

# **CANARA HSBC OBC'S ISELECT PLAN LAUNCHED**

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited announced the launch of iSelect Term Plan (available online) which provides enhanced protection cover for the family at an affordable premium. With iSelect Term Plan one can design their own financial safety net so that they can protect their family's future and ensure that they lead their lives comfortably without any financial worries. The key features of iSelect term plan are: Highly cost effective; Available online; Quick and easy; Guaranteed insurance coverage to protect your spouse and family's future income; Option to automatically increase the insurance coverage according to changing life stage needs; Comprehensive plan with multiple cover options. Anuj Mathur, CEO, Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited said, "Insights from customers and market research are the key inputs for us while designing a product. Our aim always has been that our proposition to customer must be market competitive and provides a fair value exchange. iSelect Term Plan is a simple product which is available online, has an easy and convenient premium payment options and is a simple to understand product which offers very high value to the customer."