to engage with users on a more personalized level, generating customized pledges that resonate with their individual passions. The use of*

ChatGPT has not only helped us create a new Guinness World Record but has also reinforced SBI Life's commitment to innovation and customer-centricity."

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 992 offices, 20,787 employees, a large and productive individual agent network of about 208,774 agents, 63 corporate agents and 14 bancassurance partners with more than 39,000 partner branches, 129 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. 3,073.4 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, 2023)

For any queries, please feel free to connect with:

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