



PNB MetLife partners with Insurance Foundation of India to conduct Insurance Awareness Workshops in Haryana

- *Workshops to be held on January 29th, 30th and 31st across 10 villages in Sohna Tehsil, Gurgaon District*
- *Engaged with the audience using an audio-visual helping them understand the importance and basic concepts of insurance*

Gurgaon, January 29, 2016: AS PART OF A MAJOR NATIONWIDE INITIATIVE, PNB MetLife, one of India's leading life insurance companies, launched its Insurance Awareness Program to educate people on the basic concepts and importance of insurance for leading a SECURE, healthy and happy life. The workshops will be conducted in partnership with Insurance Foundation of India (IFI), a leading NGO working in the area of Insurance Awareness, on January 29th, 30th and 31st across 10 villages in Sohna Tehsil in Gurgaon district. PNB MetLife through this initiative aims to contribute to the larger goal of generating awareness and making Indians financially independent and self-sustaining.

Conducted by professionals, the workshop engages with the audience using digital content helping them understand the basic concepts of insurance and why is it important for them to be adequately insured. Through this initiative, the company plans to reach out to thousands of people across the rural and semi-urban population driving the key message of insurance awareness and financial inclusion.

Commenting on this initiative, **Mr. Niraj Shah, Director – Marketing, Strategy & Products** said, “Low insurance penetration remains a challenge for all the companies in the industry and there is a visible need for insurance education in the country. We have formulated an Insurance Awareness (IA) policy and the IA committee meets every month to discuss initiatives and the way forward in this space. Insurance is still largely perceived as a tax-saving instrument whereas the benefits go much beyond. The workshops aim at generating awareness on the importance of insurance, something that every Indian should understand. We have also created an audio visual and jingle aimed at further fostering insurance literacy.”

The Insurance Awareness workshops are being held in partnership with Insurance Foundation of India (IFI), a leading NGO which works in the area of Insurance Awareness in the country. IFI will also be conducting road shows a week before the workshops in nearby villages to announce the launch of these workshops.

Speaking at the launch **Mr. S.K.Sethi, Vice President, Insurance Foundation of India** said: “We have been working in the area of generating insurance awareness since 2009. We are happy to PARTNER with PNB MetLife on educating the people around the benefits of insurance. The

campaign aims at fostering insurance literacy and together we endeavor to make a difference and work together for its success.” As Sohna Project is being handled in villages as well as Sohna Town, therefore we are using simple Hindi in the form of 10 minutes film (specially produced for these events) along with Booklets with animation so that we can reach the villagers where penetration of Life Insurance is very less. Special emphasis is being given to answering the questions of the answers so that myths in their mind about Insurance or Bima can be removed.

We feel removing the doubts are very important to increase penetration in the villages of the Country.

PNB MetLife has launched several initiatives in the area of Insurance Awareness recently. Programs enabling the young generation to understand the basics of money management and incorporating the importance of financial planning are ongoing in colleges and business schools. The program also showcases the critical role that life insurance plays in the financial planning process. The company is also using social media like Facebook, Twitter and LinkedIn to drive the message of insurance effectively to the public. Joint initiatives with bank partners to conduct awareness workshops in their premises with their customers continue to drive this key message across the country.

About PNB MetLife India Insurance Company Limited

PNB MetLife India Insurance Company Limited (PNB MetLife) is one of the fastest growing life insurance companies in the country having as its shareholders, MetLife International Holdings Inc. (MIHI), Punjab National Bank Limited (PNB), Jammu & Kashmir Bank Limited (JKB), M. Pallonji and Company Private Limited and other private investors, with MIHI and PNB being the majority shareholders.

For more information, visit www.pnbmetlife.com

About Insurance Foundation of India

Insurance Foundation of India, a Not for Profit Organisation was established in 2009 under Trust Registration Act, 1882. It is in the forefront of spreading the message of insurance across the country and that too in easy to understand Hindi and other regional/vernacular languages. Our objective is to serve the society, especially the weaker sections as they need insurance much more than wealthy families, who have lot of money. As part of our core belief that to be insured is to be secured, we have undertaken numerous initiatives to help increase awareness and have also been proactive in getting uninsured people under the insurance net. Among these are a major campaign to spread the message of Pradhan Mantri Suraksha Bima Yojana (PMSBY) and the Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), spreading the message of agricultural insurance among farmers and micro-insurance. We have also extended financial assistance to needy students to pursue studies.

For more information, visit www.ifingo.org