

# Canara HSBC to take up various initiatives

Private life insurance company Canara HSBC Oriental Bank of Commerce Life Insurance, will be undertaking various strategic initiatives during the year to increase penetration & sale of Life Insurance, said Gaurav Seth, the CFO.

The company will be focusing on addition of customers from tier II and III cities through the network of bank branches that it has pan India.

The Rajasthan state is one of the key markets for the company and it has plans to expand its customer base across the markets. The Company's focus



is to deliver wider insurance penetration within the state through the 345 bank branches of its banking partners.