

Financial World

Canara HSBC OBC launches Life Insurance Simulator

FW BUREAU

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Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited - 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 Life Insurance Simulator (LIS) with an aim to make the customer aware of the importance of financial planning.

LIS is an interactive financial need assessment software that takes the customer through a series of simple steps to assess the amount he requires for each of his needs and if his current savings and investments are adequate to fulfil them.

LIS has an easy-to-follow conversational style of directions that help the customer evaluate his financial requirements. ♦