



Presentation on SBI LIFE

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INTRODUCTION OF SBI LIFE

- SBI Life Insurance is a joint venture between State Bank of India and BNP Paribas Cardiff of France. SBI owns 74% of the total capital and BNP Paribas Cardiff the remaining 26%. SBI Life Insurance has an authorized capital of Rs. 2,000 crore and a paid up capital of Rs 1,000 crore.
- When the government of India opened the life insurance sector to private companies, SBI started SBI Life as a joint venture with BNP Paribas in 2001.

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PRODUCTS OF SBI LIFE

Celebrate life
Live life to the fullest.

 **SBI Life**
INSURANCE
With Us, You're Sure

SBI Life Insurance Co. Ltd. Regn no. 111 | Cor. CD/02/act. 01/09/07

Toll Free No. 1800 22 9090 | www.sbilife.co.in

A **State Bank** Group Company

Insurance is the subject matter of solicitation.

Size: 1 x 2



INDIVIDUAL PLANS

1. UNIT LINKED PLANS.

- ❖ SBI Life – Smart Performer.
- ❖ SBI Life – Saral Maha Anand.
- ❖ SBI Life – Unit Plus Super.
- ❖ SBI Life – Smart Elite.
- ❖ SBI Life – Smart Horizon.
- ❖ SBI Life – Smart Wealth Assure.



2. CHILD PLANS

- ❖ SBI Life – Smart Scholar.
- ❖ SBI Life – Scholar II.

3. PENSION PLANS

- ❖ SBI Life – Annuity Plus.

4. SAVING PLANS

- ❖ SBI Life- Smart Income Protect.
- ❖ SBI Life – Smart Money Back Insurance.
- ❖ SBI Life – Flexi Smart Insurance.
- ❖ SBI Life – Sanjeevan Supreme.
- ❖ SBI Life – Shubh Nivesh.
- ❖ SBI Life – Saral Life.



MISSION, VISION, AND VALUE

- **Vision :** "To be the most trusted and preferred life insurance provider “
- **Mission :** To emerge as the leading company offering a comprehensive range of life insurance and pension products at competitive prices, ensuring high standards of customer satisfaction and world class operating efficiency thereby becoming a model life insurance company in India in the post liberalization period “.
- **Values :**
 - 1) Trust worthiness
 - 2) Ambition
 - 3) Innovations
 - 4) Dynamism
 - 5) Excellence



SWOT ANALYSIS OF SBI LIFE

- **Strength**

- 1. Leverages SBI's largest customer base for cross selling its product
- 2. Multi layer Distribution channel
- 3. SBI life has over 7,000 on-roll employees and 75,000 agents
- 4. Strong Presence across India
- 5. SBI Life Insurance has an authorized capital of Rs2,000 crore (US\$405.6 million) and a paid up capital of Rs1,000 crore (US\$202.8 million)
- 6. State Bank Group has the unrivalled strength of over 18,000 branches across the country



WEAKNESS OF SBI LIFE

- **Weakness**
- 1. Managing a huge number of people is a concern
- 2. Cases of fraud have tarnished image



OPPORTUNITY OF SBI LIFE

- 1. Growing rural market potential
- 2. Group Insurance through large employers
- 3. People willing to invest more to secure their future



THREATS OF SBI LIFE

- 1. Economic crisis
- 2. Entry of new NBFCs in the sector



TECHNOLOGY

- ❖ SBI Life insurance introduced an initiative called “SMS SOLVE”.
- ❖ This service allows customers to get their grievances resolved in a simpler, paperless, and fast manner.
- ❖ This service has been rolled out nationally.
- ❖ SMS SOLVE provides customers the ease of accessing SBI Life 24 x 7.
- ❖ Customers are able to register their grievances about SBI Life’s service by merely sending SMS SOLVE to 56161.



Customer Loyalty Program

- ❖ It is a government insurance company, which increase customer trust in this sector of insurance.
- ❖ It is one of the big four insurance provider of India, along with LIC, PNB, ICICI.
- ❖ It was recently awarded the 2014 BNP cardiff innovation award.
- ❖ Easy availability for its customers in most cities and villages of India.



PLANS OF CUSTOMER LOYALTY

1. UNIT LINKED PLAN

These are long term investment cum protection plans

They also offer great transparency and flexibility

Example-SBI life smart elite

2. CHILD PLAN

SBI life smart scholar SECURES the child future by gaining from the financial market

3. PENSION PLAN

SBI life annuity plus-it provides an opportunity to policy holders to maintain there standard of living

4. Saving plans

SBI life smart income protect -it is a saving plan with a added advantage of life cover & regular cash inflow when needed



SBI Life
INSURANCE

With Us, You're Sure

Life to the fullest.





THANK YOU



