

For immediate release

SBI Life Insurance teams up with Ahmedabad Traffic Police to host a public awareness drive highlighting the importance of 'protection'

Ahmedabad, 28th August 2023: SBI Life Insurance, one of the most trusted private life insurers in the country, teamed up with Ahmedabad Traffic Police to host a public awareness drive, highlighting the importance of protection in one's lives. The awareness drive aimed at sensitizing the larger populace of the city to prioritize 'protection' by increasing the use of helmet while motorcycle riding. Additionally, ensure the safety of the pillion rider, particularly the most-ignored innocent child passenger.

The public awareness drive which took place at Sardar Vallabhbhai Patel Stadium (Navrangpura) was launched by **Mr. M. Anand, President, SBI Life Insurance** along with **Mr. N. N. Chaudhary, Additional Commissioner of Police- Traffic, Ahmedabad City & Mr. Baldevsinh Vaghela, DCP Traffic Administration, Ahmedabad City** in presence of Mr. Amit Kumar Saha, Regional Director- Ahmedabad Region, SBI Life and other esteemed dignitaries.

The representatives of the Ahmedabad Traffic Police engaged with the local residents who were not wearing helmets while riding and educated them about the importance of wearing head gears for their own safety and 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, thus encouraging a behavioural change to make 'protection' a priority.

*Speaking at the public awareness drive, **Mr. M. Anand, President, SBI Life Insurance**, said, "At SBI Life, we envision a future where aspirations are pursued with a sense of responsibility. SBI Life's public awareness drive in collaboration with Ahmedabad Traffic Police is one such initiative to encourage individuals to pursue their ambitions in a 'responsible' manner, by making 'protection a priority'. Looking at the statistics of lives lost while riding without proper protection in the city, there is a strong need of bringing a behavioral change amongst the larger populace and protecting oneself along with their loved ones. This collaborative effort reflects SBI Life's brand philosophy 'Apne Liye, Apno Ke Liye'. Along with the traffic police, we aim to bring the attention of the larger public towards the most ignored child passenger and emphasize on the importance of wearing helmet and safeguarding lives, reinforcing our belief in protecting today for a brighter tomorrow – for ourselves and our precious children."*

Unveiling the public awareness drive, **Mr. Safin Hasan, DCP – Traffic East Ahmedabad City**, said, *"The collaborative efforts undertaken by the Ahmedabad Traffic Police & SBI Life Insurance is to spur conversations amongst the locals around the importance of protection and encourage them to take steps towards safeguarding their lives and that of their loved ones especially the child passengers-the most ignored riders. Making use of protective head gears while motorcycling will ensure safety from any uncertain mishap. Such initiatives work*

as reminder for the motorists to take informed steps by wearing helmets and thereby saving lives."

According to data from the National Crime Records Bureau, Gujarat witnessed approximately 82,000 accidents over the past five years, resulting in 36,000 fatalities. As per the Road Safety Council, around 2400 people on an average in the last five years lost their lives in accidents in Ahmedabad due to lack of safety gears. A notable 73% of the demographic falls within the 18-45 age bracket, a range that encompasses the family's primary earners.

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 996 offices, 22,015 employees, a large and productive individual agent network of about 222,822 agents, 68 corporate agents and 14 bancassurance partners with more than 39,000 partner branches, 133 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. 3,282.8 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 June 30, 2023)