



## **PNB MetLife and Insurance Foundation of India conduct Insurance Awareness (IA) Workshops in Noida; further strengthens the IA program of the company**

- *Workshops to be held on February 27<sup>th</sup> and 28<sup>th</sup> across 10 villages in Noida, Uttar Pradesh*
- *Strengthens the Insurance Awareness program, after the successful culmination of workshops in Sohna Tehsil, Gurgaon district last month, reaching out to 50,000 people*
- *Engaged with the audience using an audio-visual helping them understand the importance and basic concepts of insurance*

**Noida, February 27, 2016:** PNB MetLife, one of India's leading life insurance companies, continues 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 are being conducted in partnership with Insurance Foundation of India (IFI), a leading NGO working in the area of Insurance Awareness, on February 27<sup>th</sup> and 28<sup>th</sup> across 6 villages in Noida, Uttar Pradesh. 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, "We are excited to kick-off the next set of workshops in Noida, after witnessing a successful launch in Haryana last month. We reached out to over 50,000 people across 10 villages in Sohna Tehsil, Gurgaon through workshops, leaflets, audio announcements and volunteers. These 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 enhancing insurance literacy to drive the message effectively to the public."

**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 roadshows few days before the workshops in nearby villages to announce their launch.

Speaking at the launch **Mr. S.K.Sethi, Vice President, Insurance Foundation of India** said: “We received a positive response from the workshops conducted in Haryana and endeavor to replicate the same success in Uttar Pradesh. During the program, special emphasis was given to answer the queries of the audience, so that their insurance myths could be removed. We hope to continue working with PNB MetLife in this area and educate people around the benefits of insurance. We are using simple Hindi in the form of a 10 minutes film (specially produced for these events) along with pictorial booklets with animation so that we can reach the villagers where penetration of Life Insurance is very less. “

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 Face book, 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](http://www.pnbmetlife.com)

#### **About Insurance Foundation of India**

Insurance Foundation of India, a Not for Profit Organization 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](http://www.ifingo.org)