



Canara HSBC Oriental Bank of Commerce Life Insurance encourages children to pursue their dreams

Supports the initiative 'Kids on Rampage' with Navjyoti India Foundation

Delhi, February 6, 2016: Canara HSBC Oriental Bank of Commerce Life Insurance Company joined Navjyoti India Foundation for their annual event 'Kids on a rampage', an initiative that aims to encourage children from the financially underprivileged society to fearlessly pursue their dreams. The highlight of the program was a 'ramp walk' of beneficiaries along with the supporters.

The event witnessed the launch of brand "Unnati" under Project Unnati that was initiated by Canara HSBC Oriental Bank of Commerce Life Insurance Company and Navjyoti India Foundation in 2008. Under this program vocational skill training (in stitching and tailoring) was provided to around 700 girls and women from rural Gurgaon, with the objective of making them self reliant. Along with clothes of other designers, the children wore clothes designed and stitched by women trained under Project Unnati and walked the ramp.

Anuj Mathur, CEO, Canara HSBC Oriental Bank of Commerce Life Insurance Company, said, "We have participated in the event organized by Navjyoti for their initiative 'Kids on a rampage' since 2010. This initiative brings a feeling of ownership and responsibility towards the society as it aims at improving lives of the underprivileged communities. "

Mr. Mathur further added, "One of the focus areas for our company is inclusion through education under the theme 'Aatmnirbhar', which provides skill and vocational training to the beneficiaries associated with the project for becoming self-reliant. Launch of brand "Unnati" by young girls and women from the rural communities is a moment of pride as it empowers women to become self-reliant. We also conduct programs which provide training in marketing, soft skills, financial literacy and entrepreneurship workshops thus benefitting the larger community. Our employees are actively engaged in this ".

Canara HSBC Oriental Bank of Commerce Life Insurance Company is committed to more than just giving back to the society & community. The business of Life Insurance is all about social security and protection i.e. aimed at the well being of the society as a whole. One of the five core values of the Company is Corporate Citizenship which stresses the fact that businesses and markets are essentially aimed at the welfare of society and thus complement each other.

About Navjyoti India Foundation:

Navjyoti India Foundation is a not-for-profit organization founded by Dr. Kiran Bedi and 15 like-minded officers of the Delhi Police with a mission to work with the vulnerable sections of the society. Operational in parts of Delhi and Haryana since 1988, Navjyoti has impacted more than 4,30,000 lives by enabling them towards the goal of self-reliance through its interventions in areas of Child Education, Skills Upgradation of Youth and Community Development.

About Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited:

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited was launched in June 2008 and is jointly owned by two of India's largest public sector banks - Canara Bank (holding 51%) and Oriental Bank of Commerce (23%) - and HSBC Insurance (Asia Pacific) Holdings Limited (26%), the Asian insurance arm of one of the world's largest banking and financial services groups - HSBC.

The Company has access to around 60 million customers and a pan-India network of over 8000+ branches of Canara Bank, HSBC and Oriental Bank of Commerce. By selling through the three banks' branches thus seeking to leverage on the cost advantages the company aims to pass on the savings to customers by delivering products which are of

higher value thus making the Company's policies among the most competitive in the market.

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