



**Now personalized solutions to life insurance related queries just a chat away
~ BSLI, first life insurance company to launch comprehensive Chatbot ~**

Mumbai, March 6, 2017: Birla Sun Life Insurance (BSLI), the life insurance arm of the Aditya Birla Financial Services Group (ABFSG), a significant non-bank financial services company, is the first life insurance company in India to launch a comprehensive Chatbot. Another step towards providing enhanced customer experience, the bot will let customers communicate in a natural way, obtain instant premium quotes, resolve issues and service all their basic needs on the go.

Speaking on the launch, Pankaj Razdan, MD & CEO, Birla Sun Life Insurance said, "At Birla Sun Life Insurance, our endeavor is to constantly provide our customers with enhanced solutions using latest technology for effective engagement and seamless experience, as they set out to achieve their financial goals with us".

He further added, "We have launched the Chatbot to help our customers get any information related to their policies on the go, obtain quotes and enable quick and personalized experience to their life insurance related queries. We understand that today's customer is looking for instant solutions and our Chatbot is right there to assist them instantly. Now customers can ask any question from anywhere and get fast and real time response, through live chat. In time to come, the bot's simple jargon-free language will answer queries related to customer's policies, provide recommendations and tailor the right product addressing the customer's specific needs. We hope that this will save time, bring a remarkable experience and touch lives in this new-age world."

Now BSLI customers will be able to feed in their queries and the Chatbot will prompt solutions real time. It will answer queries on specific policies and will educate the customer on life insurance related queries. Besides promoting awareness, the bot will instantly generate a quote, register a claim, and can engage in a natural conversation with the customer to help them understand the coverage details better.

Key Benefits:

- *Interactive, tailored and personalized experience for each customer*
- *Services all basic needs of a customer :provides information related to policies, generates premium quotes*
- *Fast and real time response*
- *Instant information on the go*
- *Accessibility on mobile, website and Facebook.*



A more personal interface, the Chatbot is much faster than any other traditional customer touch-point and is available 24 hours a day, seven days a week. Customers will be able to access the bot on all digital screens like the mobile, BSLI website as well as on Facebook.

About Birla Sun Life Insurance

Birla Sun Life Insurance Company Limited (BSLI) is a joint venture between the Aditya Birla Nuvo Limited, a leading Indian conglomerate, and Sun Life Financial Inc., one of the leading international financial services organisations from Canada. BSLI ranks 4th in India among the private life insurers in terms of annual premium equivalent, with a market share of 7.6% for FY16. During 2015-16, it recorded a gross premium income of Rs. 5, 580 Crore, registering a y-o-y growth of 7% and posted a net profit of Rs. 140 Crore. Its assets under Management at Rs. 30, 811 Crore as on FY 16. BSLI has a nation-wide distribution presence through 489 branches, 3 bancassurance partners, over 55,000 direct selling agents and more than 150 corporate agents and brokers. BSLI is meeting its growth capital and solvency requirements through internal accruals and has not required any capital infusion during past five years. The company offers a complete range of protection solutions, children's future solutions, wealth with protection solutions, health and wellness solutions, retirement solutions and savings with protection solutions. For more information, please visit www.insurance.birlasunlife.com.

About Aditya Birla Financial Services Group

Aditya Birla Financial Services Group (ABFSG) ranks among the top 5 fund managers in India (excluding LIC) with an AUM of INR 184,276 Crore as on 31st March 2016. Having a strong presence across the life insurance, asset management, private equity, general insurance broking, wealth management, broking, online personal finance, housing finance, pension fund management and NBFC, ABFSG is committed to serve the end-to-end financial services needs of its retail and corporate customers. ABFSG is in the process of seeking a licence from IRDAI for launching health Insurance business in a joint venture with MMI Group of South Africa. As on FY16, ABFSG reported consolidated revenue from these businesses at Rs. 9,192 Crore and earnings before tax of Rs. 1,110 Crore. Anchored by about 11,500 employees and trusted by over 7.8 million customers, ABFSG has a nationwide reach through 1,350 points of presence and about 112,000 agents / channel partners. For more information, please visit www.abfsg.com.

About Aditya Birla Nuvo Ltd.

Aditya Birla Nuvo is a USD 4.4 billion conglomerate operating in the services and the manufacturing sectors, where it commands a leadership position. Its service sector businesses include Financial Services, Fashion & Lifestyle and Telecom. It is a leading player in Linen, Agri, Rayon and Insulators businesses. ABNL is foraying into the Health Insurance and the Solar Power businesses. It has received an in-principle approval from Reserve Bank of India to set up a Payments Bank in joint venture with Idea Cellular. For more information please visit www.adityabirlanuvo.com.

Aditya Birla Nuvo is a part of the **Aditya Birla Group**, a USD 41 billion Indian multinational. The Aditya Birla Group is in the league of Fortune 500. Anchored by an extraordinary force of over 120,000 employees, belonging to 42 nationalities, the Aditya Birla Group operates in 36 countries across the globe. Over 50 per cent of its revenues flow from its overseas operations. For more information please visit www.adityabirla.com.

About Sun Life Financial Inc. Canada

Sun Life Financial is a leading international financial services organization providing a diverse range of protection and wealth products and services to individuals and corporate customers. Sun Life Financial has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of December 31, 2015, the Sun Life Financial group of companies had total assets under management of \$891 billion. For more information please visit www.sunlife.com. Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

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