

Gomantak Times

'Smart Sanchay Plan' launched

GT NEWSROOM: Continuing the tradition of delivering products with enhanced value for the customer under its 'SMART Solutions' umbrella, Canara HSBC Oriental Bank of Commerce Life Insurance Company - a joint venture between two of India's largest public sector banks, Canara Bank and Oriental Bank of Commerce, and HSBC Insurance (Asia Pacific) Holdings Limited, announced the launch of Canara HSBC Oriental Bank of Commerce Life Insurance Smart Sanchay Plan, a tradi-

tional group protection-cum-savings product.

Smart Sanchay Plan has been designed for deposit account holders of the distributor banks and is tailor-made for the Company's bancassurance model of distribution. The plan is available to all new depositors who can opt for this product after opening an account, as well as to existing customers who simply need to enrol. The plan provides life cover and accident protection along with fixed returns. The maturity benefit is fixed and is equivalent to the premiums

invested at four per cent (current savings rate of interest). The premium is deducted directly from the bank account of the account holder.

Speaking on the launch, Mario Perez, Director - Sales, Marketing and Products, Canara HSBC Oriental Bank of Commerce Life Insurance Company, said: "At Canara HSBC Oriental Bank of Commerce Life Insurance Company, all products have been designed on the basis of consumer insights gathered through extensive customer research. Smart Sanchay