



Coverage Report May 2024

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Sr. No	Publication	Headline	Category	Readership/ Viewership	Edition
<b>Jammu &amp; Kashmir Insurance Awareness Drive_Online</b>					
1	Greater Kashmir	<a href="#">PNB MetLife conducts insurance awareness in J&amp;K</a>	A	5,85,000	Online
2	Rising Kashmir	<a href="#">PNB MetLife conducts insurance awareness in J&amp;K</a>	A	4,18,000	Online
3	Kashmir Horizon	<a href="#">PNB MetLife conducts insurance awareness in J&amp;K</a>	A	4,55,600	Online
4	The North Lines	<a href="#">PNB MetLife conducts insurance awareness in J&amp;K</a>	A	2,75,000	Online
5	Kashmir Despatch	<a href="#">PNB MetLife conducts insurance awareness in J&amp;K</a>	B	3,13,000	Online
<b>Jammu &amp; Kashmir Insurance Awareness Drive_Print</b>					
6	Kashmir Times	PNB MetLife conducts insurance awareness in J&K	A	4,80,000	Jammu
7	The Northlines	PNB MetLife conducts insurance awareness in J&K	A	2,04,000	Jammu
8	Jammu Bulletin	PNB MetLife conducts insurance awareness in J&K	A	2,13,000	Jammu
9	Lazawal	PNB MetLife conducts insurance awareness in J&K	A	3,72,000	Jammu
10	The Sree Times	PNB MetLife conducts insurance awareness in J&K	A	2,25,000	Jammu
11	Srinagar Observer	PNB MetLife conducts insurance awareness in J&K	A	2,24,000	Jammu
12	The State Times	PNB MetLife conducts insurance awareness in J&K	A	2,50,000	Jammu
13	The News Now	PNB MetLife conducts insurance awareness in J&K	A	2,10,000	Jammu
14	The Excel Express	PNB MetLife conducts insurance awareness in J&K	B	1,90,000	Jammu
15	Early Post	PNB MetLife conducts insurance awareness in J&K	B	1,55,000	Jammu
16	Refugee Message	PNB MetLife conducts insurance awareness in J&K	B	1,68,000	Jammu
17	First Reporter	PNB MetLife conducts insurance awareness in J&K	B	1,75,000	Jammu
18	Mercury Times	PNB MetLife conducts insurance awareness in J&K	B	1,68,000	Jammu
19	Daily Suragam	PNB MetLife conducts insurance awareness in J&K	B	1,45,000	Jammu
20	Jammu Jotting	PNB MetLife conducts insurance awareness in J&K	B	1,05,000	Jammu
21	Nai Roshni	PNB MetLife conducts insurance awareness in J&K	B	1,45,000	Jammu
22	Kashmir Times	PNB MetLife conducts insurance awareness	A	3,80,000	Kashmir

		in J&K			
23	Lazawal	PNB MetLife conducts insurance awareness in J&K	A	3,72,000	Kashmir
24	Buland Kashmir	PNB MetLife conducts insurance awareness in J&K	A	4,72,000	Kashmir
25	Rising Kashmir	PNB MetLife conducts insurance awareness in J&K	A	4,94,000	Kashmir
26	Greater Kashmir	PNB MetLife conducts insurance awareness in J&K	A	4,88,480	Kashmir
27	Kashmir Horizon	PNB MetLife conducts insurance awareness in J&K	A	3,15,800	Kashmir
28	Global Kashmir	PNB MetLife conducts insurance awareness in J&K	B	1,18,000	Kashmir
29	Brighten Kashmir	PNB MetLife conducts insurance awareness in J&K	B	2,25,000	Kashmir
30	Asian Mail	PNB MetLife conducts insurance awareness in J&K	B	1,51,957	Kashmir
31	Headlines Today	PNB MetLife conducts insurance awareness in J&K	B	2,19,500	Kashmir
32	Kashmir Age	PNB MetLife conducts insurance awareness in J&K	A	3,75,000	Kashmir
33	Kashmir Despatch	PNB MetLife conducts insurance awareness in J&K	B	1,24,000	Kashmir
34	Kashmir Observer	PNB MetLife conducts insurance awareness in J&K	A	4,65,000	Kashmir
35	Mountain Valley	PNB MetLife conducts insurance awareness in J&K	B	1,78,500	Kashmir
36	Shiv Times	PNB MetLife conducts insurance awareness in J&K	B	1,75,000	Kashmir
37	Srinagar Jung	PNB MetLife conducts insurance awareness in J&K	A	2,94,000	Kashmir
38	Srinagar News	PNB MetLife conducts insurance awareness in J&K	A	4,48,600	Kashmir
39	Veracity	PNB MetLife conducts insurance awareness in J&K	B	2,16,000	Kashmir

Date	17 May 2024	Publication	Greater Kashmir
Medium	Online	Page	-
Link: <a href="https://www.greaterkashmir.com/business/pnb-metlife-conducts-insurance-awareness-in-jk/">https://www.greaterkashmir.com/business/pnb-metlife-conducts-insurance-awareness-in-jk/</a>			

# Greater Kashmir

YOUR WINDOW TO THE WORLD

## PNB MetLife conducts insurance awareness in J&K

Dedicated to bridge financial literacy gap in region: CDO Bansal



Date	17 <sup>th</sup> May 2024	Publication	Rising Kashmir
Medium	Online	Page	-
Link: <a href="https://risingkashmir.com/pnb-metlife-conducts-insurance-awareness-in-jk/">https://risingkashmir.com/pnb-metlife-conducts-insurance-awareness-in-jk/</a>			

# RisingKashmir

## PNB MetLife conducts insurance awareness in J&K

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Srinagar, May 16: The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan.

Supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organised a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different locations, the insurance company said in a press release issued here. In March, a specially branded van known as the 'Bima Rath' covered a total distance of over 600 km in 15 days. It reached over 2.5 Lakh people, conducting proactive awareness drives and fostering meaningful interactions within the local community. This approach ensured that PNB MetLife's insurance awareness initiatives reached the last mile, connecting with diverse individuals and communities.

Date	7 May 2024	Publication	The Northlines
Medium	Online	Page	-
Link: <a href="https://thenorthlines.com/pnb-metlife-champions-insurance-awareness-in-jk/#google_vignette">https://thenorthlines.com/pnb-metlife-champions-insurance-awareness-in-jk/#google_vignette</a>			



*Mikar life aage badhaein*

JAMMU JAMMU KASHMIR

## PNB MetLife champions insurance awareness in J&K

**Jammu Tawi:** PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator.

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Date	17 <sup>th</sup> May 2024	Publication	Kashmir Horizon
Medium	Online	Page	-
Link: <a href="https://thekashmirhorizon.com/2024/05/17/pnb-metlife-conducts-insurance-awareness-in-jk/">https://thekashmirhorizon.com/2024/05/17/pnb-metlife-conducts-insurance-awareness-in-jk/</a>			

1111 Newspaper that ensures people's empowerment

# Kashmir Horizon

## PNB MetLife conducts insurance awareness in J&K

Dedicated to bridge financial literacy gap in the region: CDO Bansal

By **SE Business Desk** — May 17, 2024 In **Business** Reading Time: 2min read

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Date	17 <sup>th</sup> May 24	Publication	Kashmir Despatch
Medium	Online	Page	-
Link: <a href="https://kashmirdespatch.com/pnb-metlife-conducts-insurance-awareness-in-jammu-kashmir/">https://kashmirdespatch.com/pnb-metlife-conducts-insurance-awareness-in-jammu-kashmir/</a>			

# KASHMIR DESPATCH



## Dedicated to bridge financial literacy gap in the region: CDO Bansal

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Date	7 May 2024	Publication	Kashmir Times
Medium	Print	Page	3
Link: Attached			

# KASHMIR TIMES

## PNB MetLife Champions Insurance Awareness in Jammu & Kashmir

### KT NEWS SERVICE

JAMMU, May 7: PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator.

The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan. Supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organized a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different locations.

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grassroots. These initiatives aimed to capture individuals from all walks of life and illustrate how life insurance can offer invaluable financial security. Newspaper ads further underscored the significance of securing one's future through life insurance, while targeted digital marketing campaigns on social media platforms and other online channels garnered over 2.7 crore impressions and around 54 lakh engagements across digital platforms.

Sameer Bansal, Chief Distribution Officer, PNB MetLife, emphasized, "PNB MetLife's ongoing insurance awareness initiatives in Jammu and Kashmir state reflect our unwavering commitment to fostering financial resilience and empowerment within the community. We are delighted to report the successful outreach to a significant number of customers and regions, a testament to our dedication to bridging the financial literacy gap in the region."

**About PNB MetLife**

### India Insurance Company Limited:

PNB MetLife India Insurance Company Limited (PNB MetLife) is one of the leading life insurance companies in India that combines the financial strength of MetLife, Inc. with the credibility of PNB, one of the India's oldest nationalized banks. PNB MetLife's purpose, Milkar Life Aage Badhaein, is demonstrated through its customer-centric innovations and employee empowerment practices.

With a strong presence in 149 branches and access to customers in over 18,600 locations (as of March 31, 2023) through bank partnerships, PNB MetLife offers a comprehensive product portfolio covering Child Education, Family Protection, Long-Term Saving and Retirement. The Company has a wide range of protection and retirement products available through its sales channel of over 19,500 financial advisors and multiple bank partners and caters to over 590+ group relationships in India.

Date	7 <sup>th</sup> May 2024	Publication	Lazawal
Medium	Print	Page	8
Link: Attached			

# LAZAWAL

## جموں و کشمیر میں پی این بی میٹ لائف چیمپینز انشورنس بیداری

2 برسوں میں کل 110 سروس کمپنیں کا انعقاد اور 11 شہروں میں 950 صارفین کی خدمت کی



کا انعقاد کیا ہے اور 11 شہروں میں 950 صارفین کی خدمت کی ہے، جو کل 35 مختلف مقامات پر پہنچ چکے ہیں۔ مارچ میں، پناہ گزینوں کے نام سے مشہور ایک خاص برانڈ ڈوین نے 15 دنوں میں 600 کلومیٹر سے زیادہ کا فاصلہ طے کیا۔

یہ 2.5 لاکھ سے زیادہ لوگوں تک پہنچی، فعال آگاہی مہم چلائے ہوئے اور مقامی کمیونٹی کے اندر باہمی بات چیت کو فروغ دیا۔ اس نقطہ نظر نے اس بات کو یقینی بنایا کہ پی این بی میٹ لائف کے انشورنس بیداری کے اقدامات مختلف افراد اور کمیونٹی کے ساتھ جڑتے ہوئے آخری میل تک پہنچ گئے۔

پی این بی میٹ لائف نے چلی سٹیج پر بیداری بڑھانے میں مدد کرنے کے لیے، جموں و کشمیر ریاست میں سڑک چٹک طور پر پوزیشن میں رکھے ہوئے 277 دیواریں بنائی گئیں۔ ان اقدامات کا مقصد زندگی کے تمام شعبوں سے تعلق رکھنے والے افراد تک پہنچانا تھا اور یہ واضح کرنا تھا کہ لائف انشورنس کس طرح انمول مالی تحفظ فراہم کر سکتا ہے۔ اخباری اشتہارات نے لائف انشورنس کے ذریعے اپنے مستقبل کو محفوظ بنانے کی اہمیت کو مزید اجاگر کیا، جبکہ سوشل میڈیا پلیٹ فارمز اور دیگر آن لائن چینلز پر نارنگل ڈیجیٹل مارکیٹنگ مہمات نے 2.7 کروڑ سے زیادہ تاثرات حاصل کیے اور ڈیجیٹل پلیٹ فارمز پر تقریباً 54 لاکھ مصروفیات حاصل کیں۔

سیمر ہنسل، چیف ڈسٹری بیوٹن آفیسر، پی این بی میٹ لائف نے پی این بی میٹ لائف کے جموں و کشمیر یونٹی میں جاری بیمہ بیداری کے اقدامات کیونٹی کے اندر مالی ٹیک اور بااختیار بنانے پر زور دیا۔ انہوں نے کہا کہ صارفین اور خصلوں کا، خطے میں مالی خواندگی کے فرق کو ختم کرنے کے لیے ہماری گن کا ثبوت ہماری غیر متزلزل عزم کی عکاسی کرتے ہیں۔

### لازوال ڈیسک

جموں و کشمیر میں پی این بی میٹ لائف کی بوجھل اور ریگولیٹرز کے ساتھ مل کر جموں و کشمیر میں انشورنس بیداری کے اقدامات چلا رہی ہے۔ انشورنس ریگولیٹری ایجنڈ ڈیولپمنٹ اتھارٹی آف انڈیا (آئی آر ڈی اے آئی) نے پی این بی میٹ لائف کو خطے کے اسٹیٹ انشورنس پلان کے لیے اہم بیمہ کنندہ کے طور پر مقرر کیا۔ آئی آر ڈی اے آئی کے 2047 تک سب کے لیے بیمہ کے وژن کی حمایت کرتے ہوئے، پی این بی میٹ لائف سری لنگر، جموں، شوپیان، سوپور، اہنت ناگ، پونچھ، راجوری، پلوامہ، کپواڑہ، ہندواڑہ، اور بارہمولہ میں بیمہ بیداری کے مختلف پہلوؤں کو انجام دے رہا ہے۔ گزشتہ دو مالی سالوں (ایف وائی 23-2022 اور ایف وائی 24-2023) کے دوران، پی این بی میٹ لائف نے کل 110 سروس کمپنیں

Date	7 <sup>th</sup> May 2024	Publication	Daily Suragam
Medium	Print	Page	8
Link: Attached			



## PNB MetLife Champions Insurance Awareness in J&K

JAMMU: J&K, 7th May 2024: PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan. Supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organized a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different loca-

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Date	7 <sup>th</sup> May 2024	Publication	First Reporter
Medium	Print	Page	8
Link: Attached			

# First

## PNB MetLife Champions Insurance Awareness in Jammu & Kashmir

FR NEWS SERVICE  
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Date	7 <sup>th</sup> May 2024	Publication	Jammu Bulletin
Medium	Print	Page	4
Link: Attached			



## PNB MetLife champions insurance awareness in J&K

### JAMMU BULLETIN NEWS JAMMU, MAY 7:

PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan. Supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organized a total of 110 service camps and served 950 cus-

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Date	7 <sup>th</sup> May 2024	Publication	Mercury Times
Medium	Print	Page	5
Link: Attached			



## PNB MetLife Champions Insurance Awareness in Jammu & Kashmir

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Date	7 <sup>th</sup> May 2024	Publication	Nai Roshni
Medium	Print	Page	6
Link: Attached			

# NAI ROSHNI

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**NAI ROSHNI**  
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Date	7 <sup>th</sup> May 2024	Publication	Refugee Message
Medium	Print	Page	7
Link: Attached			



## PNB MetLife Champions Insurance Awareness in Jammu & Kashmir

**REFUGEE MESSAGE BUREAU**  
JAMMU, MAY 7

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Date	7 <sup>th</sup> May 2024	Publication	Srinagar Observer
Medium	Print	Page	8
Link: Attached			

127<sup>th</sup> Anniversary  
**SRINAGAR**  
**OBSERVER**

## PNB MetLife Champions Insurance awareness in J&K

SO NEWS DESK

Srinagar, May 07: PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator.

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Date	7 <sup>th</sup> May 2024	Publication	State Times
Medium	Print	Page	7
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# STATE TIMES THE BOLD VOICE OF J&K NOW IN DELHI

## PNB MetLife Champions Insurance Awareness in J&K

### ■ STATE TIMES NEWS

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Date	7 <sup>th</sup> May 2024	Publication	The Early Post
Medium	Print	Page	6
Link: Attached			

**EARLY POST**

## PNB MetLife Champions Insurance Awareness in J&K

**# Early Post Desk**

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Date	7 <sup>th</sup> May 2024	Publication	The Excel Express
Medium	Print	Page	6
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## PNB MetLife Champions Insurance Awareness in J&K

**EXCEL EXPRESS BUREAU  
JAMMU, MAY 7**

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## Police attach properties of 7 Pak based terror handlers in Baramulla

**EXCEL EXPRESS BUREAU  
SRINAGAR, MAY 7**

Police on Tuesday attached the properties of seven alleged terror handlers based in Pakistan in Jammu and Kashmir's Baramulla district.

Police said on Tuesday that after obtaining an attachment order passed by Additional Sessions Court, Baramulla attached properties (13 Kanals) land worth lakhs belonging to terror handlers based in Pakistan.

"The action was taken under sections of 88 CRPC and are linked with case FIR No.04/2008 u/s 2/3 EIMCO Act, 121 RPC, 7/25 IA Act, 13 UA (P) Act of PS Kreeri," police said.

Date	7 <sup>th</sup> May 2024	Publication	The News Now
Medium	Print	Page	8
Link: Attached			

**The NEWS NOW**

# PNB MetLife Champions Insurance Awareness in Jammu & Kashmir

**TNN BUREAU**

**JAMMU:** PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator.

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**NOTICE**

**CHANGE OF NAME OF MOTHER OF SERVING SOLDIER**  
I, Santi Devi is mother of Sanjeev Tomar R/o Village - Bar-

**NOTICE**

**NOTICE**

**CHANGE OF NAME OF FATHER OF SERVING SOLDIER**  
I, Ompal Singh Tomar is father of Sanjeev Tomar R/o Village -

**BEFORE THE HON'BLE CJ EXECUTIVE MAGISTRATE IS**

Vijay Gupta V/s I. The N S/o Sh. Darbari Lal R/o Deeli Langer 2. The K...  
K...

Date	7 <sup>th</sup> May 2024	Publication	The Northlines
Medium	Print	Page	11
Link: Attached			



## PNB MetLife champions insurance awareness in J&K

### N L Correspondent

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Date	7 <sup>th</sup> May 2024	Publication	The Sree Times
Medium	Print	Page	11
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## PNB MetLife Champions Insurance Awareness in Jammu & Kashmir

**SREE TIMES NEWS  
JAMMU, MAY 7**

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Date	7 <sup>th</sup> May 24	Publication	Jammu Jotting
Medium	Print	Page	8
Link: Attached			



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Date	17 <sup>th</sup> May 24	Publication	Kashmir Times
Medium	Print	Page	3
Link: Attached			

# KASHMIR TIMES

## **PNB MetLife conducts insurance awareness in J&K** *Dedicated to bridge financial literacy gap in the region: CDO Bansal*

### **KT NEWS SERVICE**

Srinagar, May 16: The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan.

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Bansal said PNB is one of the India's oldest nationalized banks. PNB MetLife's purpose, Milkar Life Aage Badhaein, is demonstrated through its customer-centric innovations and employee empowerment practices.

Date	17 <sup>th</sup> May 24	Publication	Lazawal
Medium	Print	Page	3
Link: Attached			

# LAZAWAL

## پی این بی میٹ لائف نے جموں و کشمیر میں بیمہ بیداری کا انعقاد کیا

### خطے میں مالی خواندگی کے فرق کو پر کرنے کے لیے کوششیں جاری: سی ڈی او بنسل

وہیں چیف ڈسٹری بیوشن آفیسر، پی این بی میٹ لائف، بنسل نے کہا کہ پی این بی میٹ لائف کے جموں و کشمیر میں جاری بیمہ بیداری کے اقدامات کمیونٹی کے اندر مالی لچک اور بااختیار بنانے کے لیے ہماری غیر متزلزل عزم کی عکاسی کرتے ہیں۔ انہوں نے کہا ہم گاؤں اور خطوں کی ایک قابل ذکر تعداد تک کامیاب رسائی کی اطلاع دیتے ہوئے بہت خوش ہیں، جو کہ خطے میں مالی خواندگی کے فرق کو ختم کرنے کے لیے ہماری گمن گن ٹیموں ہے۔ بنسل نے کہا کہ پی این بی ہندوستان کے قدیم ترین قومی بینکوں میں سے ایک ہے اور پی این بی میٹ لائف کا مقصد مل کر زندگی آگے بڑھائیں ہے۔



کس طرح انمول مالی تحفظ فراہم کر سکتا ہے۔ اخباری اشتہارات نے لائف انشورنس کے ذریعے اپنے مستقبل کو محفوظ بنانے کی اہمیت کو مزید واضح کیا، جبکہ سوشل میڈیا پلیٹ فارمز اور دیگر آن لائن چینلز پر نارگنڈ ڈسٹری بیوٹل مارکیٹنگ مہمات نے 2.7 کروڑ سے زیادہ تاثرات حاصل کیے اور ڈیجیٹل پلیٹ فارمز پر تقریباً 54 لاکھ مصروفیات حاصل کیں۔

میں بیمہ بیداری کے مختلف پہلوؤں کو انجام دے رہا ہے۔ گزشتہ دو مالی سالوں کے دوران، پی این بی میٹ لائف نے کل 110 سروں کیپس کا انعقاد کیا ہے اور 11 شہروں میں 950 صارفین کی خدمت کی ہے، جو کل 35 مختلف مقامات پر پہنچ چکے ہیں۔

مارچ میں، 'بہتر تھ' کے نام سے مشہور ایک خاص براڈ ڈوین نے 15 دنوں میں 600 کلومیٹر سے زیادہ کا فاصلہ طے کیا۔ یہ 2.5 لاکھ سے زیادہ لوگوں تک پہنچی، فعال آگاہی مہم چلاتے ہوئے اور مقامی کمیونٹی کے اندر باہمی بات چیت کو فروغ دیا۔ اس نقطہ نظر نے اس بات کو یقینی بنایا کہ پی این بی میٹ لائف کے انشورنس بیداری کے اقدامات مختلف افراد اور کمیونٹی کے

#### لازوال ڈیسک

سری گمر، پی این بی میٹ لائف ریاستی حکومت اور ریگولیٹرز کے ساتھ مل کر جموں و کشمیر میں انشورنس بیداری کے اقدامات کو چلا رہی ہے۔ واضح رہے انشورنس ریگولیٹری اینڈ ڈیولپمنٹ اتھارٹی آف انڈیا (IRDAI) نے پی این بی میٹ لائف کو خطے کے انسٹیٹ انشورنس پلان کے لیے اہم بیمہ کنندہ کے طور پر مقرر کیا۔

آئی آر ڈی اے آئی کے 2047 تک سب کے لیے بیمہ کے وژن کی حمایت کرتے ہوئے، پی این بی میٹ لائف سری نگر، جموں، شوپیان، سوپور، اہم ناگ، پونچھ، راجوری، پلوامہ، کپواڑہ، ہندواڑہ، اور بارہمولہ

Date	17 <sup>th</sup> May 24	Publication	Kashmir Observer
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# KASHMIR OBSERVER

## PNB MetLife Conducts Insurance Awareness In Kashmir



### KO NEWS SERVICE

**SRINAGAR:** The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan.

According to a statement, supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organized a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different locations.

In March, a specially branded van known as the 'Bima Rath' covered a total distance of over 600 km in 15 days. It reached over 2.5 Lakh people, conducting proactive awareness drives

and fostering meaningful interactions within the local community. This approach ensured that PNB MetLife's insurance awareness initiatives reached the last mile, connecting with diverse individuals and communities.

PNB MetLife also created 277 strategically positioned murals in the J&K state, to help raise awareness at the grassroots. These initiatives aimed to capture individuals from all walks of life and illustrate how life insurance can offer invaluable financial security. Newspaper ads further underscored the significance of securing one's future through life insurance, while targeted digital marketing campaigns on social media platforms and other online channels garnered over 2.7 crore impressions and around 54 lakh engagements across digital platforms.

Chief Distribution Officer, PNB MetLife, Sameer Bansal said PNB MetLife's ongoing insurance awareness initiatives in Jammu and Kashmir state reflect our unwavering commitment to fostering financial resilience and empowerment within the community.

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# Rising Kashmir

## PNB MetLife conducts insurance awareness in J&K

Dedicated to bridge financial literacy gap in region: CDO Bansal

Srinagar, May 16: The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan.

Supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organised a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different locations, the insurance company said in a press release issued here.

In March, a specially branded van known as the 'Bima Rathi' covered a total distance of over 600 km in 15 days. It reached over 2.5 Lakh people, conducting proactive awareness



drives and fostering meaningful interactions within the local community. This approach ensured that PNB MetLife's insurance awareness initiatives reached the last mile, connecting with diverse individuals and communities.

PNB MetLife said it created 277 strategically positioned murals in the J&K state, to help raise awareness at the grassroots. These initiatives

aimed to capture individuals from all walks of life and illustrate how life insurance can offer invaluable financial security. Newspaper ads further underscored the significance of securing one's future through life insurance, while targeted digital marketing campaigns on social media platforms and other online channels garnered over 2.7 crore impressions and around 51 lakh engagements

across digital platforms.

Chief Distribution Officer, PNB MetLife, Sameer Bansal said PNB MetLife's ongoing insurance awareness initiatives in Jammu and Kashmir state reflect our unwavering commitment to fostering financial resilience and empowerment within the community.

"We are delighted to report the successful outreach to a significant number of customers and regions, a testament to our dedication to bridging the financial literacy gap in the region," he said.

Bansal said PNB is one of India's oldest nationalised banks. PNB MetLife's purpose, *Milkar Life Aage Badhaein*, is demonstrated through its customer-centric innovations and employee empowerment practices.

"We have a strong presence in 149 branches and access to customers in over 18,600 locations (as of March 31, 2023) through bank partnerships, we offer a comprehensive product portfolio covering Child Education, Family Protection, Long-Term Saving and Retirement," he said.

Date	17 <sup>th</sup> May 24	Publication	Greater Kashmir
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## Greater Kashmir

### PNB MetLife conducts insurance awareness in J&K

Dedicated to bridge financial literacy gap in region: CDO Bansal



**GK News Service**  
Srinagar, May 16

The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan.

A statement issued here said that supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organized a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different locations.

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Date	17 <sup>th</sup> May 24	Publication	Srinagar News
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## Srinagar News

### **PNB MetLife conducts insurance awareness in J&K**

Dedicated to bridge financial literacy gap in the region: CDO Bansal

**SRINAGAR, MAY 16:** The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife



as the lead insurer for the region's State Insurance Plan.

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## PNB MetLife جموں و کشمیر میں بیمہ بیداری کا انعقاد کیا

### خطے میں مالی خواندگی کے فرق کو پُر کرنے کے لیے وقف اسی ڈی او نسل

کوئٹہ، 16 مئی: پٹی این بی سیٹ لائف، یا سی حکومت اور ریگولیری کے ساتھ مل کر جموں و کشمیر میں انشورنس بیداری کے اقدامات کو چلا رہی ہے۔ انشورنس ریگولیری اینڈ ڈیولپمنٹ اتھارٹی آف انڈیا (IRDAI) نے PNB MetLife کو خطے کے اسٹیٹ انشورنس پلان کے لیے اہم بیمہ گنبدو کے طور پر مقرر کیا۔ IRDAI کے 2047 تک سب کے لیے بیمہ کے وڈن کی حمایت کرتے ہوئے PNB

سرینگر جٹنگ نیوز  
سرینگر، 16 مئی: پٹی این بی سیٹ لائف، یا سی حکومت اور ریگولیری کے ساتھ مل کر جموں و کشمیر میں انشورنس بیداری کے اقدامات کو چلا رہی ہے۔ انشورنس ریگولیری اینڈ ڈیولپمنٹ اتھارٹی آف انڈیا (IRDAI) نے PNB MetLife کو خطے کے اسٹیٹ انشورنس پلان کے لیے اہم بیمہ گنبدو کے طور پر مقرر کیا۔ IRDAI کے 2047 تک سب کے لیے بیمہ کے وڈن کی حمایت کرتے ہوئے PNB



کے ذریعے اپنے مستقبل کو محفوظ بنانے کی اہمیت کو مزید واضح کیا، جبکہ سوشل میڈیا پلیٹ فارمز اور دیگر آن لائن چینلز پر نارگنڈ ڈیجیٹل مارکیٹنگ مہمات نے 2.7 کروڑ سے زیادہ تاثرات حاصل کیے اور ڈیجیٹل پلیٹ فارمز پر تقریباً 54 لاکھ صرفیات حاصل کیں۔ چیف ڈسٹری بیوٹن آفیسر، PNB MetLife، سمیر نسل، PNB MetLife کے ریاست جموں و کشمیر میں جاری بیمہ بیداری کے اقدامات کی پیشگی کے انداز مالی پلک اور بااختیار بنانے کے لیے ہماری غیر متزلزل عزم کی عکاسی کرتے ہیں۔ انہوں نے کہا، ہم گاہکوں اور خطوں کی ایک قابل ذکر تعداد تک کامیاب رسائی کی اطلاع دیتے ہوئے بہت خوش ہیں، جو کہ خطے میں مالی خواندگی کے فرق کو ختم کرنے کے لیے 13

MetLife سرینگر، جموں، شوپیان، موچور، اہت ناگ، پوچھ، راجوری، پلوامہ، کپواڑہ، ہندواڑہ اور بارہمولہ میں بیمہ بیداری کے مختلف پہلوؤں کو انجام دے رہا ہے۔ گزشتہ مالی سالوں (FY2022-23 اور FY2023-24) کے دوران، PNB MetLife نے کل 110 سروں کیسپس کا انعقاد کیا ہے اور 11 شیروں میں 950 صارفین کی خدمت کی ہے، جو کل 35 مختلف مقامات پر کھلے ہوئے ہیں۔ مارچ میں، پیارٹھ کے نام سے شہور ایک خاص برانڈ ڈویژن نے 15 دنوں میں 600 کلومیٹر سے زیادہ کا فاصلہ طے کیا۔ یہ 5.2 لاکھ سے زیادہ لوگوں تک پہنچی، فعال آگاہی مہم چلاتے ہوئے اور مقامی کمیونٹی کے اندر باہمی بات چیت کو فروغ دیا۔ اس نقطہ نظر نے اس بات

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## PNB MetLife conducts insurance awareness in Jammu & Kashmir

*Dedicated to bridge financial literacy gap in the region: CDO Bansal*

Srinagar, May 16: The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator, The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan Supporting IRDAI's vision of 'Insurance for All by 2047'. PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organised a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different locations. In March, a specially branded van known as the 'Bima Rath' covered a total



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reflect our unwavering commitment to fostering financial resilience and empowerment within the community.

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## SHIV TIMES

### DAILY HINDI NEWSPAPER

# पीएनबी मेटलाइफ ने जम्मू एवं कश्मीर में बीमा जागरूकता कार्यक्रम चलाया

क्षेत्र में वित्तीय साक्षरता की खाई को पाटने के लिए समर्पित : सीडीओ बंसल

**शिव टाइम्स संवाददाता**  
श्रीनगर। पीएनबी मेटलाइफ राज्य सरकार और नियामक के सहयोग से जम्मू और कश्मीर में बीमा जागरूकता पहल चला रहा है। भारतीय बीमा नियामक और विकास प्राधिकरण (आईआरडीएआई) ने पीएनबी मेटलाइफ को क्षेत्र की राज्य बीमा योजना के लिए प्रमुख बीमाकर्ता नियुक्त किया है।

आईआरडीएआई के 2047 तक सभी के लिए बीमा के दृष्टिकोण का समर्थन करते हुए, पीएनबी मेटलाइफ श्रीनगर, जम्मू, शोपियां, सोपोर, अनंतनाग, पुष्प, राजौरी, पुलवामा, कुपवाडा, हदगाडा और बारामूला में बीमा जागरूकता पहल की एक विविध श्रृंखला को क्रियान्वित कर रहा है। पिछले दो वित्तीय वर्षों (2022-23 और 2023-24) में, पीएनबी मेटलाइफ ने कुल 110 सेवा शिविर आयोजित किए हैं और 11 शहरों में 950 ग्राहकों को सेवा प्रदान की है, जो कुल 36 विभिन्न स्थानों पर पहुंचे हैं।

मार्च में, एक विशेष ब्रांडेड वैन



जिसे बीमा रथ के नाम से जाना जाता है, ने 15 दिनों में कुल 600 किमी से अधिक की दूरी तय की। यह 2.5 लाख से अधिक लोगों तक पहुंचा, सक्रिय जागरूकता अभियान चलाया और स्थानीय समुदाय के भीतर सार्थक बातचीत को बढ़ावा दिया। इस दृष्टिकोण ने सुनिश्चित किया कि पीएनबी मेटलाइफ की बीमा जागरूकता पहल विभिन्न व्यक्तियों और समुदायों से जुड़कर अंतिम छोर तक पहुंचे।

पीएनबी मेटलाइफ ने जमीनी स्तर पर जागरूकता बढ़ाने में मदद करने के लिए जम्मू-कश्मीर राज्य में रणनीतिक रूप से 277 भित्ति चित्र भी बनाए। इन पहलों का उद्देश्य जीवन के सभी क्षेत्रों के व्यक्तियों को शामिल करना और यह बताना है कि जीवन बीमा कैसे अमूल्य वित्तीय सुरक्षा प्रदान कर सकता है। समाचार पत्रों के विज्ञापनों ने जीवन बीमा के माध्यम से किसी के भविष्य को सुरक्षित करने के महत्व को

रेखांकित किया, जबकि सोशल मीडिया प्लेटफॉर्मों और अन्य ऑनलाइन चैनलों पर लक्षित डिजिटल मार्केटिंग अभियानों ने 2.7 करोड़ से अधिक इंप्रेशन और डिजिटल प्लेटफॉर्मों पर लगभग 54 लाख जुड़ाव प्राप्त किए।

पीएनबी मेटलाइफ के मुख्य वितरण अधिकारी, समीर बंसल ने कहा कि पीएनबी मेटलाइफ की जम्मू-कश्मीर राज्य में चल रही बीमा जागरूकता पहल समुदाय के भीतर वित्तीय

लचीलापन और सशक्तिकरण को बढ़ावा देने के लिए हमारी अटूट प्रतिबद्धता को दर्शाती है। उन्होंने कहा, हमें बड़ी संख्या में ग्राहकों और क्षेत्रों तक सफल पहुंच की रिपोर्ट करते हुए खुशी हो रही है, जो क्षेत्र में वित्तीय साक्षरता अंतर को पाटने के लिए हमारे समर्पण का प्रमाण है।

बंसल ने कहा कि पीएनबी भारत के सबसे पुराने राष्ट्रीयकृत बैंकों में से एक है। पीएनबी मेटलाइफ का उद्देश्य, मिलकर लाइफ आगे बढ़ें, इसके ग्राहक-केंद्रित नवाचारों और कर्मचारी सशक्तिकरण प्रयासों के माध्यम से प्रदर्शित होता है। उन्होंने कहा, हमारी 149 शाखाओं में मजबूत उपस्थिति है और बैंक भागीदारी के माध्यम से 18,600 से अधिक स्थानों (31 मार्च, 2023 तक) में ग्राहकों तक पहुंच है, हम बाल शिक्षा, परिवार संरक्षण, दीर्घकालिक बचत और सेवानिवृत्ति को कवर करने वाले व्यापक उत्पाद पोर्टफोलियो की पेशकश करते हैं।

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## PNB MetLife conducts insurance awareness in Jammu & Kashmir

*Dedicated to bridge financial literacy gap in the region: CDO Bansal*

Srinagar, May 16: The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance Plan.

Supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and

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In March, a specially branded van known as the 'Bima Rath' covered a total distance of over 600 km in 15 days. It reached over 2.5 Lakh people, conducting proactive awareness drives and fostering meaningful interactions within the local community. This approach ensured that PNB MetLife's insurance awareness initiatives reached the last mile, connecting with diverse individuals and communities. PNB MetLife also created 277



strategically positioned murals in the J&K state, to help raise awareness at the grassroots. These initiatives aimed to capture individuals from all walks of life and illustrate how life insurance can offer invaluable financial security. Newspaper ads

further underscored the significance of securing one's future through life insurance, while targeted digital marketing campaigns on social media platforms and other online channels garnered over 2.7 crore impressions and around 54 lakh

engagements across digital platforms.

Chief Distribution Officer, PNB MetLife, Sameer Bansal said PNB MetLife's ongoing insurance awareness initiatives in Jammu and Kashmir state reflect our unwavering commitment to fostering

financial resilience and empowerment within the community.

"We are delighted to report the successful outreach to a significant number of customers and regions, a testament to our dedication to bridging the financial literacy gap in the region," he said.

Bansal said PNB is one of the India's oldest nationalized banks. PNB MetLife's purpose, Milkar Life Aage Badhaein, is demonstrated through its customer-centric innovations and employee empowerment practices.

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# PNB MetLife conducts insurance awareness in J&K

## KH NEWS SERVICE

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# KashmirAge

"Truth we say...come what may"

FRIDAY  
17 MAY 2024

07

## PNB MetLife conducts insurance awareness in J&K DEDICATED TO BRIDGE FINANCIAL LITERACY GAP IN THE REGION: CDO BANSAL

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# HEADLINES TODAY

## PNB MetLife conducts insurance awareness in Jammu & Kashmir

Dedicated to bridge financial literacy gap in the region: CDO Bansal



■ **Ishfaq Aziz**

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## بلت کشمیر

### پی این بی میٹ لائف کی طرف سے جموں و کشمیر میں بیمہ بیداری کا انعقاد خپلے میں مالی خواندگی کے منسوق کوپر کرنے کے لیے وقف: سی ڈی او بنسل



بہت خوش ہیں، جو کہ خپلے میں مالی خواندگی کے فرق کو ختم کرنے کے لیے ہماری ٹیم کا ثبوت ہے۔" انہوں نے کہا ہماری 149 شاخوں میں مضبوط موجودگی ہے اور وینک پانڈوشپ کے ذریعے 18,600 مقامات پر (31 مارچ 2023 تک) مسابقتی تک رسائی ہے، ہم چائلنڈ انگریجیشن، فیملی پریکٹیشن، طویل مدتی بچت اور ریٹائرمنٹ پر مشتمل جامع پروڈکٹ پورٹ فولیو پیش کرتے ہیں۔

فارمز پر تقریباً 54 لاکھ مصروفیات حاصل کیں۔  
چیف ڈسٹری بیوٹن آفیسر، PNB MetLife سیر بنسل نے کہا، "PNB MetLife کے ریاست جموں و کشمیر میں جاری بیمہ بیداری کے اقدامات کیونکہ کے اندر مالی لپٹ اور با اختیار بنانے کے لیے ہماری غیر حائل موزم کی عکاسی کرتے ہیں۔" انہوں نے کہا، "ہم گاؤں اور شہروں کی ایک قابل ذکر تعداد تک کامیاب رسائی کی اطلاع دیتے ہوئے

سری گمر، پی این بی میٹ لائف ریاستی حکومت اور ریگولیٹر کے ساتھ مل کر جموں و کشمیر میں انشورنس بیداری کے اقدامات کو چھاری ہے۔ انشورنس ریگولیٹری اینڈ ڈیولپمنٹ اتھارٹی آف انڈیا (IRDAI) نے PNB MetLife کو گھنٹے کے اسٹیٹ انشورنس پلان کے لیے ایم بی رکنہ کے طور پر مقرر کیا ہے۔ IRDAI کے 2047 تک سب کے لیے بیمہ کے وژن کی حمایت کرتے ہوئے، PNB MetLife سری گمر، بنوں، شوپیان، موہڑ، اجنت ناگ، پوچھو، راجوری، پلوامہ، کپواڑ، بندر پور، اور بارہمولہ میں بیمہ بیداری کے مختلف پہلوؤں کو اہم دے رہا ہے۔ گزشتہ دو مالی سالوں (FY 2022-23 اور 2023-24) کے دوران، PNB MetLife نے کل 110 سرورس کیپس کا انعقاد کیا ہے اور 11 شہروں میں 950 مسابقتی کی خدمت کی ہے۔ پلان کے مطابق، بیمہ دہے کے نام سے مشہور ایک خاص برانڈ ڈیوین میں 15 دنوں میں 600 کلومیٹر سے زیادہ کا فاصلہ

سے کیا۔ یہ 2.5 لاکھ سے زیادہ لوگوں تک پہنچی، فعال آگاہی کم چلاتے ہوئے اور مقامی کیونٹی کے اندر باہمی بات چیت کو فروغ دیا۔ اس نقطہ نظر نے اس بات کو یقینی بنایا کہ مختلف افراد اور کمیونٹی کے ساتھ جڑتے ہوئے آخری میل تک پہنچ گئے ہیں۔ PNB MetLife نے پگلی سٹریٹ پر بیداری بڑھانے میں مدد کرنے کے لیے، بنوں و کشمیر ریاست میں سڑک ٹرگنگ طور پر پوزیشن میں رکھے ہوئے 277 مرال (murals) بھی بنا گئے۔ ان اقدامات کا مقصد زندگی کے تمام شعبوں سے تعلق رکھنے والے افراد تک پہنچنا تھا اور یہ واضح کرنا تھا کہ لائف انشورنس کس طرح انمول مالی تحفظ فراہم کر سکتا ہے۔ انشورنی اشتہارات نے لائف انشورنس کے ذریعے اپنے مستقبل کو محفوظ بنانے کی اہمیت کو مزید واضح کیا، جبکہ سوشل میڈیا پلیٹ فارمز اور دیگر آن لائن چینلز پر نارگٹڈ انگریجیشن مارکیٹنگ مہمات نے 2.7 کروڑ سے زیادہ تاثرات حاصل کیے اور انگریجیشن پلیٹ

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www.epaper.org/jkmetlifemedia.com | www.brightenkashmir.com | www.pnbmetlife.com | www.facebook.com/pnbmetlifemedia | www.twitter.com/pnbmetlifemedia

# BRIGHTER KASHMIR

## PNB MetLife conducts insurance awareness in J&K

BK NEWS SERVICE

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individuals and communities.

PNB MetLife also created 277 strategically positioned murals in the J&K state, to help raise awareness at the grassroots. These initiatives aimed to capture individuals from all walks of life and illustrate how life insurance can offer invaluable financial security. Newspaper ads further underscored the significance of securing one's future through life insurance, while targeted digital marketing campaigns on social media platforms and other online channels garnered over 2.7 crore impres-

sions and around 54 lakh engagements across digital platforms.

Chief Distribution Officer, PNB MetLife, Sameer Bansal said PNB MetLife's ongoing insurance awareness initiatives in Jammu and Kashmir state reflect our unwavering commitment to fostering financial resilience and empowerment within the community.

"We are delighted to report the successful outreach to a significant number of customers and regions, a testament to our dedication to bridging the financial literacy gap in the region," he

said.

Bansal said PNB is one of the India's oldest nationalized banks. PNB MetLife's purpose, Milkar Life Aage Badhaein, is demonstrated through its customer-centric innovations and employee empowerment practices.

"We have strong presence in 149 branches and access to customers in over 18,600 locations (as of March 31, 2023) through bank partnerships, we offer comprehensive product portfolio covering Child Education, Family Protection, Long-Term Saving and Retirement," he said.

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## PNB MetLife conducts insurance awareness in Jammu & Kashmir



**Srinagar, May 16:**

The PNB MetLife is driving insurance awareness initiatives in Jammu & Kashmir in collaboration with the State Government and regulator. The Insurance Regulatory and Development Authority of India (IRDAI) appointed PNB MetLife as the lead insurer for the region's State Insurance

*Dedicated to bridge financial literacy gap in the region: CDO Bansal*

Plan. Supporting IRDAI's vision of 'Insurance for All by 2047', PNB MetLife is executing a diverse range of insurance awareness initiatives across Srinagar, Jammu, Shopian, Sopore, Anantnag, Poonch, Rajouri, Pulwama, Kupwara, Handwara, and Baramulla. Over the past two fiscal years (FY2022-23 and FY2023-24), PNB MetLife has organized a total of 110 service camps and served 950 customers across 11 cities, reaching a total of 35 different locations. In March, a specially branded van known as the 'Bima Rath' covered a total distance of over

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