

For immediate release

SBI Life Insurance & Lucknow Traffic Police highlight the importance of 'protection' by hosting a public awareness drive in Lucknow city

~ The awareness drive was undertaken to emphasise on the role of 'protection as an enabler' among the larger populace

Lucknow, 29th April 2024: SBI Life Insurance, one of the most trusted private life insurers in the country, & Lucknow Traffic Police conducted a public awareness drive to highlight the importance of 'protection' and increase helmet adoption in Lucknow city. The awareness drive undertaken at 1090 Chauraha, aimed at sensitizing the local residents to prioritize 'protection' by promoting the importance of consistent use of safety head gears while riding two- wheelers. The drive also emphasized the importance of helmets for pillion riders for safeguarding their well- being, as they are often most vulnerable passengers – the children.

The public awareness drive was inaugurated by **Mr. Sunil Kumar Singh, D.I.G, UP Traffic Police along with Shri. Amit Jhingran, MD & CEO, SBI Life Insurance;** Mr. Ravindra Sharma, Chief of Brand, Corporate Communication and CSR, SBI Life Insurance in presence of Mr. Kamlesh Dixit, Deputy Commissioner of Police, Mahila Apraadh & Suraksha, Lucknow; Mr. Salman Taj Patil, Deputy Commissioner of Police, Crime & Traffic; Mr. J N Asthana, Assistant Commissioner of Police - Traffic and other esteemed dignitaries of Lucknow Traffic Police & SBI Life Insurance.

The representatives of the Lucknow Traffic Police directly engaged with the local public who were observed riding without helmets. They enlightened these individuals about the paramount significance of head protection gear which not only safeguards their personal well- being but also that of their loved ones. The officials along with SBI Life's team also distributed free helmets to motorist and pillion riders, impressing upon 'protection as an enabler' for individuals to pursue their dreams fearlessly, thus encouraging a behavioural change to make 'protection' a priority.

Kamlesh Dixit, DCP, Mahila Apraadh & Suraksha, Lucknow said, *"Lucknow Traffic Police and SBI Life have come together to host this public awareness drive to educate & encourage the local residents of the city to make protection their priority while riding motor-cycles. As protective headgears make sure the rider is protected against any uncertainty likewise it is important to use helmets which are ISI marked. We feel such initiatives help keep the locals aware of the important role played by protective gears in safeguarding the rider as well as the pillion.*

Speaking at the public awareness drive, **Mr. Ravindra Sharma, Chief of Brand, Corporate Communication & CSR, SBI Life Insurance** said, *"Indians rely heavily on two-wheelers for their daily commute, in-fact the two-wheeler is symbolic of family's aspirations. Often the chief wage earner is the one riding the two-wheeler, making it imperative for them to adopt a 'responsible behaviour' by placing emphasises on their own 'protection', not only for themselves but also for their loved ones. To reiterate the importance of protective gears, SBI*

Life along with Lucknow Traffic Police undertook a public awareness drive with an aim to bring a behavioural change among the locals and encourage them to responsibly pursue their ambitions and that of their loved ones.” He further added, “At SBI Life, we aim to foster a mindset that balances this ambitious spirit with a sense of responsibility, prioritizing safety alongside the pursuit for dreams. Our endeavour is to ignite a cultural revolution where protection becomes a priority, seamlessly intertwining ambition with a steadfast commitment to personal safety and the well-being of loved ones.”

According to data by Uttar Pradesh Transport Department, UP witnessed a surge in the number of road accidents by 6.59% in 2023 as compared to the previous year. A total of 36,476 cases were registered till the end of October. Additionally, the state also witnessed a surge of 4% and as many as 19,290 people lost their lives. As per the data records of National Crime Records Bureau, Lucknow amongst seven UP cities has had some of the most fatal road accidents with 643 deaths and 994 injuries in 1408 incidents recorded.

The public awareness drive is one of the multiple initiatives undertaken by SBI Life to raise awareness about the pivotal role of 'protection' in enabling individuals to fearlessly pursue their aspirations. Complementing this effort, the company recently installed an eye-catching, larger-than-life helmet at the entrance of Ekana Stadium, in partnership with the Lucknow Super Giants franchise. This visually striking display aimed to capture the attention of cricket enthusiasts and promote the importance of prioritizing safety in all aspects of life.

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 1,040 offices, 23,893 employees, a large and productive network of about 246,078 agents, 77 corporate agents and 14 bancassurance partners with more than 40,000 partner branches, 143 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 2023-24, the Company touched over 1.05 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 ` 10.0 billion. The AuM is Rs. 3,889.2 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 March 31, 2024)

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