

“meformycity”

An Initiative by Canara HSBC Oriental Bank of Commerce Life Insurance
in association with Radio Mirchi

New Delhi, 16th June 2018: Canara HSBC Oriental Bank of Commerce Life Insurance in partnership with Radio Mirchi today launched its “meformycity” campaign at Connaught Place, New Delhi to spread awareness about the need for a cleaner city. The launch event saw participation in making the city clean, graffiti depiction; flash mobs explain the concepts, and other artist's performances. The initiative aims at encouraging people to keep their city clean and also to participate in being a part of the drive towards making the city beautiful with reflecting the great Indian spirit, art & culture on the walls of our cities.

The initiative will extend pan India across 10 cities wherein society at large can participate to beautify the walls of the cities they live in through graffiti art.

Celebrating the ethos of the “meformycity” campaign, the event saw participation from more than 1000 people, where they illustrated their ideas for being a responsible resident through graphical and vocal presentations.

Mr. Anuj Mathur, Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance said, *“meformycity campaign is our commitment towards our people and the space we are in, and we believe that the movement will resonate with all of us and be an enabler for something positive for the city. We, as a brand, believe our existence is to help customers and society at large to fulfill the promises they made to their loved ones. Not limiting to only life insurance, meformycity will enable all of us to come together and give back to our society, our cities and our country by making them clean and beautiful. As a Company, we encourage everyone in the organization to participate and do their bit to implement sustainable practices and make a positive impact on the planet. We also recognize the importance of educating people and we keep doing awareness campaigns and employee volunteering activities to support the environment around the year.”*

Canara HSBC Oriental Bank of Commerce Life Insurance and Radio Mirchi will reach out to 9 cities in addition to Delhi in next 10 months for sensitizing people to stand up for their cities. RJs will propagate the message regularly and will seek for maximum participation from masses on how to make the city a better place to reside.



aapke vaade,
sar aankhon par

**About Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited
(www.canarahsbclife.in)**

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.

Canara HSBC Oriental Bank of Commerce Life Insurance Company is committed to more than just giving back to the society or community within which it operates and focuses on doing well by doing good.

The business of Life Insurance is all about social security and protection i.e. aimed at the well being of human beings and 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.