

Canara HSBC Life Insurance launches 'Promises Forever', a social experiment inspiring families to talk openly about their finances this Promise Day

The digital film encourages partners and families to share essential financial information with their loved ones

New Delhi, 2nd February 2026: Canara HSBC Life Insurance Company Limited today announced the launch of '**Promises Forever**', an evocative digital film derived from a social experiment conducted by the Company, as part of its insight gathering ahead of **Promise Day 2026**. The initiative shines a light on a quiet but pressing issue within Indian households, *the reluctance to openly discuss financial matters with one's loved ones*.

The campaign is rooted in the insight that despite discussing everything from weekend plans to daily decisions, many family members hesitate when it comes to sharing details of their financial plans, bank accounts, investments, or insurance policies. This lack of conversation, unintended as it may be, can place families in a challenging position when faced with unforeseen situations. Many family members simply do not know where vital documents are kept, whom to contact, or what insurance coverage exists -- leading to delays and unclaimed benefits which would have supported families in time of need.

'Promises Forever' seeks to encourage and normalize these conversations by reframing financial preparedness as an act of love and responsibility, a promise every family member deserves to be part of. The film brings together four real-life families who are guided through a range of questions. The conversations begin playfully, exploring compatibility and daily habits, before progressing into deeper themes of financial awareness and preparedness.

What emerges is a striking contrast- while the couples display warmth, trust and emotional closeness, most are unaware of critical information such as bank account, policy ownership, coverage details, nominees, or what steps to take in an unexpected situation. **The experiment exposes a universal truth – even strong relationships often ignore financial transparency.** By presenting these authentic moments, the campaign invites viewers to reflect on their own lives and initiate conversations that are often postponed.

Speaking about the campaign, **Mr. Rishi Mathur, Chief Distribution Officer - Alternate Channels and Chief Marketing Officer, Canara HSBC Life Insurance**, said: *"The stark reality of huge unclaimed amounts in the financial sector drove us to engage with families and dig deeper into this social phenomenon. Critical conversations about bank accounts and insurance, even how to access our digital accounts, are often the conversations we postpone, even with our closest relationships. Hence, 'Promises Forever' is rooted in a simple but powerful truth – families thrive when information is shared, not siloed. We want to encourage families to replace this hesitation with openness, so they are better prepared to support one another through life's most important moments."*

Canara HSBC Life Insurance invites viewers to take the Promise Forever Pledge and commit to openly sharing their financial information with their loved ones. Take the Pledge here: <https://promisesforever.in>

The digital campaign is currently live on

Instagram- <https://www.instagram.com/reel/DUP1ObREjGu/?igsh=MWtlbHB5OHYwb3Fucg==>

YouTube- https://www.youtube.com/playlist?list=PLfY1QMTA-L6j8xybXzdiXYHtwyDQW_Z9X

Facebook- <https://www.facebook.com/share/v/1GULtMn9KK/>

X (Twitter)- <https://x.com/CanaraHSBCLI/status/2018228673414062423?s=20>

LinkedIn- <https://www.linkedin.com/feed/update/urn:li:activity:7423991633190506496>

About Canara HSBC Life Insurance:

Incorporated in 2007, Canara HSBC Life Insurance Company Limited is a joint venture promoted by Canara Bank (36.5 per cent) and HSBC Insurance (Asia Pacific) Holdings Limited (25.5 per cent). Punjab National Bank is also a shareholder of the Company, holding 13% as an investor, while the remaining 25% is held by other public shareholders and other investors. As a bancassurance-led insurance company with its corporate office at Gurugram, Haryana and more than 100 branch offices as of December 31, 2025, pan India, Canara HSBC Life brings together the trust and market knowledge of public and private banks.

For more than 17 years now, Canara HSBC Life Insurance has sold insurance products to customers through multiple channels and a well-diversified network of Canara Bank, HSBC Bank and its other bancassurance partners located in multiple [Tier 1, 2 and 3] cities across the country. Canara HSBC Life Insurance has a vast portfolio of life insurance solutions and offers various products across individual and group spaces comprising of life, term plans, retirement solutions, credit life and employee benefit segments through partner banks and digital.

With an aim to provide simpler insurance and faster claim process, Canara HSBC Life Insurance intends to keep the promises of their customers alive with their “Promises Ka Partner” philosophy.