

Life insurance company sets target

LUCKNOW: A private life insurance company — Canara HSBC Oriental Bank of Commerce Life Insurance — will be undertaking various strategic initiatives during the year to increase penetration and sale of life insurance. The company will be focusing on addition of customers from tier II and III cities through the network of bank branches. While the company is aiming for a 30% increase in its sales in FY 2017-18, for UP the aim is to increase by 50% as there is

enough untapped potential in the market, said Tarannum Hasib, director- sales of the company.