



# **Canara HSBC Life Insurance**

## **Media Coverage Report**

**“Exclusive | Canara HSBC Life Insurance’s  
Rishi Mathur on #BadePromisesKaPartner:**

**Our campaign is a call for consumers to  
envision a future without limits”**

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## Exclusive | Canara HSBC Life Insurance’s Rishi Mathur on #BadePromisesKaPartner: Our campaign is a call for consumers to envision a future without limits



In an exclusive interaction with MediaBrief, **Rishi Mathur, Chief Distribution Officer – Alternate Channels and Chief Strategy Officer of Canara HSBC Life Insurance**, discusses their latest campaign **#BadePromisesKaPartner**. He speaks about the idea and inspiration behind the campaign and outlines how it aligns with the brand values.

Mathur highlights how Canara HSBC Life Insurance is helping customers bridge the gap between living in the moment and long-term financial planning and talks about the innovative 'Promise Calculator' tool.

He also discusses the marketing mix and strategy of the **#BadePromisesKaPartner** campaign and elaborates on the emerging trends and technologies in the life insurance sector. Read on.



## What inspired the #BadePromisesKaPartner campaign, and how does its significance resonate with Canara HSBC Life Insurance's values and goals?

At Canara HSBC Life Insurance, our identity as the 'Promises Ka Partner' is more than just a tagline—it's a commitment which we have upheld with unwavering dedication. Our mission has always been to stand alongside our customers, guiding and supporting them as they plan and fulfill their long-term promises and aspirations.

In tune with the evolving aspirations of our consumers, our latest campaign is a call for them to envision a future without limits. We're encouraging individuals to dream without boundaries and commit to promises that are not just significant but also enduring.

From securing a child's educational journey to ensuring a serene retirement, or even creating a lasting legacy, our role as #BadePromisesKaPartner is to be the steadfast ally in this journey of each and every customer.

Our robust suite of life insurance solutions are designed to empower our customers to transcend the present and embrace a future where their promises stand the test of time.



## How does Canara HSBC Life Insurance effectively balance the need for living in the moment with the importance of long-term financial planning for its customers?

We've observed a shift in consumer behavior post-pandemic. There's a growing trend towards embracing the present and finding joy in achieving short-term goals. While this change is understandable, we believe in the power of foresight and the importance of securing one's future.

Our latest campaign is a response to this evolving mindset. We want to inspire people to dream bigger and commit to more substantial, enduring promises. Whether it's a promise to provide for a child's education, to ensure a comfortable retirement, or to leave a legacy, we are here to be their #BadePromisesKaPartner.

We stand ready to support our customers in not just setting ambitious goals but also in achieving them with systematic financial planning. Through our life insurance solutions and unwavering support, we empower our customers to look beyond the immediate horizon and fulfill promises that last a lifetime.

## What are the goals of Canara HSBC Life Insurance's 'Promise Calculator', and how does it benefit customers?

The Promise Calculator introduced by Canara HSBC Life Insurance in our *Bade Promises Ka Partner* campaign, is a testament towards our commitment to customer engagement. This innovative digital tool prompted users to reflect on their long-term goals and assess their readiness to achieve them.

It simply calculates the estimated future cost of their promises and their preparedness level by considering factors like compounding, inflation, and the cost of delay. The calculator then creates a promise score and offers actionable

advice, including suitable life insurance plans, to ensure users or probable customers are fully equipped to meet their big promises.

Additionally, it allowed social media sharing to encourage broader engagement and self-evaluation within one's professional network.



**Tell us the strategy behind opting for a 360-degree marketing campaign and how has it helped Canara HSBC Life Insurance reach and impact more people?**

A 360-degree campaign is essential to create the right impact and take the message to a wider range of audience in a variety of impactful ways. Our campaign, *Bade Promises Ka Partner*, has been a resounding success, achieving widespread engagement with over 20 million people across various digital platforms.

This campaign was meticulously designed to address the shift in consumer behavior observed post-pandemic, where the focus had drifted from long-term financial planning to immediate gratification.

We achieved this through a multi-faceted media approach that ensured our message resonated with a broad audience. The campaign's unique messaging struck a chord, resulting in our two promotional films receiving an impressive 60 million views on social media alone.

To ensure maximum reach, we broadcasted the campaign across 24 regional TV channels and 20 radio stations, and extended our presence to OTT platforms through JIO Cinema, complemented by out-of-home (OOH) publicity.

The centerpiece of our digital strategy, the Promise Score Calculator, played a pivotal role in enhancing digital sales engagement, proving the effectiveness of integrating interactive tools in a comprehensive campaign.

**What are the latest emerging trends and technologies shaping the future of the life insurance sector?**

Canara HSBC Life Insurance, being one of the leading players within the life insurance space, is adapting to new trends and technologies to stay upbeat in the market by leveraging digitalization.

We are investing in digital technologies to enhance customer engagement, streamline processes, and offer seamless online experiences. This includes the development of mobile apps, online portals, and digital self-service options for customers.

The Company is leveraging data analytics and artificial intelligence to gain insights into customer needs, improve risk assessment, and personalize product offerings. This enables Canara HSBC Life Insurance to deliver tailored solutions that meet the evolving needs of its customers.



Canara HSBC Life Insurance is also forming strategic partnerships with fintechs, health techs, and other ecosystem players to expand its offerings and provide holistic solutions to customers.

By collaborating with external partners, the company is exploring ways to tap into new markets, access innovative technologies, and enhance its value proposition.

**What are the next steps for Canara HSBC Life Insurance in terms of leveraging the momentum generated by the *Bade Promises*?**

We will ensure that all future initiatives are aligned with the core promises and values projected in the *Bade Promises* campaign. This will help maintain consistency in messaging and reinforce our brand identity in the minds of consumers.

At the same time, we aim at sustained visibility of our brand through a multi-channel approach, encompassing traditional media, digital platforms, social media and experiential marketing to keep our brand top-of-mind amongst the target audience and customers.

The aim is to deepen our connection with consumers, drive long-term engagement, and position Canara HSBC Life Insurance as their trusted promises ka partner in the financial journey.

**Link:** <https://mediabrief.com/exclusive-canara-hsbc-life-insurance-rishi-mathur/>