



Canara HSBC OBC Life Insurance

Media Coverage Report

Canara HSBC OBC Life Insurance

“International Women’s Day Campaign -

#ComplimentNotCompare”

Dated: March 2022

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Women's Day 2022: Canara HSBC OBC highlights how comparison is not a compliment through new ad

Canara HSBC OBC Life Insurance has unveiled its Women's Day campaign titled 'Compliment not compare', encouraging people to be conscious of their subconscious bias towards women in real life.

The campaign has been conceptualized and executed by Leo Burnett and it calls out the back handed compliments that people give women by comparing them to a man.

The digital film narrates the story of a woman who is much loved and admired by her family but whenever they compliment her about anything, they compare her to a man by saying things like 'she's not my daughter-in-law, or 'I consult you before taking decisions because you're the man'. The film ends with the protagonist asking, "Why compliments to women are always about comparisons?"

Tarannum Hasib, chief distribution officer, Canara HSBC OBC Life Insurance, said, "These comparisons, meant as compliments, have long been normalized. We wanted to hold up the mirror and make people pause and think. With such messaging, we are hopeful that the next time someone is complimenting a woman; they will stay away from comparisons and celebrate the woman for who she is. At the core of our brand lie integrity, respect, diversity and equality. We value individuals for who they are, we celebrate the success of all our employees alike, irrespective of their genders."

Social media campaign is a step ahead in the direction of creating awareness that we as a society have some ground to cover when it comes to valuing the women around us and what better occasion than International Women's Day to make this promise to #ComplimentNotCompare?" Hasib added.

The campaign has been published across all social media channels of the company.

Link: <https://brandequity.economictimes.indiatimes.com/news/advertising/womens-day-2022-canara-hsbc-obc-highlights-how-comparison-is-not-a-compliment-through-new-ad/90072792>

Publication: Adgully	Page No: NA
Edition: National	Date: 08-03-2022



Canara HSBC OBC Life Insurance celebrates woman's individuality

In a heartfelt campaign launched by Canara HSBC OBC Life Insurance, the company urges people to be conscious of being biased towards women in real life. The campaign #ComplimentNotCompare conceptualized and executed by Leo Burnett, debunks the misguided notion – 'being compared to a man, in any aspect of life is a compliment to women'.

The exclusive digital campaign launched by company narrates the story of every woman who is much loved and admired by her family and colleagues alike. However, her contribution and achievements are appreciated and complimented by being compared to one or the others in different roles, be at home or professional front. Women intentionally or unintentionally are compared to their counterparts throughout their lives which doesn't fall right in true sense when we look at the campaign. The film ends with the protagonist asking a thought-provoking question – "Why compliments to women are always about comparisons"? Women have their own individuality and it is high time that society should understand that such comparisons don't sync-in right in today's world.

Ms. Tarannum Hasib, Chief Distribution Officer at Canara HSBC OBC Life Insurance says, *"These comparisons, meant as compliments, have long been normalized. We wanted to hold up the mirror and make people pause and think. With such messaging, we are hopeful that the next time someone is complimenting a woman; they will stay away from comparisons and celebrate the woman for who she is. At the core of our brand lie integrity, respect, diversity and equality. We value individuals for who they are, we celebrate the success of all our employees alike, irrespective of their genders.*

Social media campaign is a step ahead in the direction of creating awareness that we as a society have some ground to cover when it comes to valuing the women around us and what better occasion than International Women's Day to make this promise to #ComplimentNotCompare?" Ms. Hasib added further.

Link: <https://www.adgully.com/canara-hsbc-obc-life-insurance-celebrates-woman-s->

Publication: Exchange4media	Page No: NA
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Canara HSBC OBC Life Insurance's campaign celebrates women's individuality

In a heartfelt campaign launched by Canara HSBC OBC Life Insurance, the company urges people to be conscious of being biased towards women in real life. The campaign #ComplimentNotCompare conceptualized and executed by Leo Burnett, debunks the misguided notion – 'being compared to a man, in any aspect of life is a compliment to women'.

The exclusive digital campaign launched by the company narrates the story of every woman who is much loved and admired by her family and colleagues alike. However, her contribution and achievements are appreciated and complimented by being compared to one or the others in different roles, be it at home or professional front. Women intentionally or unintentionally are compared to their counterparts throughout their lives which doesn't fall right in true sense when we look at the campaign. The film ends with the protagonist asking a thought-provoking question – "Why compliments to women are always about comparisons"? Women have their own individuality and it is high time that society should understand that such comparisons don't sync-in right in today's world.

Tarannum Hasib, Chief Distribution Officer at Canara HSBC OBC Life Insurance says, "These comparisons, meant as compliments, have long been normalized. We wanted to hold up the mirror and make people pause and think. With such messaging, we are hopeful that the next time someone is complimenting a woman; they will stay away from comparisons and celebrate the woman for who she is. At the core of our brand lie integrity, respect, diversity and equality. We value individuals for who they are, we celebrate the success of all our employees alike, irrespective of their genders.

Social media campaign is a step ahead in the direction of creating awareness that we as a society have some ground to cover when it comes to valuing the women around us and what better occasion than International Women's Day to make this promise to #ComplimentNotCompare?" Ms. Hasib added further. Campaign is put live across all social media channels of the company.

Link: <https://www.exchange4media.com/advertising-news/canara-hsbc-obc-life-insurances-campaign-celebrates-womens-individuality-118911.html>
[individuality-114919.html](https://www.exchange4media.com/advertising-news/canara-hsbc-obc-life-insurances-campaign-celebrates-womens-individuality-114919.html)

Publication: The Hindu	Page No: NA
Edition: National	Date: 08-03-2022

THE HINDU

Nita Ambani unveils Women Empowerment platform ‘Her Circle’ in Hindi

On the occasion of International Women’s Day this year, Nita M. Ambani, Founder-Chairperson of Reliance Foundation announced that Her Circle, an initiative that synergizes women’s power with the power of digital revolution is now expanding into the multilingual space with the launch of a Her Circle Hindi app on Tuesday.

Her Circle was originally founded and launched by Ms. Ambani a year ago and the digital platform for women has achieved an overall reach of 42 million.

Unveiling the Her Circle Hindi App, Ms. Ambani said, “Her Circle is an evolving platform meant for all women, irrespective of region and language. I want our reach and support to expand un-hindered.”

“And to reach more women in their language of ease, we are first launching Her Circle in Hindi. We go live in March 2022 and I hope it gets as much love as the English platform has received till now,” she added.

In addition to the introduction of the Hindi App, Ms. Ambani celebrated the first anniversary of Her Circle by featuring on its first-ever digital cover and giving an exclusive interview.

Her Circle’s first-year milestones cover a large list of goals across digital usage and networking. Thousands of job opportunities curated and listed for users have connected them to the right career choice, Reliance Foundation said.

“The extensive masterclasses on how to become a professional makeup artiste, food stylist, fitness trainer, dog trainer, radio jockey has found serious takers. With 30,000 registered entrepreneurs on our network, we have a community of women looking to collaborate and rise together,” it said.

The network of Sir HN Reliance Hospital medical experts provide free health and medical advice within 24 hours on specialties ranging from mental wellness, physical fitness, skincare, gynecological concerns, counselling. Thousands of women have benefitted from this timely service, it added.

‘Empowering women, a long way to go’

Meanwhile women from the corporate sector speaking on this year’s theme “Gender equality today for a sustainable tomorrow” said this would go a long way in empowering women.

Sujaya Moghepadhye, Senior Vice President, Investor Relation, Macleods Pharmaceuticals Ltd, Founder and Chairman - Jaya Foundation said, “Women are – and always have been – about sustainability.”

“Women protect the environment. Women nurture. Women sustain lives. Women raise and bring up humanity itself. This is a day to pay tribute to all women who are helping build a more sustainable future for all,” she said.

“Advancing gender equality in the context of the climate crisis and disaster risk reduction is one of the greatest global challenges of the 21st century. Environmental degradation affects the weak and vulnerable the most. Women are more dependent on the natural resources; hence more susceptible to climate changes and environmental decay,” she added.

Dr. Saloni Wagh, Executive Director, Supriya Life science Ltd said, “Women are more effective in bringing about an endemic change in behavioral patterns that will save the environment and the climates. Women across the world are involved in sustainability initiatives even as they multi-task their corporate duties and responsibilities.”

“As a human race, we are all duty-bound to empower women to lead the efforts for a more sustainable future by adopting methods that are essential for sustainable development and greater gender equality,” she said.

“Without gender equality today, a sustainable future, and an equal future, remains beyond our reach. So here’s calling out to all women to demand a far greater role in the ESG management of our environment, our companies and our lives,” she added.

Canara HSBC OBC Life Insurance said it has unveiled a campaign called #ComplimentNotCompare that urges people to be conscious of their bias against women in everyday life.

The campaign conceptualized and executed by Leo Burnett, debunks the misguided notion – ‘being compared to a man, in any aspect of life is a compliment to women’.

Link: <https://www.thehindu.com/business/nita-ambani-unveils-women-empowerment-platform-her-circle-in-hindi/article65203997.ece>

Publication: Pocket News	Page No: NA
Edition: National	Date: 08-03-2022

POKCET NEWS

Nita Ambani unveils Women Empowerment platform ‘Her Circle’ in Hindi

On the event of Worldwide Ladies’ Day this 12 months, Nita M. Ambani, Founder-Chairperson of Reliance Basis introduced that Her Circle, an initiative that synergizes girls’ energy with the ability of digital revolution is now increasing into the multilingual house with the launch of a Her Circle Hindi app on Tuesday.

Her Circle was initially based and launched by Ms. Ambani 12 months in the past and the digital platform for ladies has achieved a general attain of 42 million.

Unveiling the Her Circle Hindi App, Ms. Ambani stated, “Her Circle is an evolving platform meant for all girls, regardless of area and language. I would like our attain and help to develop un-hindered.”

“And to succeed in extra girls of their language of ease, we’re first launching Her Circle in Hindi. We go dwell in March 2022 and I hope it will get as a lot of love because the English platform has acquired until now,” she added.

Along with the introduction of the Hindi App, Ms. Ambani celebrated the primary anniversary of Her Circle by that includes on its first-ever digital cowl and giving a unique interview.

Her Circle’s first-year milestones cowl a big record of objectives throughout digital utilization and networking. Hundreds of job alternatives curated and listed for customers have linked them to the proper profession selection, Reliance Basis stated.

“The in-depth masterclasses on how you can change into an expert make-up artiste, meals stylist, health coach, canine coach, radio jockey has discovered critical takers. With 30,000 registered entrepreneurs on our community, we now have a neighborhood of ladies seeking to collaborate and rise collectively,” it stated.

The community of Sir HN Reliance Hospital medical specialists present free wellbeing and medical recommendation inside 24 hours on specialties starting from psychological wellness, bodily health, skincare, gynecological issues, counselling. Hundreds of ladies have benefitted from this well-timed service, it added.

‘Empowering girls, an extended method to go’

In the meantime girls from the company sector talking on this 12 months’ theme “Gender equality in the present day for a sustainable tomorrow” stated this is able to go a good distance in empowering girls.

Sujaya Moghepadhye, Senior Vice President, Investor Relation, Macleods Prescription drugs Ltd, Founder and Chairman – Jaya Basis stated, “Ladies are – and at all times have been – about sustainability.”

“Ladies defend the atmosphere. Ladies nurture. Ladies maintain lives. Ladies elevate and convey up humanity itself. This can be a day to pay tribute to all girls who’re serving to construct an extra sustainable future for all,” she stated.

Advancing gender equality within the context of the local weather disaster and catastrophe danger discount is likely one of the best international challenges of the twenty first century. Environmental degradation impacts the weak and susceptible essentially the most. Ladies are extra depending on the pure assets; therefore extra prone to local weather modifications and environmental decay,” she added.

Dr. Saloni Wagh, Government Director, Supriya Life science Ltd stated, “Ladies are simpler in bringing about an endemic change in behavioral patterns that can save the atmosphere and the climates. Ladies the world over are concerned in sustainability initiatives whilst they multi activity their company duties and duties.”

“As a human race, we’re all duty-bound to empower girls to guide the efforts for an extra sustainable future by adopting strategies which can be important for sustainable growth and higher gender equality,” she stated.

“Without gender equality in the present day, a sustainable future, and an equal future, stays past our attain. So right here’s calling out to all girls to demand a far higher function within the ESG administration of the environment, our corporations and our lives,” she added.

Canara HSBC OBC Life Insurance coverage stated it has unveiled a marketing campaign known as #ComplimentNotCompare that urges individuals to take heed to their bias in opposition to girls in on a regular basis life.

The marketing campaign conceptualized and executed by Leo Burnett, debunks the misguided notion – ‘being in comparison with a person, in any facet of life is a praise to girls.

Link: <https://pokcetnews.in/business-news/nita-ambani-unveils-women-empowerment-platform-her-circle-in-hindi/>

Publication: Global Prime News	Page No: NA
Edition: National	Date: 08-03-2022



Canara HSBC OBC Life Insurance campaign #ComplimentNotCompare celebrates woman's individuality without comparisons

New Delhi: March 8, 2022 (GPN)- In a heartfelt campaign launched by Canara HSBC OBC Life Insurance, the company urges people to be conscious of being biased towards women in real life. The campaign **#ComplimentNotCompare** conceptualized and executed by Leo Burnett, debunks the misguided notion – ‘being compared to a man, in any aspect of life is a compliment to women’.

The exclusive digital campaign launched by company narrates the story of every woman who is much loved and admired by her family and colleagues alike. However, her contribution and achievements are appreciated and complimented by being compared to one or the others in different roles, be at home or professional front. Women intentionally or unintentionally are compared to their counterparts throughout their lives which doesn't fall right in true sense when we look at the campaign. The film ends with the protagonist asking a thought-provoking question – “Why compliments to women are always about comparisons”? Women have their own individuality and it is high time that society should understand that such comparisons don't sync-in right in today's world.

Ms. Tarannum Hasib, Chief Distribution Officer at Canara HSBC OBC Life Insurance says, “*These comparisons, meant as compliments, have long been normalized. We wanted to hold up the mirror and make people pause and think. With such messaging, we are hopeful that the next time someone is complimenting a woman; they will stay away from comparisons and celebrate the woman for who she is. At the core of our brand lie integrity, respect, diversity and equality. We value individuals for who they are, we celebrate the success of all our employees alike, irrespective of their genders.*

Social media campaign is a step ahead in the direction of creating awareness that we as a society have some ground to cover when it comes to valuing the women around us and what better occasion than International Women's Day to make this promise to #ComplimentNotCompare?” Ms. Hasib added further.

Campaign is put live on the across all social media channels of the company.

Link: <https://globalprimenews.com/2022/03/08/canara-hsbc-obc-life-insurance-campaign-complimentnotcompare-celebrates-womans-individuality-without-comparisons/>

Publication: APN News	Page No: NA
Edition: National	Date: 09-03-2022



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New Delhi: In a heartfelt campaign launched by Canara HSBC OBC Life Insurance, the company urges people to be conscious of being biased towards women in real life. The campaign #ComplimentNotCompare conceptualized and executed by Leo Burnett, debunks the misguided notion – 'being compared to a man, in any aspect of life is a compliment to women'.

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Social media campaign is a step ahead in the direction of creating awareness that we as a society have some ground to cover when it comes to valuing the women around us and what better occasion than International Women's Day to make this promise to #ComplimentNotCompare?" Ms. Hasib added further.

Link: <https://www.apnnews.com/canara-hsbc-obc-life-insurance-campaign-complimentnotcompare-celebrates-womans-individuality-without-comparisons/>

Publication: The SME Times	Page No: NA
Edition: National	Date: 09-03-2022



Canara HSBC OBC Life Insurance campaign #ComplimentNotCompare celebrates woman’s individuality without comparisons

New Delhi, March 09, 2022: In a heartfelt campaign launched by Canara HSBC OBC Life Insurance, the company urges people to be conscious of being biased towards women in real life. The campaign #ComplimentNotCompare conceptualized and executed by Leo Burnett, debunks the misguided notion – ‘being compared to a man, in any aspect of life is a compliment to women’.

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Link: <http://thesmetimes.com/canara-hsbc-obc-life-insurance-campaign-complimentnotcompare-celebrates-womans-individuality-without-comparisons/>

Publication: City Air News	Page No: NA
Edition: National	Date: 09-03-2022

CITY AIR NEWS

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Link: <https://www.cityairnews.com/content/canara-hsbc-obc-life-insurance-campaign-celebrates-womans-individuality-without-comparisons>

Publication: Business News This Week	Page No: NA
Edition: National	Date: 10-03-2022



Canara HSBC OBC Life Insurance campaign #ComplimentNotCompare celebrates woman's individuality without comparisons

New Delhi, March 10, 2022: In a heartfelt campaign launched by Canara HSBC OBC Life Insurance, the company urges people to be conscious of being biased towards women in real life. The campaign #ComplimentNotCompare conceptualized and executed by Leo Burnett, debunks the misguided notion – ‘being compared to a man, in any aspect of life is a compliment to women’.

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Link: <http://businessnewsthisweek.com/business/canara-hsbc-obc-life-insurance-campaign-complimentnotcompare-celebrates-womans-individuality-without-comparisons/>

Publication: Online Media Cafe	Page No: NA
Edition: National	Date: 10-03-2022



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Link: <https://onlinemediacafe.com/business/canara-hsbc-obc-life-insurance-campaign-complimentnotcompare-celebrates-womans-individuality-without-comparisons/>

Publication: Content Media Solution	Page No: NA
Edition: National	Date: 10-03-2022



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Link: <https://contentmediasolution.com/business/canara-hsbc-obc-life-insurance-campaign-complimentnotcompare-celebrates-womans-individuality-without-comparisons/>

Publication: Media Bulletins	Page No: NA
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