

Canara Bank and its arm launch 'Webassurance'

MUMBAI, 27 APRIL

Canara Bank and its life insurance partner Canara HSBC Oriental Bank of Commerce Life Insurance today announced the launch of "Webassurance".

Canara Bank managing director and CEO R A Sankara Narayanan said: "There is a large and rapidly growing section of our customers who are digitally savvy and prefer to engage online for their banking requirements. This customer segment also likes to have control over their purchase process and look for convenient availability of products and services online". He said, with Webassurance the bank will be able to service the protection needs of its younger and net-savvy customers.

"This initiative integrates together the digital capabilities of the bank and the company to provide a convenient and hassle-free option for the bank customers to fulfil their insurance needs," it said. PTI