



Canara HSBC Life Insurance

Media Coverage Report

Canara HSBC Life Insurance – “Canara HSBC OBC Life Insurance renews commitment to its customers with Canara HSBC Life Insurance rebranding”

Dated: June - July 2022

Business Press Release**Print**

1	The Economic Times	Mumbai
2	The Financial Express	New Delhi
3	Sakshi (Telugu)	Hyderabad
4	Punjab Kesari (Hindi)	New Delhi
5	Navbharat Times	Mumbai
6	The Hindu Business Line	National
7	Divya Bhaskar (Gujrati)	Ahmedabad
8	Sakal (Marathi)	Mumbai
9	Voice of Lucknow	Lucknow
10	DNA	Lucknow
11	Sanjesamay	Bangalore

Online

1	PTI	National
2	UNI	
3	The Times of India	National
4	Mint	National
5	Financial Express	National
6	ET BFSI	National
7	ET BFSI	National
8	Asia Insurance Post	National

9	Hindu Business Line	National
A&M Press Release		
Print		
2	Navbharat Times	Mumbai
3	Rashtriya Sahara (Hindi)	Mumbai
Online		
1	ET BFSI	National
2	Campaign India	National
3	FE Brandwagon	National
4	Free Press Journal	National
5	Adgully	National
6	Medianews4u	National
7	Best Media Info	National
8	Media Brief	National
9	Exchange 4 Media	National
10	Exchange 4 Media	National

PRINT

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ET THE ECONOMIC TIMES

■ Canara, HSBC Rename Life Insurance JV



MUMBAI State-owned Canara Bank and UK-based HSBC have renamed their life insurance joint venture

Canara HSBC Life in what is the first step in Punjab National Bank exiting the venture, reports **Our Bureau**. The companies have started the valuation exercise for the venture with HSBC open to increasing its stake to 49%, officials said.

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 **FINANCIAL EXPRESS**
Read to Lead

Canara Bank, HSBC see growth potential in life insurance JV

FE BUREAU
Mumbai, June 15

WHILE THE STATE-OWNED Punjab National Bank (PNB) is in the process of selling its stake in Canara HSBC Oriental Bank of Commerce Life Insurance due to regulatory reasons, retaining shareholders Canara Bank and HSBC India are not planning to sell their stake as of now, as both the entities expect the business of the life insurance joint venture (JV) to grow going ahead.

The JV can tap the vast network of branches operated by Canara Bank, along with the synergies created by the collaboration with HSBC, Hitendra Dave, CEO of HSBC India, told reporters. He was speaking at an event where the insurer was rechristened as Canara HSBC Life Insurance.

With the PNB selling its stake in the insurer, the renaming of the company will give a better clarity to the customers, Canara Bank MD & CEO I.V Prabhakar said.

"HSBC has made its views clear and we love this business, we love this company. Canara Bank has its vast network, but in a different segment and HSBC in a very niche segment. So, to the extent possible we would like to partner, but it is an independent decision of the shareholders," he said.

On its part, Canara Bank, too, is not planning dilution of its stake in the life insurer as it believes that it can fetch better valuations going ahead, Prabhakar said.

With the core business of Canara Bank remaining strong, the lender would like to fetch higher valuations for the JV. As of March 31, the valuation of the life insurance company stood at around ₹3,800 crore. The company has also yet



Canara Bank MD and CEO
I.V Prabhakar

posted a loss since its inception in 2008. Anuj Mathur, MD and CEO, Canara HSBC Life Insurance, said. However, the lender has not completely ruled out the option of selling its stake in the insurer.

"Canara Bank is waiting for an appropriate time where valuations are very attractive then the bank will take a call on dilution. As on date, Canara Bank will continue to remain with the subsidiary. But the option is always open. This is dilution in terms of selling to some interested party. Second option is we want every subsidiary of Canara Bank to go for an IPO, that option is also open," Prabhakar said.

Currently, Canara HSBC Life Insurance is owned by three entities. Canara Bank is the majority shareholder at 51%, while HSBC India holds 26% and PNB holds 23% stake in the insurance company. Oriental Bank of Commerce (OBC) earlier held the stake in Canara HSBC Life Insurance, but the stake was transferred to PNB after the merger. After the government-planned merger of OBC, PNB has to dilute its stake in the life insurance company as insurance regulations do not allow a bank to hold more than 10% stake in more than one insurance company.



సాక్షి

విలువ ఆకర్షణీయంగా ఉన్నప్పడే బీమా సబ్సిడీలో వాటా విక్రయిస్తాం

కెనరా బ్యాంకు చైర్మన్ ప్రభాకర్

ముంబై: తన ఆనుబంధ సంస్థ కెనరా హెచ్ఎన్ఐఐ లైఫ్ ఇన్సూరెన్స్లో వాటాను విలువలు ఆకర్షణీయంగా ఉన్నప్పడే విక్రయిస్తామని కెనరా బ్యాంకు చైర్మన్ ఎల్వీ ప్రభాకర్ స్పష్టం చేశారు. ఈ బీమా సంస్థలో కెనరా బ్యాంకుకు 51 శాతం వాటా ఉంది. అలాగే, హెచ్ఎన్ఐఐఐ ఇన్సూరెన్స్ (ఎసియా పసిఫిక్) షోల్డింగ్కు 28 శాతం, పంజాబ్ నేషనల్ బ్యాంకుకు 28 శాతం లాభాను వాటాలున్నాయి. తన ఆనుబంధ సంస్థలకు ఎన్నో సౌమిన్యాలు సృష్టించే ప్రభాకర్ తెలిపారు. బీమా వ్యాపారం వచ్చే రెండేళ్లలో రద్దీండ్లు అవుతుందన్నారు. "ఇప్పటికీ బ్యాంకు రాలా బంధంగా ఉంది. బ్యాంకు గౌరవం అనుబంధ కుంపనలకు సైతం అనుకూలం ఉంది. దీంతో ఆనుబంధ కంపనల బ్యాంకులకు రానున్న లోబలో భారీగా పెరుగుతుంది. ఆకర్షణీ



యమైన బ్యాంకులకు లోపం మేము వేరీ చూస్తున్నాం. సరైన సమయం వచ్చినప్పుడు బ్యాంకు తన వాటాల్లో లొంక మొత్తాన్ని హెచ్ఎన్ఐఐఐ లోలా ఇతరులకు విక్రయించవచ్చు నిర్ణయం తీసుకుంటుంది" అని వివరించారు. ఇటీవ్ రద్దీండ్లు అనుబంధ సంస్థల్లో వాటాం తగ్గించు అడ్డం పోరా తను ముం దున్నట్లు తెలిపారు.

పేరు మార్పు

కెనరా హెచ్ఎన్ఐఐఐ కుంపనల బ్యాంకు అని కానున్న లైఫ్ ఇన్సూరెన్స్. ఇంత పెద్ద పేరు, కెనరా హెచ్ఎన్ఐఐఐ లైఫ్ ఇన్సూరెన్స్గా మారంది. కుంపనల బ్యాంకు అని కానున్న యునైటెడ్ బ్యాంకు అని ఇండియా రెండూ 2020లో పీఎన్ఐఐఐలో విలీనం అయ్యాయి. నిలం చనం ప్రకారం పీఎన్ఐఐఐ తన వాటాను 28 శాతం నుంచి 19 శాతానికి తగ్గించుకోవాలి అంటుంది. పీఎన్ఐఐఐ పీఎన్ఐఐఐ మెంబర్లైట్ ఇన్సూ రెన్స్లో 90 శాతం వాటా ఉంది. 17 బ్యాంకు రెండు బీమా సంస్థల్లో 10 శాతానికి మించి వాటాలు కలిగి ఉండవూడదు. పీఎన్ఐఐఐ వాటా తగ్గించుకునే ప్రక్రియ నడుస్తున్నట్లు ప్రభాకర్ తెలిపారు.

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पंजाब केसरी

केनरा एचएसबीसी ओबीसी लाईफ इंश्योरेन्स ने अपने ब्रांड को दिया नया नाम

मुंबई, (पंजाब केसरी): केनरा एचएसबीसी ओरिएन्टल बैंक ऑफ कॉमर्स लाईफ इंश्योरेन्स ने आज अपने ब्रांड का नाम बदलकर केनरा एचएसबीसी लाईफ इंश्योरेन्स करने की घोषणा की है। इस मौके पर कंपनी ने भारत को अपने सपनों एवं महत्वाकांक्षाओं को साकार करने में सक्षम बनाने के नए दृष्टिकोण के साथ पहले ब्रांड कैम्पेन "प्रॉमिसेस का पार्टनर" को भी लॉन्च किया है। ब्रांड को नई पहचान मिलने के साथ, अपनी विरासत को बनाए रखते हुए केनरा एचएसबीसी लाईफ इंश्योरेन्स अपनी बदलावकारी यात्रा को जारी रखेगा और कस्टमर टच पॉइन्ट्स पर जोर देते हुए आधुनिक प्रोडक्ट्स एवं डिजिटल-इनेबल्ड सर्विसेज लाता रहेगा।

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NBT
नवभारत टाइम्स

हमारा फोकस पीएमजेजेबीवाई स्कीम व छोटे शहरों पर : अनुज माथुर

■ बिजनेस डेस्क, मुंबई: केनरा एचएसबीसी लाइफ इंश्योरेंस के एमडी एवं सीईओ अनुज माथुर ने कहा कि इंडस्ट्री के मुकाबले उनका न्यू बिजनेस प्रीमियम कलेक्शन 32 पसैंट ज्यादा रहा और इसकी पीछे अहम वजह पीएमजेजेबीवाई स्कीम व छोटे शहरों पर कंपनी की पहुंच भी है। उन्होंने कहा कि कंपनी ने पिछले वित्त वर्ष में डिजिटल विक्री में 105 पसैंट की ग्रोथ हासिल की और केनरा बैंक की दस हजार शाखाओं के जरिए आम आदमी को इंश्योरेंस के दायरे में लाने के मकसद ने वैल्यूशन, प्रॉफिट और बिजनेस को बढ़ाया। माथुर केनरा एचएसबीसी ओबीसी लाइफ इंश्योरेंस की रीब्रैंडिंग के मौके पर बोल रहे थे। कंपनी अब केनरा एचएसबीसी लाइफ इंश्योरेंस के नाम से सर्विस उपलब्ध कराएगी। कंपनी ने कहा कि सभी मौजूदा पॉलिसीधारक नई ब्रैंड पहचान के तहत अपनी मौजूदा पॉलिसी का लाभ उठाते रहेंगे। कंपनी ने 360 डिग्री कैम्पेन भी शुरू किया है। चेयरमैन एल. वी. प्रभाकर, एमडी एवं सीईओ अनुज माथुर और मुख्य वितरण अधिकारी तरन्नुम हसीव ने कहा कि कंपनी ने 'प्रॉमिसेस का पार्टनर' रीब्रैंड के तहत वच्चों के भविष्य, सेविंग और रिटायरमेंट प्लान्स को आगे बढ़ाएगी।

Canara HSBC Life to double branch network to 103 in 3-4 months

Will expand footprint in Tier-2, Tier-3 cities

NR SHIVARIS

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Canara HSBC Life Insurance, which is riding strong on its bancassurance model, wants to plumb deep into the large customer base of its promoter-shareholder Canara Bank and is looking to double its penetration there from the current 1.5 per cent to 3 per cent over the next two years, Anuj Mathur, Managing Director & CEO, has said.

Mathur also said in the next 3-4 months, Canara HSBC Life Insurance will set up nearly 50 new standalone branches (besides the nearly 40,000 branches of its shareholder bank), taking its overall branch network to 103, from 54 now.

Customer service

The new physical branches of the life insurer are expected to enhance its footprint in Tier-2 and Tier-3 cities. They will be used both for customer service and for new business.

"Our decision to double the company's branch network in



Anuj Mathur, MD and CEO, Canara HSBC Life Insurance

next 3-4 months shows our confidence. You will not double up branches in three months if you are not very confident about business," Mathur told *BusinessLine*.

Canara Bank, has a 56 per

cent stake in Canara HSBC Life Insurance, and has a nearly 10 crore customer base and a branch network of over 9,600 branches. HSBC has a 26 per cent stake, while the remaining 18 per cent is with PNB, which had subsumed Oriental Bank of Commerce under a three-way amalgamation.

Maiden dividend

The life insurer, which completed 34 years of existence and declared its maiden dividend in 2018-22, has now rebranded and renamed itself from Canara HSBC Oriental Bank of Commerce Life Insur-

ance to Canara HSBC Life Insurance, as it charts its next leg of the growth journey.

For 2021-22, Canara HSBC Life Insurance's new business premium income on weighted premium income grew 32 per cent at ₹1,375 crore (₹1,045 crore). The life insurer's gross written premium grew 15 per cent to ₹3,890 crore (₹3,08 crore).

"We expect our growth momentum to continue. Our growth this fiscal will continue to be superior to industry. We will be much ahead of what industry growth is going to be. Last fiscal we grew 12

per cent in individual new business premium income when industry grew 16 per cent. We see this trend this fiscal too," Mathur said.

Mathur said the insurer is not looking to raise capital this fiscal and that it had a comfortable solvency margin of 282 per cent as of end March 31, 2022.

Canara HSBC Life Insurance had an Indian embedded value of ₹3,828 crore and has, for the first time, entered into a select club of life insurers with a value of new business (VNB) margin of over 20 per cent.

Publication: Divya Bhaskar (Gujrati)	Page No: 04
Edition: Ahmedabad	Date: 18-06-2022



પ્રોમિસીસ કા પાર્ટનર

કેનેરા એચએસબીસી ઓરિયેન્ટલ બેન્ક ઓફ કોમર્સ લાઈફ ઈન્શ્યુરન્સ આજે પોતાને કેનેરા એચએસબીસી લાઈફ ઈન્શ્યુરન્સ તરીકે રિબ્રાન્ડ કરી હતી અને પોતાની પ્રથમ બ્રાન્ડ કેમ્પેઈન *પ્રોમિસીસ કા પાર્ટનર લોન્ચ કરી છે જે તેની નવી પોઝીશનિંગ - 'ભારતને તેમના સ્વપ્નો અને મહત્વાકાંક્ષાઓ માટે સશક્ત બનાવવું' સાથે અનુકૂળ છે. વારસા અને નવી બ્રાંડ ઓળખ સાથે ચાલુ રાખીને, તે ગ્રાહકના ટચ પોઈન્ટ્સ પર વધુ ભાર મુકીને અને નવીન ઉત્પાદનો અને ડિજિટલી સક્ષમ સેવાઓના હોસ્ટને રજૂ કરીને તેની પરિવર્તનની યાત્રા ચાલુ રાખશે.

Publication: Sakal (Marathi)

Page No: 07

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Date: 18-06-2022

सकाळ

कॅनराएचएसबीसी लाईफ इन्शुरन्स व्यवसाय वाढविणार

मुंबई, ता. १७ : कॅनरा एचएसबीसी लाईफ इन्शुरन्सचा व्यवसाय दोन वर्षांत दुप्पट वाढवण्याचे उद्दिष्ट कंपनीचे अध्यक्ष एल. व्ही. प्रभाकर यांनी आज जाहीर केले. या कंपनीच्या व्यवसायातून ओरिएंटल बँक ऑफ कॉमर्सचे नाव काढून कंपनीच्या नव्या लोगोचे अनावरण करण्यात आले, त्या वेळी ते बोलत होते.

गेल्या १४ वर्षांत कंपनीची मोठी प्रगती झाली असून १० वर्षे सतत नफा झाला आहे. गेल्या वर्षाच्या तुलनेत या वर्षांत ३२ टक्के जास्त रक्कम प्रीमियमपोटी मिळाली. विम्याची रक्कम मागितलेल्यापैकी ९९.०५ क्लेमचे पैसे दिले; तर पंतप्रधान जीवनज्योती विमा योजनेतही गेल्या पाच वर्षांत मोठा सहभाग असल्याचे एमडी अनुज माथुर म्हणाले.

Publication: Voice of Lucknow	Page No: 11
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वॉयस ऑफ लखनऊ
ही है वॉयस ऑफ लखनऊ

केनरा एचएसबीसी लाइफ इश्योरेन्स ब्रान्ड का #प्रॉमिसेस का पार्टनर कैम्पेन लॉन्च

मुंबई। केनरा एचएसबीसी ओरिएन्टल बैंक ऑफ कॉमर्स लाइफ इश्योरेन्स ने आज अपने ब्रान्ड का नाम बदलकर केनरा एचएसबीसी लाइफ इश्योरेन्स करने की घोषणा की है। इस मौके पर कंपनी ने भारत को अपने सपनों एवं महत्वाकांक्षाओं को साकार करने में सक्षम बनाने के नए दृष्टिकोण के साथ पहले ब्रान्ड कैम्पेन #प्रॉमिसेस का पार्टनर का लॉन्च भी किया है। केनरा एचएसबीसी लाइफ इश्योरेन्स अपनी बदलावकारी यात्रा को जारी रखेगा।

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DNA

अपनी प्रतिबद्धता को बनाया और भी मजबूत

लखनऊ। केनेरा एचएसबीसी ओरिएन्टल बैंक ऑफ कॉमर्स लाईफ इंश्योरेंस ने अपने ब्रैंड का नाम बदलकर केनेरा एचएसबीसी लाईफ इंश्योरेंस करने की घोषणा की है। इस मौके पर भारत को अपने सपनों एवं महत्वाकांक्षाओं को साकार करने में सक्षम बनाने के लिए दृष्टिकोण के साथ पहले ब्रैंड कैम्पेन हैशटैग प्रॉमिश का पार्टनर शुरू किया है। ब्रैंड को नई पहचान मिलने के साथ, अपनी विरासत को बनाए रखते हुए केनेरा एचएसबीसी लाईफ इंश्योरेंस अपनी बदलावकारी यात्रा को जारी रखेगा और कस्टमर टच पॉइंट्स पर जोर देते हुए आधुनिक प्रोडक्ट्स एवं डिजिटल इनेबल्ड सर्विसेज लाता रहेगा।

ಕೆನರಾ ಎಜ್‌ಎಸ್‌ಸಿಸಿ ಲೈಫ್ ಇನ್ಶೂರೆನ್ಸ್ ಎಂದು ಮರುನಾಮಕರಣ

ಸಂಜೆ ಸಮಯ ಸ್ಟ್ರಾಟ್ ಜಿಎಂಎಲ್ ಪ್ರಾಂತ್ಯೀಯ ಕೆನರಾ ಎಜ್‌ಎಸ್‌ಸಿಸಿ ಲೈಫ್ ಇನ್ಶೂರೆನ್ಸ್ ಇಂದು ಕೆನರಾ ಎಜ್‌ಎಸ್‌ಸಿಸಿ ಲೈಫ್ ಇನ್ಶೂರೆನ್ಸ್ ಎಂದು ಮರುನಾಮಕರಣಗೊಂಡಿದೆ ಮತ್ತು ತನ್ನ ಮೊದಲ ಪ್ರಾಂತ್ಯ #PromisesKaPartner ಅಭಿಯಾನವನ್ನು ಪ್ರಾರಂಭಿಸಿತು. ಅದರ ಹೊಸ ಸ್ಥಾನಕ್ಕೆ 'ಅವರ ಕನಸುಗಳು ಮತ್ತು ಆಕಾಂಕ್ಷೆಗಳನ್ನು ಮುಂದುವರಿಸಲು ಕೊಂಡೊಡಗಲು ಭಾರತಕ್ಕೆ ತನ್ನ ಮೆಂಬರ್‌ಗಳನ್ನು ಹೊಂದಿಕೊಂಡಿದೆ. ಇದರಂತೆ ಮತ್ತು ಹೊಸ ಪ್ರಾಂತ್ಯ ಗುರುತಿಸಿ ಮುಂದುವರಿಸುತ್ತಾ, ಕೆನರಾ ಎಜ್‌ಎಸ್‌ಸಿಸಿ ಲೈಫ್ ಇನ್ಶೂರೆನ್ಸ್ ಗ್ರಾಹಕರ ಬೆಂಬಲದೊಂದಿಗೆ ಮೇಲೆ ಹೆಚ್ಚಿನ ಓತ್ತು ನೀಡುವ ಮೂಲಕ ತನ್ನ ಪರಿವರ್ತನೆಯ ಪ್ರಯೋಗವನ್ನು ಮುಂದುವರಿಸುತ್ತದೆ ಮತ್ತು ನವೀನ ಉತ್ಪನ್ನಗಳು ಮತ್ತು ಡಿಜಿಟಲ್ ಸಕ್ರಿಯಗೊಳಿಸಿದ ಸೇವೆಗಳನ್ನು ಪರಿಚಯಿಸುತ್ತದೆ. ಕಂಪನಿಯು ಹೊಸ ಪ್ರಾಂತ್ಯ ಗುರುತಿಸಿ ಮತ್ತು ಅದರ ಸ್ವಾಧೀನ ರಾಜ್ಯ ತನ್ನ ಗ್ರಾಹಕರಿಗೆ ಕಂಪನಿಯು ತನ್ನ



ಬದ್ಧತೆಗೆ ನಿಜವಾಗಿದೆ ಮತ್ತು ಉತ್ತಮ ನಾವಿಗಾಗಿ ಮತ್ತು ಗ್ರಾಹಕ ಕೇಂದ್ರಿತವಾಗಿ ಮೇಲೆ ಕೇಂದ್ರೀಕರಿಸುವ ಮೂಲಕ ವ್ಯಕ್ತಿಗಳು ಮತ್ತು ಅವರ ಪ್ರತಿಜ್ಞಾಪೂರ್ವಕ ಜೀವನವನ್ನು ಸುರಕ್ಷಿತಗೊಳಿಸುತ್ತದೆ ಎಂಬ ಭರವಸೆಯನ್ನು ಸಾಕಾರಗೊಳಿಸುತ್ತದೆ. ಎಲ್ಲಾ ಅಸ್ತಿತ್ವದಲ್ಲಿರುವ ಪಾಲಿಸಿಡಾರರು ಹೊಸ ಪ್ರಾಂತ್ಯ ಗುರುತಿಸಿ ಅಡಿಯಲ್ಲಿ ಅದರ ಅಸ್ತಿತ್ವದಲ್ಲಿರುವ ಪಾಲಿಸಿಗಳ ಪುನೋಚನಗಳನ್ನು ಆನಂದಿಸುವುದನ್ನು ಮುಂದುವರಿಸುತ್ತಾರೆ. ಕೆನರಾ ಎಜ್‌ಎಸ್‌ಸಿಸಿ ಲೈಫ್ ಇನ್ಶೂರೆನ್ಸ್ ರಾಷ್ಟ್ರೀಯ ಮತ್ತು ಪ್ರಾದೇಶಿಕ ಜಿಎಂಎಲ್ ಜಾಲರ್‌ಗಳು, ಡಿಜಿಟಲ್ ಮತ್ತು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಪ್ರಾಂತ್ಯೀಯಗಳಾದ್ಯಂತ 360-

ಡಿಗ್ರಿ ಮಲ್ಟಿಮೀಡಿಯಾ ಅಭಿಯಾನವನ್ನು ಪ್ರಾರಂಭಿಸಿತು. ಇದು ಜೀವನದ ಎಲ್ಲಾ ಹಣಕಾಸಿನ ಬದ್ಧತೆಗಳನ್ನು ಪೂರೈಸುವಲ್ಲಿ ಮತ್ತು ಸವಾಲಿನ ಪರಿಸ್ಥಿತಿ ಅಥವಾ ಸಂದರ್ಭಗಳಲ್ಲಿ ಅವರ ಅವಲಂಬಿತರು ಮತ್ತು ಪ್ರತಿಜ್ಞಾಪೂರ್ವಕ ವೆಂಬಲಿಸುವಲ್ಲಿ ಭಾರತೀಯರಿಗೆ ಭರವಸೆ ನೀಡುತ್ತದೆ. ತನ್ನ ಪ್ರಾಂತ್ಯೀಯ ಅಭಿಯಾನವನ್ನೊಳಗೊಂಡಿ, ಇದು ವಿವಿಧ ಹೆಚ್ಚಿನ ಪರಿಣಾಮದ ಮಾಧ್ಯಮ ಸುಸಂಸ್ಥೆಗಳಲ್ಲಿ ಪ್ರಚಾರಪಡಿಸಲಾಗುತ್ತಿದೆ. ಕಂಪನಿಯು ಉತ್ತಮ ಗ್ರಾಹಕರು ಮತ್ತು ವಿಮಾ ಉದ್ಯೋಗಗಳನ್ನು ತಲುಪುವ ಭರವಸೆ ಹೊಂದಿದೆ. ಕೆನರಾ ಎಜ್‌ಎಸ್‌ಸಿಸಿ ಲೈಫ್ ಇನ್ಶೂರೆನ್ಸ್ ಹೊಸ ದಾಗಿ ಪರಿಕಲ್ಪನೆ ಮಾಡಿದ ಟಿಪ್ಪಣಿಗಳು ಜೀವನದ ಮೂರು ಹಂತಗಳನ್ನು ಸೂಚಿಸುತ್ತವೆ, ಇದು ವಿಮಾ ಉತ್ಪನ್ನವು ಮಕ್ಕಳ ಅಳಿಪಾಯಿ, ದೀರ್ಘಕಾಲೀನ ಸಂಪತ್ತಿನ ಸಂಗ್ರಹಣೆ ಮತ್ತು ಸರಿಯಾದ ವಿಧಾನದಲ್ಲಿ ಸಾಕಷ್ಟು ಹೊಡೆಕೆ ಮಾಡಿದರೆ ಅರಂಭಿಕ ನಿವೃತ್ತಿಯ ಕನಸನ್ನು ಪೆಗೆ ಪೂರೈಸುತ್ತದೆ ಎಂಬುದನ್ನು ಅಭ್ಯುಕ್ತವಾಗಿ ಚಿತ್ರಿಸುತ್ತದೆ.

**Business Press Release
Online**

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Stake dilution in life insurance subsidiary only when valuation is attractive: Canara Bank MD

As per the Insurance Regulatory and Development Authority IRDAI regulation, a bank cannot hold more than 10 per cent stake in two life insurance companies simultaneously. Prabhakar said he expects business of the life insurer to double in the coming two years. Canara HSBC Life Insurance Managing Director and CEO Anuj Mathur said the individual new business premium income grew by 32 per cent to Rs 1,375 crore in fiscal 2021-22 as against Rs 1,045 crore in the year-ago period. In the last 7 years, we have grown by almost 24 per cent whereas the industry has grown by 12 per cent.

Public sector lender Canara Bank may look at diluting its stake in Canara HSBC Life Insurance at a time when the valuation of the life insurer will be attractive, its chairman L V Prabhakar said on Wednesday.

The life insurance company is a joint venture between Canara Bank, HSBC Insurance (Asia Pacific) Holdings Ltd and Punjab National Bank (PNB). While Canara Bank holds 51 per cent stake in the company, HSBC and PNB's stake is at 26 per cent and 23 per cent, respectively.

"Canara Bank sees a lot of potential in its subsidiaries. As on date, the bank is very strong. With this strength and the strength of its subsidiaries, we want to have synergies wherein the subsidiaries will also have huge valuation going forward.

"We are waiting for an appropriate time when valuation is very attractive and then the bank will take a call on diluting its stake either to HSBC or to anyone else," Prabhakar, who is also the Chairman of Canara HSBC Life, told reporters.

Another option for diluting stake in the bank's subsidiaries will be through Initial Public Offering (IPO), he said.

The life insurer on Wednesday rebranded itself to Canara HSBC Life Insurance from earlier Canara HSBC Oriental Bank of Commerce Life Insurance.

Erstwhile lenders -- Oriental Bank of Commerce and United Bank of India were amalgamated with PNB in 2020.

In February this year, PNB informed exchanges that HSBC Insurance (Asia Pacific) Holdings Ltd had expressed its intention to acquire the bank's stake in the joint venture.

Prabhakar said so far PNB has not diluted its 23 per cent stake in the life insurer and it is a work-in-progress.

PNB also holds a 30 per cent stake in another life insurance joint venture -- PNB MetLife Insurance. As per the Insurance Regulatory and Development Authority (IRDAI) regulation, a bank cannot hold more than 10 per cent stake in two life insurance companies simultaneously.

Prabhakar said he expects business of the life insurer to double in the coming two years.

Canara HSBC Life Insurance Managing Director and CEO Anuj Mathur said the individual new business premium income grew by 32 per cent to Rs 1,375 crore in fiscal 2021-22 as against Rs 1,045 crore in the year-ago period.

"In the last 7 years, we have grown by almost 24 per cent whereas the industry has grown by 12 per cent. So we will continue to outperform the industry. Last year also we registered 32 per cent growth in our new business premium whereas the industry grew by 15 per cent," Mathur said.

The company clocked a net profit of Rs 10 crore after the claim payouts in FY22. It had paid claims worth Rs 500 crore on account of the second wave of COVID-19.

As of March 31, 2022, its embedded value was at Rs 3,848 crore.

The embedded value is a measure of the consolidated value of shareholders' interest in the life insurance business

Mathur said currently 12 per cent of its business comes from non-bancassurance channels and 88 per cent from bancassurance channel.

Going forward, the company will focus more on other channels for distribution of its products, Mathur said.

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United News of India
India's Multi Lingual News Agency

Canara HSBC Oriental Bank of Commerce Life Insurance renames itself as Canara HSBC Life Insurance

Insurance companies are looking to partner with Account Aggregators, which will give them access to information like their customers' investment preferences, etc.

The ecosystem will allow policyholders to take control of the financial information that they want to share, while insurers can access a customer's banking details from an AA regulated entity. The insurers, here, will play the role

Mumbai, Jun 15 (UNI) Canara HSBC Oriental Bank of Commerce Life Insurance on Wednesday said that it has rebranded and renamed itself as Canara HSBC Life Insurance and launched its first brand campaign.

Newly conceptualized TVCs by Canara HSBC Life Insurance signify three phases of life which brilliantly portrays how its insurance products fulfill the dream of child savings, long-term wealth accumulation and early retirement, if adequately invested in a right approach, a company release said here.

The new campaign captures the changed promises / priorities that the company wants to fulfill for their customers whose long-term financial goals have changed due to the pandemic.

Speaking on the occasion, L V Prabhakar, managing director & chief executive officer, Canara Bank, and chairman, Canara HSBC Life Insurance, said that profitable bank insurance collaboration has enabled to protect the financial goals of millions of customers.

Anuj Mathur, managing director & chief executive officer, Canara HSBC Life Insurance, said that new brand identity coinciding with their 14th foundation is in itself a matter of great pride.

"The new logo is based on the company's strong parentage, technology, and people -- the three pillars that have helped it become what it is today...," added Ms Tarannum Hasib, chief distribution officer, Canara HSBC Life Insurance.

Link: <http://uniindia.com/~canara-hsbc-oriental-bank-of-commerce-life-insurance-renames-itself-as-canara-hsbc-life-insurance/Business%20Economy/news/2758315.html#.Yqnhig7Z2dg.whatsapp>

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THE TIMES OF INDIA

Canara HSBC Life rebrands due to PNB exit

Mumbai: Canara HSBC OBC Life has renamed itself as Canara HSBC Life following its third partner Punjab National Bank's (PNB's) decision to exit. PNB had acquired a stake in the company following the amalgamation of Oriental Bank of Commerce (OBC). "Canara Bank sees a lot of potential in the life insurance business. We want to have a synergy with our subsidiaries, and we will hold on to them until their valuations are very attractive before we take a call on dilution, whether to HSBC or any other interested party. The second option is to go for an initial public offering," said LV Prabhakar, MD & CEO, Canara Bank and chairman of the insurance company. He added that he has asked the insurance company to pursue a doubling of insurance business in the next two years.

Currently, Canara Bank holds 51% in the insurance arm, HSBC holds 26% and PNB 23%. Following PNB's decision to exit, the stake is likely to be acquired by existing shareholders.

"We love this business, we love this company and would like to participate in its growth. HSBC just bought an insurance company globally. We have made a public comment on wanting to stay the course and increase the course, which we want to do on friendly terms," said HSBC India CEO Hitendra Dave.

Announcing the rebranding of the company, Canara HSBC Life MD Anuj Mathur said that the company has turned in a profit despite Rs 500 crore of additional claims due to Covid-19. "Our embedded value has gone up to Rs 3,848 crore, which is up 13% year-on-year," said Mathur. He added that the strategy was to diversify business beyond bancassurance, which brings in 88% of the business.

Link:https://timesofindia.indiatimes.com/business/india-business/canara-hsbc-life-rebrands-due-to-pnb-exit/articleshow/92239213.cms?utm_source=whatsapp&utm_medium=social&utm_campaign=TOIMobile

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Canara HSBC OBC Life Insurance rebranded as Canara HSBC Life Insurance

- All existing policyholders will continue to enjoy the benefits of its existing policies under the new brand identity

Canara HSBC Oriental Bank of Commerce Life Insurance on Wednesday rebranded and renamed itself as Canara HSBC Life Insurance and launched its first brand campaign #PromisesKaPartner aligned to its new positioning - 'Powering India to re-imagine their dreams and aspirations'.

Continuing with the legacy and the new brand identity, Canara HSBC Life Insurance will continue its transformational journey by bringing more thrust on customer touch points and introduce host of innovative products and digitally enabled services. The Company's new brand identity and its positioning embodies the promise to its customers that the Company stay true to its commitment and secure the lives of individuals and their loved ones by focusing on product innovation and customer centricity. All existing policy holders will continue to enjoy the benefits of its existing policies under the new brand identity.

Canara HSBC Life Insurance launched a 360-degree multimedia campaign across national and regional television channels, digital, and social media platforms to reassure Indians that it will be their partner in meeting all financial commitments and supporting their dependents and loved ones in challenging situation or circumstances of life. With its pan-India campaign, which is being promoted across various high-impact media properties the Company hopes to reach millions of customers and insurance intenders. Newly conceptualized TVCs by Canara HSBC Life Insurance signify three phases of life which brilliantly portrays how insurance product fulfills the dream of child savings, long term wealth accumulation and early retirement if adequately invested in a right approach. Pandemic has lead to last minute changes in long term financial goals of individuals; this is where the new campaign beautifully captures the changed promises/priorities that the Company wants to fulfill for their customers.

The company has embarked on an ambitious digital transformation journey and has also been investing in cloud-based technologies and micro-services-oriented architecture on a constant basis. Canara HSBC Life is developing a customer mobility platform that will provide a solid digital architecture for customer support and engagement. The company has recorded 105% growth in digital sales during the last financial year.

Individual New business premium income on weighted premium income (WPI) grew by 32% at Rs. 1,375 Cr. in FY 2021-22 Vs. Rs. 1,045 Cr. in previous year

Over the last five financial years, Company's individual new business premium (weighted premium income) has grown at a compounded annual rate of 18% while the overall industry has grown at about 10% CAGR

Industry ranking based on individual WPI at 10th in FY 2021-22 and Company's market share improved from 2.3% to 2.5% in FY 2021-22 amongst private insurers

Company's gross written premium has increased by 15% to Rs. 5,890 Cr. in FY 21-22 from Rs. 5,116 Cr. in FY20-21

Company's Individual claims settlement ratio stands at 98.6% for FY 21-22 and at overall level (Individual plus group) claim settlement ratio at 99.05%

Operating expense ratio (Opex to Gross Written Premium) stood at 12.0% for FY 21-22

Assets under management (AUM) grew by 20% at Rs. 26,294 Cr. as on March 31, 2022 Vs. Rs. 21,871 Cr. as on March 31, 2021

Company's solvency margin at 282% as on March 31, 2022

Company's Indian Embedded Value is Rs. 3,848 Cr. as on March 31, 2022

Company recorded profit for 10th year in a row, PBT for FY21-22 stood at Rs. 10 Cr.

L V Prabhakar, MD & CEO, Canara Bank & Chairman, Canara HSBC Life Insurance adds, "We are proud that our profitable bancassurance collaboration has enabled us to protect the financial goals of millions of customers. Canara HSBC Life Insurance is aimed towards increasing financial inclusion, insurance awareness and accelerating wealth generation for the clients. Under this partnership, the Bank is well placed to provide our customers a choice of life insurance products that best suits their needs and convenience. Our banking and digital channels are serves a very important medium for company to reach their perspective customer".

Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance said, "Our new brand identity coinciding with our 14th Foundation is in itself a matter of great pride. A decade of being profitable in the industry, Canara HSBC Life Insurance, under its new identity will continue to firmly stand its ground as a partner to fulfill the dreams and aspirations of millions of people in India. With our renewed promise towards protection and customer service, we will continue to reinforce our core brand ethos of client centricity and grow our digital and network presence, allowing customers to access our innovative products and best-in-class services on the go. I would also like to thank all our shareholders, distribution partners, customers and employees for their trust and continued support as we embark our new journey of being "Promises Ka Partner".

"The new logo is based on the Company's strong parentage, technology, and people - the three pillars that have helped it become what it is today. Our new campaign #PromisesKaPartner serves as a reminder and nudge to Indians to rethink their aspirations, as well as a promise from us to stand by our customers and assist them in keeping their promises. We will continue to look ahead as an organization and strengthen the strong brand while ensuring the new identity compliments our innovative offerings,

digital distribution, and improved customer servicing," added, Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance.

The company has well established distribution network in Tier 1, 2 and 3 markets and offers a vast portfolio of insurance products and solutions to its customers. The timing of the new renewed corporate brand aligns with the significant transformation that is taking place across the organization. Further, Canara HSBC Life Insurance's product suite offers more than 35 plans under child savings, long term savings, retirement solutions etc.

Canara Bank eyes 8-10% loan growth; rise in corporate credit this fiscal

Link: <https://www.livemint.com/companies/news/canara-hsbc-abc-life-insurance-rebranded-as-canara-hsbc-life-insurance-11655294928414.html>

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Canara Bank, HSBC see growth potential in life insurance JV

With the core business of Canara Bank remaining strong, the lender would like to fetch higher valuations for the JV. As of March 31, the valuation of the life insurance company stood at around Rs 3,800 crore.

While the state-owned Punjab National Bank (PNB) is in the process of selling its stake in Canara HSBC Oriental Bank of Commerce Life Insurance due to regulatory reasons, remaining shareholders Canara Bank and HSBC India are not planning to sell their stake as of now, as both the entities expect the business of the life insurance joint venture (JV) to grow going ahead.

The JV can tap the vast network of branches operated by Canara Bank, along with the synergies created by the collaboration with HSBC, Hitendra Dave, CEO of HSBC India, told reporters. He was speaking at an event where the insurer was rechristened as Canara HSBC Life Insurance.

With the PNB selling its stake in the insurer, the renaming of the company will give a better clarity to the customers, Canara Bank MD & CEO L V Prabhakar said.

“HSBC has made its views clear and we love this business, we love this company. Canara Bank has its vast network, but in a different segment and HSBC in a very niche segment. So, to the extent possible we would like to partner, but it is an independent decision of the shareholders,” he said.

On its part, Canara Bank, too, is not planning dilution of its stake in the life insurer as it believes that it can fetch better valuations going ahead, Prabhakar said.

With the core business of Canara Bank remaining strong, the lender would like to fetch higher valuations for the JV. As of March 31, the valuation of the life insurance company stood at around Rs 3,800 crore. The company has also yet posted a loss since its inception in 2008, Anuj Mathur, MD and CEO, Canara HSBC Life Insurance, said. However, the lender has not completely ruled out the option of selling its stake in the insurer.

“Canara Bank is waiting for an appropriate time where valuations are very attractive then the bank will take a call on dilution. As on date, Canara Bank will continue to remain with the subsidiary. But the option is always open. This is dilution in terms of selling to some interested party. Second option is we want every subsidiary of Canara Bank to go for an IPO, that option is also open,” Prabhakar said.

Currently, Canara HSBC Life Insurance is owned by three entities. Canara Bank is the majority shareholder at 51%, while HSBC India holds 26% and PNB holds 23% stake in the insurance company. Oriental Bank of Commerce (OBC) earlier held the stake in Canara HSBC Life Insurance, but the stake

was transferred to PNB after the merger. After the government-planned merger of OBC, PNB has to dilute its stake in the life insurance company as insurance regulations do not allow a bank to hold more than 10% stake in more than one insurance company.

Link: <https://www.financialexpress.com/industry/banking-finance/canara-bank-hsbc-see-growth-potential-in-life-insurance-jv/2562421/>

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Canara HSBC Life rebrands due to PNB exit

Canara HSBC OBC Life has renamed itself as Canara HSBC Life following its third partner Punjab National Bank's (PNB's) decision to exit. PNB had acquired a stake in the company following the amalgamation of Oriental Bank of Commerce (OBC).

Mumbai: Canara HSBC OBC Life has renamed itself as Canara HSBC Life following its third partner Punjab National Bank's (PNB's) decision to exit. PNB had acquired a stake in the company following the amalgamation of Oriental Bank of Commerce (OBC).

"Canara Bank sees a lot of potential in the life insurance business. We want to have a synergy with our subsidiaries, and we will hold on to them until their valuations are very attractive before we take a call on dilution, whether to HSBC or any other interested party. The second option is to go for an initial public offering," said LV Prabhakar, MD & CEO, Canara Bank and chairman of the insurance company. He added that he has asked the insurance company to pursue a doubling of insurance business in the next two years.

Currently, Canara Bank holds 51% in the insurance arm, HSBC holds 26% and PNB 23%. Following PNB's decision to exit, the stake is likely to be acquired by existing shareholders.

"We love this business, we love this company and would like to participate in its growth. HSBC just bought an insurance company globally. We have made a public comment on wanting to stay the course and increase the course, which we want to do on friendly terms," said HSBC India CEO Hitendra Dave.

Announcing the rebranding of the company, Canara HSBC Life MD Anuj Mathur said that the company has turned in a profit despite Rs 500 crore of additional claims due to Covid-19. "Our embedded value has gone up to Rs 3,848 crore, which is up 13% year-on-year," said Mathur. He added that the strategy was to diversify business beyond bancassurance, which brings in 88% of the business.

Link: <https://bfsi.economictimes.indiatimes.com/news/insurance/canara-hsbc-life-rebrands-due-to-pnb-exit/92242256>

Publication: ET BFSI	Page No: NA
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Stake dilution in life insurance subsidiary only when valuation is attractive: Canara Bank MD

Mumbai, Jun 15 (PTI) Public sector lender Canara Bank may look at diluting its stake in Canara HSBC Life Insurance at a time when the valuation of the life insurer will be attractive, its chairman L V Prabhakar said on Wednesday. The life insurance company is a joint venture between Canara Bank, HSBC Insurance (Asia Pacific) Holdings Ltd and Punjab National Bank (PNB). While Canara Bank holds 51 per cent stake in the company, HSBC and PNB's stake is at 26 per cent and 23 per cent, respectively.

"Canara Bank sees a lot of potential in its subsidiaries. As on date, the bank is very strong. With this strength and the strength of its subsidiaries, we want to have synergies wherein the subsidiaries will also have huge valuation going forward.

"We are waiting for an appropriate time when valuation is very attractive and then the bank will take a call on diluting its stake either to HSBC or to anyone else," Prabhakar, who is also the Chairman of Canara HSBC Life, told reporters.

Another option for diluting stake in the bank's subsidiaries will be through Initial Public Offering (IPO), he said.

The life insurer on Wednesday rebranded itself to Canara HSBC Life Insurance from earlier Canara HSBC Oriental Bank of Commerce Life Insurance.

Erstwhile lenders -- Oriental Bank of Commerce and United Bank of India were amalgamated with PNB in 2020.

In February this year, PNB informed exchanges that HSBC Insurance (Asia Pacific) Holdings Ltd had expressed its intention to acquire the bank's stake in the joint venture.

Prabhakar said so far PNB has not diluted its 23 per cent stake in the life insurer and it is a work-in-progress.

PNB also holds a 30 per cent stake in another life insurance joint venture -- PNB MetLife Insurance. As

per the Insurance Regulatory and Development Authority (IRDAI) regulation, a bank cannot hold more than 10 per cent stake in two life insurance companies simultaneously.

Prabhakar said he expects business of the life insurer to double in the coming two years.

Canara HSBC Life Insurance Managing Director and CEO Anuj Mathur said the individual new business premium income grew by 32 per cent to Rs 1,375 crore in fiscal 2021-22 as against Rs 1,045 crore in the year-ago period.

"In the last 7 years, we have grown by almost 24 per cent whereas the industry has grown by 12 per cent. So we will continue to outperform the industry. Last year also we registered 32 per cent growth in our new business premium whereas the industry grew by 15 per cent," Mathur said.

The company clocked a net profit of Rs 10 crore after the claim payouts in FY22. It had paid claims worth Rs 500 crore on account of the second wave of COVID-19.

As of March 31, 2022, its embedded value was at Rs 3,848 crore.

The embedded value is a measure of the consolidated value of shareholders' interest in the life insurance business.

Mathur said currently 12 per cent of its business comes from non-bancassurance channels and 88 per cent from bancassurance channel.

Going forward, the company will focus more on other channels for distribution of its products, Mathur said.

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Link: <https://bfsi.economictimes.indiatimes.com/news/banking/stake-dilution-in-life-insurance-subsidiary-only-when-valuation-is-attractive-canara-bank-md/92238275>

Publication: Asia Insurance Post	Page No: NA
Edition: National	Date: 15-06-2022



Stake dilution in life insurance subsidiary only when valuation is attractive: Canara Bank MD

Mumbai:Public sector lender Canara Bank may look at diluting its stake in Canara HSBC Life Insurance at a time when the valuation of the life insurer will be attractive, its chairman L V Prabhakar said on Wednesday.

The life insurance company is a joint venture between Canara Bank, HSBC Insurance (Asia Pacific) Holdings Ltd and Punjab National Bank (PNB). While Canara Bank holds 51 per cent stake in the company, HSBC and PNB's stake is at 26 per cent and 23 per cent, respectively.

"Canara Bank sees a lot of potential in its subsidiaries. As on date, the bank is very strong. With this strength and the strength of its subsidiaries, we want to have synergies wherein the subsidiaries will also have huge valuation going forward.

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Another option for diluting stake in the bank's subsidiaries will be through Initial Public Offering (IPO), he said.

With a new logo,the life insurer on Wednesday rebranded itself to Canara HSBC Life Insurance from earlier Canara HSBC Oriental Bank of Commerce Life Insurance.

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Mathur said currently 12 per cent of its business comes from non-bancassurance channels and 88 per cent from bancassurance channel.

Going forward, the company will focus more on other channels for distribution of its products, Mathur said.

"The new logo is based on the Company's strong parentage, technology, and people – the three pillars that have helped it become what it is today. Our new campaign #PromisesKaPartner serves as a reminder and nudge to Indians to rethink their aspirations, as well as a promise from us to stand by our customers and assist them in keeping their promises. We will continue to look ahead as an organization and strengthen the strong brand while ensuring the new identity compliments our innovative offerings, digital distribution, and improved customer servicing," added, Tarannum Hasib, chief distribution officer, Canara HSBC Life Insurance.

Link: <https://asiainsurancepost.com/archives/24232>

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THE HINDU **BusinessLine**

Canara Bank, HSBC see growth potential in life insurance JV-Business Journal



Life insurer rebrands and renames itself along with a new tagline; plans to set up 50 new branches in next 3-4 months, says MD & CEO Anuj Mathur

Canara HSBC Life Insurance, which is riding strong on its bancassurance model, wants to plumb deep into the large customer base of its promoter shareholder Canara Bank and is looking to double its penetration there from the current 1.5 per cent to 3 per cent over the next two years, Anuj Mathur, Managing Director & CEO, has said.

Mathur also said in the next 3-4 months, Canara HSBC Life Insurance will set up nearly 50 new standalone branches (besides the almost 10,000 branches of its shareholder banks), taking its overall branch network to 103 from 54 now.

The new physical branches of the life insurer are expected to enhance its footprint in Tier 2 and Tier 3 cities. They will be used both for customer service and for new business.

“Our decision to double the company’s branch network in next 3-4 months shows our confidence . You will not double up branches in three months if you are not very confident about business”, Mathur told *BusinessLine*.

Canara Bank, has a 51 per cent stake in Canara HSBC Life Insurance, and has a nearly ten crore customer base and a branch network of over 9,600 branches. HSBC has a 26 per cent stake, while the remaining 23 per cent is with PNB, which had subsumed Oriental Bank of Commerce under a three-way amalgamation.

This life insurer, which has completed fourteen years of existence and declared its maiden dividend in 2021-22, has now rebranded and renamed itself from Canara HSBC Oriental Bank of Commerce Life Insurance to Canara HSBC Life Insurance, as it charts its next leg of the growth journey.

“We will with new brand have a better customer connect. The new brand is a more vibrant brand than the previous one. In the past, our company name was too long and it was a bit of challenge to remember the name. Our new brand — which carries the brand of our two big promoter banks — is now quite vibrant and eye catchy”, Mathur said.

Along with the rebranding, the life insurer has after a gap of five years changed its tagline to “Promises Ka Partner”, reaffirming its positioning of being always with customer in the hour of their need.

Business performance

For the fiscal year 2021-22, Canara HSBC Life Insurance’s new business premium income on weighted premium income grew 32 per cent at ₹1,375 crore (₹1,045 crore). The life insurer’s gross written premium grew 15 per cent to ₹ 5,890 crore (₹ 5,116 crore).

“We expect our growth momentum to continue. Our growth this fiscal will continue to be superior to industry. We will be much ahead of what industry growth is going to be. Last fiscal we grew 32 per cent in individual new business premium income when industry grew 16 per cent. We see this trend this fiscal too”, Mathur said.

Mathur also made it clear that the life insurer was not looking to raise capital this fiscal year to support growth and pointed out that it had a comfortable solvency margin of 282 per cent as of March 31, 2022. Canara HSBC Life Insurance had an Indian embedded value of ₹ 3,828 crore and has, for the first time, entered into a select club of life insurers with a value of new business (VNB) margin of over 20 per cent. Asked as to what helped the life insurer post superior operating performance in 2021-22 in the difficult times, Mathur said “There was lot of support from shareholders. Our banca model helped as it is superior and the cost of customer acquisition is lower in this model. Moreover we had focused on cost

efficiency. This helped us declare our maiden dividend. There are very few companies who had entered dividend list even though they had started business in early 2000 itself”.

Although it will continue to ride primarily on the bancassurance model, this life insurer sees its alternate channels increase its contributions to overall revenue. However, according to Mathur, the company has no plans to focus on growing a full-blown agency channel.

Link - <https://www.thehindubusinessline.com/money-and-banking/canara-hsbc-life-aims-to-double-penetration-among-canara-banks-customer-base-in-2-years/article65543017.ece>

A&M PRINT

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NBT
नवभारत टाइम्स

हमारा फोकस पीएमजेजेबीवाई स्कीम व छोटे शहरों पर : अनुज माथुर

■ बिजनेस डेस्क, मुंबई: केनरा एचएसबीसी लाइफ इंश्योरेंस के एमडी एवं सीईओ अनुज माथुर ने कहा कि इंडस्ट्री के मुकाबले उनका न्यू बिजनेस प्रीमियम कलेक्शन 32 पसैंट ज्यादा रहा और इसकी पीछे अहम वजह पीएमजेजेबीवाई स्कीम व छोटे शहरों पर कंपनी की पहुंच भी है। उन्होंने कहा कि कंपनी ने पिछले वित्त वर्ष में डिजिटल विक्री में 105 पसैंट की ग्रोथ हासिल की और केनरा बैंक की दस हजार शाखाओं के जरिए आम आदमी को इंश्योरेंस के दायरे में लाने के मकसद ने वैल्यूशन, प्रॉफिट और बिजनेस को बढ़ाया। माथुर केनरा एचएसबीसी ओवीसी लाइफ इंश्योरेंस की रीब्रैंडिंग के मौके पर बोल रहे थे। कंपनी अब केनरा एचएसबीसी लाइफ इंश्योरेंस के नाम से सर्विस उपलब्ध कराएगी। कंपनी ने कहा कि सभी मौजूदा पॉलिसीधारक नई ब्रैंड पहचान के तहत अपनी मौजूदा पॉलिसी का लाभ उठाते रहेंगे। कंपनी ने 360 डिग्री कैम्पेन भी शुरू किया है। चेयरमैन एल. वी. प्रभाकर, एमडी एवं सीईओ अनुज माथुर और मुख्य वितरण अधिकारी तरन्नुम हसीव ने कहा कि कंपनी ने 'प्रॉमिसेस का पार्टनर' रीब्रैंड के तहत बच्चों के भविष्य, सेविंग और रिटायरमेंट प्लान्स को आगे बढ़ाएगी।

केनरा एचएसबीसी लाइफ का नया ऐड कैम्पेन

नई दिल्ली (वि.)। केनरा एचएसबीसी ओरिएंटल बैंक आफ कामर्स लाइफ इंश्योरेंस ने अपने ब्रांड का नाम बदलकर केनरा एचएसबीसी लाइफ इंश्योरेंस करने की घोषणा की है। इस मौके पर कंपनी ने 'भारत को अपने सपनों एवं महत्वाकांक्षाओं को साकार करने में सक्षम बनाने' के नए

दृष्टिकोण के साथ पहला ब्रांड कैम्पेन 'प्रॉमिसेस का पार्टनर' भी लांच किया है। ब्रांड को नई पहचान मिलने के साथ ही अपनी विरासत को बनाए रखते हुए केनरा एचएसबीसी लाइफ इंश्योरेंस अपनी बदलावकारी यात्रा को जारी रखेगा और कस्टमर टच प्वाइंट्स पर जोर देते हुए आधुनिक प्रोडक्ट्स एवं डिजिटल-इनेबल्ड सर्विसेज़ लाता रहेगा। इस अवसर पर केनरा बैंक के एमडी एवं सीईओ व केनरा बैंक एचएसबीसी लाइफ के चेयरमैन एलवी प्रभाकर ने कहा, 'हमें गर्व है कि अपनी लाभकारी बैंक एश्योरेंस साझेदारी के साथ हमने लाखों ग्राहकों के लिए आर्थिक लक्ष्यों को सुरक्षित करने में मदद की है। केनरा एचएसबीसी लाइफ इंश्योरेंस के एमडी एवं सीईओ अनुज माथुर ने कहा, '14वें स्थापना दिवस के मौके पर हमारे ब्रांड को नई पहचान मिलना, बेहद खुशी का अवसर है। यहां जारी एक अन्य विज्ञापित में बताया गया कि कंपनी ने पिछले वित्तीय वर्ष के दौरान डिजिटल सेल्स में 105 फीसद की बढ़ोतरी दर्ज की है। कंपनी के नए व्यवसाय की प्रीमियम आय 32 फीसद बढ़कर वित्तीय वर्ष 2021-22 में 1375 करोड़ रुपए हो गई जो पिछले साल 1045 करोड़ रुपए थी। पिछले पांच वित्तीय वर्षों में कंपनी की व्यक्तिगत नई व्यवसाय प्रीमियम आय 18 फीसद की संयुक्त सालाना दर से बढ़ी है, जबकि पूरा उद्योग तकरीबन 10 फीसद सीएजीआर की दर से बढ़ा है। कंपनी का सकल लिखित प्रीमियम 15 फीसद बढ़कर वित्तीय वर्ष 21-22 में ₹5890 करोड़ पर आ गया है जो वित्तीय वर्ष 20-21 में ₹5116 करोड़ था। कंपनी का व्यक्तिगत क्लेम सेटलमेन्ट रेशो वित्तीय वर्ष 21-22 में 98.6 फीसद रहा, और समग्र (व्यक्तिगत एवं सामूहिक) क्लेम सेटलमेन्ट रेशो 99.05 फीसद रहा।



A&M ONLINE

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ET **BRANDEQUITY.com**
From The Economic Times

Canara HSBC OBC announces rebranding with a new campaign



Canara HSBC oriental bank of commerce life insurance has rebranded and renamed itself as Canara HSBC life insurance.

The company has launched its first brand campaign 'Promises Ka Partner' aligned to its new positioning. Their campaign tagline is 'Powering India to re-imagine their dreams and aspirations'.

With its pan-India campaign, which is being promoted across various high impact media properties the company hopes to reach millions of customers and insurance intenders

The Television commercials signify three phases of life which portray how insurance products fulfil the dream of child savings, long term wealth accumulation and early retirement if adequately invested in a right approach.

The new campaign captures the changed promises and priorities that the company wants to fulfil for their customers.

With the new brand identity, the company will continue its transformational journey by bringing more thrust on customer touch points and introducing a host of innovative products and digitally enabled services.

The campaign is conceptualised by company's creative agency Leo Burnett. The three campaign film takes the audiences on an emotional journey as we see how people have reprioritised their lives over the past two years and how Canara HSBC life insurance is partnering them to fulfil their dreams that were lost amongst other priorities.

Saarthak Dutt, executive creative director, Leo Burnett, said, "The last two years opened up a new world of opportunities and rediscovered bonds. And with that we also saw a huge reordering of our priorities for both ourselves and our loved ones. With this insight at heart, we wanted to reassure audiences that Canara HSBC Life Insurance will be partnering with you in this journey of new promise."

L V Prabhakar, managing director and chief executive officer and chairman, Canara HSBC life insurance, said, "We are proud that our profitable bancassurance collaboration has enabled us to protect the financial goals of millions of customers. Canara HSBC Life Insurance is aimed towards increasing financial inclusion, insurance awareness and accelerating wealth generation for the clients. Under this partnership, the bank is well placed to provide our customers a choice of life insurance products that best suits their needs and convenience. Our banking and digital channels serve a very important medium for companies to reach their prospective customers."

Link - <https://brandequity.economictimes.indiatimes.com/news/marketing/canara-hsbc-abc-announces-rebranding-with-a-new-campaign/92253888>

Publication: Campaign India	Page No: NA
Edition: National	Date: 16-06-2022



Canara HSBC Life Insurance re-imagines forgotten dreams

Canara HSBC Life Insurance, has rolled out a campaign titled, 'promises re-imagined', to highlight its re-branded identity.

Conceptualised by Leo Burnett, the films aim to instil the message of how promises can change over time, but forgotten promises should also be fulfilled in a re-imagined way.

The first film 'pilot' features a father and son duo. The father, looking at an aeroplane passing by, calls out to his son saying, 'captain, your love for planes has ended?' To which the son replies that he now wishes to become a doctor. He shared that the reason he wants to become a doctor is because of there was a shortage of doctors, when his grandfather felt sick the year before. His father tells him that he can do both, and calls him a 'flying doctor'.

The second film 'birthday' showcases a couple at a dinner table. The man brings a cake to the table and wishes his wife a happy birthday. The wife says thank you and gives him a return gift. The return gift turns out to be a business card. The wife shares that her policy has matured and the husband's dream of opening up a cafe can now be fulfilled.

The third film 'trek' depicts a couple on a hike. The husband tells the wife that if she wants to live in the mountains, she needs to develop stamina. As they are progressing on their hike, the husband asks her how she would like her retirement home to be. The wife points at a house she likes, but to her surprise she sees that the nameplate has their own names. She finds out that the husband has brought the house for them for early retirement.

Anuj Mathur, managing director and CEO, Canara HSBC Life Insurance, said, "We have had a customer-centric approach since inception and have always believed in the ethos of making and fulfilling promises. Gloriously completing 14 years of the company's business, we are proud to launch our new holistic campaign. The company will continue to firmly stand its ground to accomplish its dreams and aspirations with the new avatar. With our renewed promise of protection and customer service, we will continue to reinforce our core brand ethos and grow our digital and network presence, allowing customers to access our innovative products and best-in-class services on the go."

Tarannum Hasib, chief distribution officer, Canara HSBC Life Insurance, said, "We have always strived to be enablers of our customers in keeping their word to their loved ones. Now, when a different world requires them to rethink these promises and work towards new ones, we want to assure them that their #PromisesKaPartner in doing so hasn't changed. While our customers rejig their priority list, we revamped our style to portray the renewed enthusiasm and flexibility we have to fulfil these new promises. We reflected on our dreams and the promises we had on our minds and adapted them to what we felt was now of importance. We have come back with a fresh look and energy for our

customers. Customer centricity and agility are at the core of our organisational philosophy, so it comes naturally to us to pivot along with the changing promises of our customers.”

Saarthak Dutt, executive creative director, Leo Burnett, said, “The last two years opened up a new world of opportunities and rediscovered bonds. And with that, we also saw a huge reordering of our priorities for both ourselves and our loved ones. With this insight at heart, we wanted to reassure audiences that Canara HSBC Life Insurance will be partnering with you in this journey of new promises.”

Link - <https://www.campaignindia.in/video/canara-hsbc-life-insurance-re-imagines-forgotten-dreams/478643>

Publication: FE Brandwagon	Page No: NA
Edition: National	Date: 30-06-2022



Work That Speaks | Ad Reviews | 22 to 30 June 2022

Canara HSBC Life | Promises Ka Partner



Positioning itself as a partner who helps you keep your promises to loved ones is a winner. Even if the larger thought has been explored before in the category, the storylines and executions come across as fresh.

Link: <https://www.financialexpress.com/brandwagon/work-that-speaks-ad-reviews-22-to-30-june-2022/2574251/>

Publication: Free Press Journal	Page No: na
Edition: National	Date: 15-06-2022

THE FREE PRESS JOURNAL

Canara HSBC OBC Life Insurance renews commitment to its customers with Canara HSBC Life Insurance rebranding



Canara HSBC Oriental Bank of Commerce Life Insurance on Wednesday rebranded and renamed itself as Canara HSBC Life Insurance and launched its first brand campaign #PromisesKaPartner aligned to its new positioning - 'Powering India to re-imagine their dreams and aspirations'.

Continuing with the legacy and the new brand identity, Canara HSBC Life Insurance will continue its transformational journey by bringing more thrust on customer touch points and introduce host of innovative products and digitally enabled services. The Company's new brand identity and its positioning embodies the promise to its customers that the Company stay true to its commitment and secure the lives of individuals and their loved ones by focusing on product innovation and customer centricity. All existing policy holders will continue to enjoy the benefits of its existing policies under the new brand identity.

Canara HSBC Life Insurance launched a 360-degree multimedia campaign across national and regional television channels, digital, and social media platforms to reassure Indians that it will be their partner in meeting all financial commitments and supporting their dependents and loved ones in challenging situation or circumstances of life. With its pan-India campaign, which is being promoted across various high-impact media properties the Company hopes to reach millions of customers and insurance intenders. Newly conceptualized TVCs by Canara HSBC Life Insurance signify three phases of life which

brilliantly portrays how insurance product fulfills the dream of child savings, long term wealth accumulation and early retirement if adequately invested in a right approach. Pandemic has led to last minute changes in long term financial goals of individuals; this is where the new campaign beautifully captures the changed promises/priorities that the Company wants to fulfill for their customers.

The company has embarked on an ambitious digital transformation journey and has also been investing in cloud-based technologies and micro-services-oriented architecture on a constant basis. Canara HSBC Life is developing a customer mobility platform that will provide a solid digital architecture for customer support and engagement. The company has recorded 105% growth in digital sales during the last financial year.

- Individual New business premium income on weighted premium income (WPI) grew by 32% at Rs. 1,375 Cr. in FY 2021-22 Vs. Rs. 1,045 Cr. in previous year
- Over the last five financial years, Company's individual new business premium (weighted premium income) has grown at a compounded annual rate of 18% while the overall industry has grown at about 10% CAGR
- Industry ranking based on individual WPI at 10th in FY 2021-22 and Company's market share improved from 2.3% to 2.5% in FY 2021-22 amongst private insurers
- Company's gross written premium has increased by 15% to Rs. 5,890 Cr. in FY 21-22 from Rs. 5,116 Cr. in FY20-21
- Company's Individual claims settlement ratio stands at 98.6% for FY 21-22 and at overall level (Individual plus group) claim settlement ratio at 99.05%
- Operating expense ratio (Opex to Gross Written Premium) stood at 12.0% for FY 21-22
- Assets under management (AUM) grew by 20% at Rs. 26,294 Cr. as on March 31, 2022 Vs. Rs. 21,871 Cr. as on March 31, 2021
- Company's solvency margin at 282% as on March 31, 2022
- Company's Indian Embedded Value is Rs. 3,848 Cr. as on March 31, 2022
- Company recorded profit for 10th year in a row, PBT for FY21-22 stood at Rs. 10 Cr.

L V Prabhakar, MD & CEO, Canara Bank & Chairman, Canara HSBC Life Insurance adds, "We are proud that our profitable bancassurance collaboration has enabled us to protect the financial goals of millions of customers. Canara HSBC Life Insurance is aimed towards increasing financial inclusion, insurance awareness and accelerating wealth generation for the clients. Under this partnership, the Bank is well placed to provide our customers a choice of life insurance products that best suits their needs and convenience. Our banking and digital channels are serves a very important medium for company to reach their perspective customer".

Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance said, “Our new brand identity coinciding with our 14th Foundation is in itself a matter of great pride. A decade of being profitable in the industry, Canara HSBC Life Insurance, under its new identity will continue to firmly stand its ground as a partner to fulfill the dreams and aspirations of millions of people in India. With our renewed promise towards protection and customer service, we will continue to reinforce our core brand ethos of client centricity and grow our digital and network presence, allowing customers to access our innovative products and best-in-class services on the go. I would also like to thank all our shareholders, distribution partners, customers and employees for their trust and continued support as we embark our new journey of being “Promises Ka Partner”.

“The new logo is based on the Company's strong parentage, technology, and people - the three pillars that have helped it become what it is today. Our new campaign #PromisesKaPartner serves as a reminder and nudge to Indians to rethink their aspirations, as well as a promise from us to stand by our customers and assist them in keeping their promises. We will continue to look ahead as an organization and strengthen the strong brand while ensuring the new identity compliments our innovative offerings, digital distribution, and improved customer servicing,” added, Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance.

The company has well established distribution network in Tier 1, 2 and 3 markets and offers a vast portfolio of insurance products and solutions to its customers. The timing of the new renewed corporate brand aligns with the significant transformation that is taking place across the organization. Further, Canara HSBC Life Insurance's product suite offers more than 35 plans under child savings, long term savings, retirement solutions etc.

Link - <https://www.freepressjournal.in/business/canara-hsbc-life-insurance-rebrands-itself>

Publication: Adgully	Page No: NA
Edition: National	Date: 16-06-2022



Canara HSBC Life Insurance announces rebrand with 'Promises Re-imagined'

Canara HSBC Oriental Bank of Commerce Life Insurance today announced company's rebranding and renamed itself as Canara HSBC Life Insurance and launched its first brand campaign Promises Re-imagined aligned to its new positioning - 'Powering India to re-imagine their dreams and aspirations'. The campaign is conceptualized by Company's creative agency Leo Burnett.

Promises Re-imagined, a new campaign by Canara HSBC Life Insurance beautifully depicts a distinct message of how our promises changes overtime, but with such evolution of time our promises should ideally be met. Such promises don't need to be mixed with uncertainties bothering the financial situations of life.

Change has always been a part of everyone's life. However, sometimes it is also about adjusting financial goals in line with children's career objectives, while at others it is about giving oneself the flexibility to retire early and enjoy the golden years of life. It is also about sticking to any life goals that one may have set for themselves, especially if one has the financial means to do so.

Canara HSBC Life Insurance understands these modern facets of promises and believes that promises can be kept with good planning, regardless of life's changes. With this campaign, Canara HSBC Life Insurance reassures Indians that it will be their partner in meeting financial commitments and supporting their dependents and loved ones in difficult situations of life. The Company's commitment to assisting customers in keeping their promises has been conceptualized in the form of a subtle but expressive story where the protagonist urges to re-imagine their promises made to their loved ones.

Canara HSBC Life Insurance has launched three TVCs to extend the proposition of its offerings covering Retirement, Child Future and Savings Plan under the 360-degree brand campaign.

The 3-film campaign takes the audiences on an emotional journey as we see how people have reprioritised their lives over the past two years and how Canara HSBC is partnering them to fulfil their dreams that were lost amongst other priorities.

Speaking on the launch, Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance said, "We have had customer-centric approach since inception and have always believed in the ethos of making and fulfilling promises. Gloriously completing 14 years of Company's business, we are proud to launch our new holistic campaign "#PromisesKaPartner". The Company will continue to firmly stand its ground to accomplish its dreams and aspirations with the new avatar. With our renewed promise of protection and customer service, we will continue to reinforce our core brand ethos and grow our digital and

network presence, allowing customers to access our innovative products and best-in-class services on-the-go.”

“We have always strived to be enablers of our customers in keeping their word to their loved ones. Now, when a different world requires them to rethink these promises and work towards new ones, we want to assure them that their #PromisesKaPartner in doing so hasn’t changed. While our customers rejig their priority list, we revamped our style to portray the renewed enthusiasm and flexibility we have to fulfill these new promises. We reflected on our dreams and the promises we had on our minds and adapted them to what we felt was now of importance. We have come back with a fresh look and energy for our customers. Customer centricity and agility are at the core of our organizational philosophy, so it comes naturally to us to pivot along with the changing promises of our customers” added, Ms.

Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance.

Mr. Saarthak Dutt, Executive Creative Director, Leo Burnett adds, “The last two years opened up a new world of opportunities and rediscovered bonds. And with that we also saw a huge reordering of our priorities for both ourselves and our loved ones. With this insight at heart, we wanted to reassure audiences that Canara HSBC Life Insurance will be partnering with you in this journey of new promises”

The 360-degree multimedia campaign cuts across broadcast, digital, and social media platforms and will be aired on the national and regional television. The company hopes to reach million customers and insurance intenders with this pan-India campaign which is being promoted across various high-impact media properties

The company’s new brand identity and its positioning embodies the promise to its customers that the company will provide financial assurance to them and their loved ones by focusing on product innovation, customer centricity and digital capability. Continuing with the legacy and the new identity, Canara HSBC Life will continue its transformational journey by bringing more thrust on customer touch points and introduce host of innovative products and digitally enabled services. All existing policy holders will continue to maintain the benefits with no change in the policy terms and conditions under the new brand identity.

Link - <https://www.adgully.com/canara-hsbc-life-insurance-announces-rebrand-with-promises-re-imagined-119083.html>

Publication: Medianews4u	Page No: NA
Edition: National	Date: 17-06-2022



Canara HSBC Oriental Bank of Commerce Life Insurance rebrands as Canara HSBC Life Insurance

Mumbai: Canara HSBC Oriental Bank of Commerce Life Insurance today announced company's rebranding and renamed itself as Canara HSBC Life Insurance and launched its first brand campaign "Promises Re-imagined" aligned to its new positioning – 'Powering India to re-imagine their dreams and aspirations'. The campaign is conceptualized by Company's creative agency Leo Burnett. Promises Re-imagined, a new campaign by Canara HSBC Life Insurance beautifully depicts a distinct message of how our promises changes overtime, but with such evolution of time our promises should ideally be met. Such promises don't need to be mixed with uncertainties bothering the financial situations of life.

With this campaign, Canara HSBC Life Insurance reassures Indians that it will be their partner in meeting financial commitments and supporting their dependents and loved ones in difficult situations of life. Canara HSBC Life Insurance has launched three TVCs to extend the proposition of its offerings covering Retirement, Child Future and Savings Plan under the 360-degree brand campaign.



Anuj Mathur

Speaking on the launch, Anuj Mathur, MD & CEO, Canara HSBC Life Insurance said, "We have had customer-centric approach since inception and have always believed in the ethos of making and fulfilling promises. Gloriously completing 14 years of Company's business, we are proud to launch our new holistic campaign. The Company will continue to firmly stand its ground to accomplish its dreams and aspirations with the new avatar. With our renewed promise of protection and customer service, we will continue to reinforce our core brand ethos and grow our digital and network presence, allowing customers to access our innovative products and best-in-class services on-the-go."



Tarannum Hasib

“We have always strived to be enablers of our customers in keeping their word to their loved ones. Now, when a different world requires them to rethink these promises and work towards new ones, we want to assure them that their #PromisesKaPartner in doing so hasn’t changed. While our customers rejig their priority list, we revamped our style to portray the renewed enthusiasm and flexibility we have to fulfill these new promises. We reflected on our dreams and the promises we had on our minds and adapted them to what we felt was now of importance. We have come back with a fresh look and energy for our customers. Customer centricity and agility are at the core of our organizational philosophy, so it comes naturally to us to pivot along with the changing promises of our customers” said, Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance.

Saarthak Dutt, Executive Creative Director, Leo Burnett adds, “The last two years opened up a new world of opportunities and rediscovered bonds. And with that we also saw a huge reordering of our priorities for both ourselves and our loved ones. With this insight at heart, we wanted to reassure audiences that Canara HSBC Life Insurance will be partnering with you in this journey of new promises” The 360-degree multimedia campaign cuts across broadcast, digital, and social media platforms and will be aired on the national and regional television.

Link - <https://www.medianews4u.com/canara-hsbc-oriental-bank-of-commerce-life-insurance-rebrands-as-canara-hsbc-life-insurance/>

Publication: Best Media Info	Page No: NA
Edition: National	Date: 16-06-2022



Canara HSBC Life Insurance launches ‘Promises Re-imagined’ campaign; the first post its rebranding

Canara HSBC Oriental Bank of Commerce Life Insurance has announced the company’s rebranding and renamed itself Canara HSBC Life Insurance. It has also launched its first brand campaign “Promises Re-imagined” aligned to its new positioning - ‘Powering India to re-imagine their dreams and aspirations’.

The campaign is conceptualised by the company’s creative agency Leo Burnett.

The campaign depicts a distinct message of how our promises change over time, but with such evolution over time, our promises should ideally be met. Such promises don’t need to be mixed with uncertainties bothering the financial situations of life.

Change has always been a part of everyone’s life. However, sometimes it is also about adjusting financial goals in line with children’s career objectives, while at others it is about giving oneself the flexibility to retire early and enjoy the golden years of life. It is also about sticking to any life goals that one may have set for themselves, especially if one has the financial means to do so.

With this campaign, Canara HSBC Life Insurance reassures Indians that it will be their partner in meeting financial commitments and supporting their dependents and loved ones in difficult situations of life. The company’s commitment to assisting customers in keeping their promises has been conceptualised in the form of a subtle but expressive story where the protagonist urges to re-imagine their promises made to their loved ones.

Canara HSBC Life Insurance has launched three TVCs to extend the proposition of its offerings covering Retirement, Child Future and Savings Plan under the 360-degree brand campaign.

Anuj Mathur, MD and CEO, Canara HSBC Life Insurance, said, “We have had a customer-centric approach since inception and have always believed in the ethos of making and fulfilling promises. Gloriously completing 14 years of the company’s business, we are proud to launch our new holistic campaign. The company will continue to firmly stand its ground to accomplish its dreams and aspirations with the new avatar. With our renewed promise of protection and customer service, we will continue to reinforce our core brand ethos and grow our digital and network presence, allowing customers to access our innovative products and best-in-class services on the go.”

“We have always strived to be enablers of our customers in keeping their word to their loved ones. Now, when a different world requires them to rethink these promises and work towards new ones, we want to assure them that their #PromisesKaPartner in doing so hasn’t changed. While our customers rejig their priority list, we revamped our style to portray the renewed enthusiasm and flexibility we have to fulfil these new promises. We reflected on our dreams and the promises we had on our minds and adapted them to what we felt was now of importance. We have come back with a fresh look and energy for our customers. Customer centricity and agility are at the core of our organizational philosophy, so it comes naturally to us to pivot along with the changing promises of our customers” added, Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance.

Saarthak Dutt, Executive Creative Director, Leo Burnett, added, "The last two years opened up a new world of opportunities and rediscovered bonds. And with that, we also saw a huge reordering of our priorities for both ourselves and our loved ones. With this insight at heart, we wanted to reassure audiences that Canara HSBC Life Insurance will be partnering with you in this journey of new promises"

The 360-degree multimedia campaign cuts across broadcast, digital, and social media platforms and will be aired on national and regional television. The company hopes to reach a million customers and insurance intenders with this pan-India campaign which is being promoted across various high-impact media properties

Link - <https://bestmediainfo.com.cdn.ampproject.org/c/s/bestmediainfo.com/amp/2022/06/canara-hsbc-life-insurance-launches-promises-reimagined-campaign-the-first-post-its-rebranding>

Publication: Media Brief	Page No: NA
Edition: National	Date: 16-06-2022



Campaigns We Like: Canara HSBC Life Insurance rolls out three slice-of-life campaigns under #PromisesKaPartner

Canara HSBC Oriental Bank of Commerce Life Insurance announced company's rebranding and renamed itself as Canara HSBC Life Insurance and launched its first brand campaign Promises Re-imagined aligned to its new positioning – 'Powering India to re-imagine their dreams and aspirations'. The campaign is conceptualized by Company's creative agency Leo Burnett.

Promises Re-imagined, a new campaign by Canara HSBC Life Insurance beautifully depicts a distinct message of how our promises changes overtime, but with such evolution of time our promises should ideally be met. Such promises don't need to be mixed with uncertainties bothering the financial situations of life.

Change has always been a part of everyone's life. However, sometimes it is also about adjusting financial goals in line with children's career objectives, while at others it is about giving oneself the flexibility to retire early and enjoy the golden years of life. It is also about sticking to any life goals that one may have set for themselves, especially if one has the financial means to do so.

Canara HSBC Life Insurance understands these modern facets of promises and believes that promises can be kept with good planning, regardless of life's changes. With this campaign, Canara HSBC Life Insurance reassures Indians that it will be their partner in meeting financial commitments and supporting their dependents and loved ones in difficult situations of life. The Company's commitment to assisting customers in keeping their promises has been conceptualized in the form of a subtle but expressive story where the protagonist urges to re-imagine their promises made to their loved ones.

Canara HSBC Life Insurance has launched three TVCs to extend the proposition of its offerings covering Retirement, Child Future and Savings Plan under the 360-degree brand campaign.

The 3-film campaign takes the audiences on an emotional journey as we see how people have reprioritised their lives over the past two years and how Canara HSBC is partnering them to fulfil their dreams that were lost amongst other priorities.

Speaking on the launch, Anuj Mathur, MD & CEO, Canara HSBC Life Insurance, said, "We have had customer-centric approach since inception and have always believed in the ethos of making and fulfilling promises. Gloriously completing 14 years of Company's business, we are proud to launch our new holistic campaign "#PromisesKaPartner".

"The Company will continue to firmly stand its ground to accomplish its dreams and aspirations with the new avatar. With our renewed promise of protection and customer service, we will continue to reinforce our core brand ethos and grow our digital and network presence, allowing customers to access our innovative products and best-in-class services on-the-go," Mathur said.

Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance, said, “We have always strived to be enablers of our customers in keeping their word to their loved ones. Now, when a different world requires them to rethink these promises and work towards new ones, we want to assure them that their #PromisesKaPartner in doing so hasn’t changed. While our customers rejig their priority list, we revamped our style to portray the renewed enthusiasm and flexibility we have to fulfill these new promises.

“We reflected on our dreams and the promises we had on our minds and adapted them to what we felt was now of importance. We have come back with a fresh look and energy for our customers. Customer centricity and agility are at the core of our organizational philosophy, so it comes naturally to us to pivot along with the changing promises of our customer,” Hasib said.

Saarthak Dutt, Executive Creative Director, Leo Burnett, said, “The last two years opened up a new world of opportunities and rediscovered bonds. And with that we also saw a huge reordering of our priorities for both ourselves and our loved ones. With this insight at heart, we wanted to reassure audiences that Canara HSBC Life Insurance will be partnering with you in this journey of new promises”

The 360-degree multimedia campaign cuts across broadcast, digital, and social media platforms and will be aired on the national and regional television. The company hopes to reach million customers and insurance intenders with this pan-India campaign which is being promoted across various high-impact media properties

The company’s new brand identity and its positioning embodies the promise to its customers that the company will provide financial assurance to them and their loved ones by focusing on product innovation, customer centricity and digital capability. Continuing with the legacy and the new identity, Canara HSBC Life will continue its transformational journey by bringing more thrust on customer touch points and introduce host of innovative products and digitally enabled services. All existing policy holders will continue to maintain the benefits with no change in the policy terms and conditions under the new brand identity.

Link - <https://mediabrief.com/campaigns-we-like-canara-hsbc-life-insurance-promiseskapartner/>

Publication: Exchange 4 Media	Page No: NA
Edition: National	Date: 19-06-2022



Canara HSBC Life Insurance launches new campaign, 'Promises Re-imagined'



Canara HSBC Oriental Bank of Commerce Life Insurance today announced company's rebranding and renamed itself as Canara HSBC Life Insurance and launched its first brand campaign "Promises Re-imagined" aligned to its new positioning - 'Powering India to re-imagine their dreams and aspirations'. The campaign is conceptualized by Company's creative agency Leo Burnett.

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Change has always been a part of everyone's life. However, sometimes it is also about adjusting financial goals in line with children's career objectives, while at others it is about giving oneself the flexibility to retire early and enjoy the golden years of life. It is also about sticking to any life goals that one may have set for themselves, especially if one has the financial means to do so.

Canara HSBC Life Insurance understands these modern facets of promises and believes that promises can be kept with good planning, regardless of life's changes. With this campaign, Canara HSBC Life Insurance reassures Indians that it will be their partner in meeting financial commitments and supporting their dependents and loved ones in difficult situations of life. The Company's commitment to assisting customers in keeping their promises has been conceptualized in the form of a subtle but expressive story where the protagonist urges to re-imagine their promises made to their loved ones.

Canara HSBC Life Insurance has launched three TVCs to extend the proposition of its offerings covering Retirement, Child Future and Savings Plan under the 360-degree brand campaign.

The 3-film campaign takes the audiences on an emotional journey as we see how people have reprioritised their lives over the past two years and how Canara HSBC Life Insurance is partnering them to fulfil their dreams that were lost amongst other priorities.

Speaking on the launch, Anuj Mathur, MD & CEO, Canara HSBC Life Insurance said, “We have had customer-centric approach since inception and have always believed in the ethos of making and fulfilling promises. Gloriously completing 14 years of Company’s business, we are proud to launch our new holistic campaign. The Company will continue to firmly stand its ground to accomplish its dreams and aspirations with the new avatar. With our renewed promise of protection and customer service, we will continue to reinforce our core brand ethos and grow our digital and network presence, allowing customers to access our innovative products and best-in-class services on-the-go.”

“We have always strived to be enablers of our customers in keeping their word to their loved ones. Now, when a different world requires them to rethink these promises and work towards new ones, we want to assure them that their #PromisesKaPartner in doing so hasn’t changed. While our customers rejig their priority list, we revamped our style to portray the renewed enthusiasm and flexibility we have to fulfill these new promises. We reflected on our dreams and the promises we had on our minds and adapted them to what we felt was now of importance. We have come back with a fresh look and energy for our customers. Customer centricity and agility are at the core of our organizational philosophy, so it comes naturally to us to pivot along with the changing promises of our customers” added, Ms. Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance.

Saarthak Dutt, Executive Creative Director, Leo Burnett adds, “The last two years opened up a new world of opportunities and rediscovered bonds. And with that we also saw a huge reordering of our priorities for both ourselves and our loved ones. With this insight at heart, we wanted to reassure audiences that Canara HSBC Life Insurance will be partnering with you in this journey of new promises”

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The company’s new brand identity and its positioning embodies the promise to its customers that the company will provide financial assurance to them and their loved ones by focusing on product innovation, customer centricity and digital capability. Continuing with the legacy and the new identity, Canara HSBC Life will continue its transformational journey by bringing more thrust on customer touch points and introduce host of innovative products and digitally enabled services. All existing policy holders will continue to maintain the benefits with no change in the policy terms and conditions under the new brand identity.

Link - <https://www.exchange4media.com/advertising-news/canara-hsbc-life-insurance-launches-new-campaign-promises-re-imagined-120892.html>

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Edition: National	Date: 16-06-2022



From 'Anupam Ki Shaadi' to 'Dadho Sutho': Ads that stood out this fortnight

The Indian adland never disappoints when it comes to giving out some amazing creative pieces to the audience. This fortnight too was no different. A number of humorous, heartfelt, and interesting campaigns made their way to the viewers and left them impressed. Here are the best ads released between June 03 and June 17, 2022.

Please note, this is not a ranking of ads in any manner. The brands have been arranged alphabetically.

AkzoNobel 'Parul aur Painter'

In its first-ever consumer campaign for Dulux Aquatech, AkzoNobel released a humorous digital campaign featuring the unpredictable love story of 'Parul aur Painter'. Conceived by Mullen Lintas Delhi, the campaign hinges on the protagonists and starts with the fun disclaimer 'Thanks to Dulux Aquatech for not coming between this love story'.

Astral Pipes 'Dadho Sutho'

In yet another funny campaign, Astral Pipes channeled the Sindhi energy of actor Ranveer Singh to showcase the importance of good quality pipes while making a home. Created by The Womb, the campaign is based on the fact that most people spend lavishly on interiors, like lights and other furnishings while making their dream home. But when it comes to pipes, people often end up choosing inferior pipes because of low awareness and lack of knowledge about good piping. Also, the pipes are concealed behind the wall with a no 'show off' value, so ignoring the importance of pipes jeopardises the entire house.

boAt Watch Xtend '#MoreInEveryday'

boAt's new campaign promoting its Alexa Built-in smartwatch, boAt Xtend, shines the spotlight on GenZ and how they like to extract the most out of every hour, every day. Aptly titled #MoreInEveryday, the campaign effectively brings out the various intelligent features of the watch—from setting reminders to counting calories—that complement the GenZ way of life.

Canara HSBC Life 'Promises Reimagined'

Conceptualised by Leo Burnett, the multi-film campaign by Canara HSBC Life highlights the company's re-branded identity via the message of how promises can change over time, but forgotten promises should also be fulfilled in a re-imagined way. The films are written very well and talk about the brand promise very clearly.

Shaadi.com 'Anupam Ki Shaadi'

Conceptualised by the in-house team, the film depicts the journey of the company over the last 20 years through the lens of Mittal. It features how his life story led to the birth of Shaadi.com and the numerous roadblocks that he had to face to turn his dream venture into a reality. The film aims to spread the message of entrepreneurship, togetherness, and perseverance, as shared by the brand.

Link - <https://www.exchange4media.com/advertising-news/from-anupam-ki-shaadi-to-dadho-sutho-ads-that-stood-out-this-fortnight-120902.html>