

Dhanlaxmi Bank to market insurance products of Canara HSBC OBC Life

OUR BUREAU

Kochi, July 6

Canara HSBC Oriental Bank of Commerce Life Insurance has entered into a marketing alliance with Kerala-based Dhanlaxmi Bank.

As part of the agreement, the bank will be a corporate agent for three years; both, however, expect the relationship to continue for a long term.

The insurance firm is offering products catering to multiple customer needs, spanning retirement accumulation and guaranteed lifetime income, savings for child education, comprehensive protection through online/offline plans, savings for multiple needs through guaranteed endowment, and customised invest-

As part of the agreement, the bank will be a corporate agent for a period of three years

ment solution for high net worth individuals.

Anuj Mathur, CEO of Canara HSBC Oriental Bank of Commerce Life Insurance, said it is the only company in India selling products exclusively through banks.

Cost effective model

The sale of bancassurance products through banks is considered a cost effective distribution model for customers.

The insurance company, with a customer base of 115 million

and a pan-India network of 9,500 branches, garnered ₹110-crore profit in FY17, registering a 40 per cent growth *vis-a-vis* 38 per cent in the previous fiscal.

During the first quarter of FY18, Mathur said the company has already posted a 50 per cent growth and is getting into Tier II and III cities with focus on many traditional products and whole-life endowment plans.

With this tie-up, Dhanlaxmi Bank is entering into a new business which would increase its profitability, said G Sreeram, the bank's Managing Director and CEO.

"We have consistently enhanced our portfolio to meet the diverse financial needs of customers and this alliance is a step in that direction," he added.