

Canara HSBC Oriental Bank of Commerce Life Insurance launches a unique & one of a kind digital conversational series #PromiseBatao

2nd January 2020: In an industry first initiative, Canara HSBC Oriental Bank of Commerce Life Insurance launched a new Digital Series “**#PromiseBatao**” that puts the spotlight on the importance of having conversations on sensitive subjects like family, future planning and ‘in case of any unforeseen event’ with our loved ones which are usually difficult to address. In India over Rs 1500 crore worth of Life Insurance policies go unclaimed – that’s millions of promises made, but never fulfilled.

To cater to this pressing issue, Canara HSBC Oriental Bank of Commerce Life Insurance has come up with a heart-warming campaign that showcases couples from different walks of life trying to converse about the uncertainty of life & convince their family on how imperative it is to know about the plans for the future in case of any unforeseen life event. In a humorous way, both the films take a satirical take on the orthodox Indian conversations of not talking about life uncertainties at home, while underlining the hard truth that ‘in case of my death’ conversations are uncomfortable, but it is one of the most important conversations to have with our loved ones’.

In this series, the Company uses a device called ‘**Promise Box**’ that enables customers to keep all their important financial papers at one place, thereby easing out the conversations with their partners. Canara HSBC Oriental Bank of Commerce Life Insurance as a felicitator of the Promise Box has taken up this endeavour to encourage customers to create their own Promise Box and make the dialogue much easier.

Commenting on the launch of the campaign, **Mr. Anuj Mathur, Managing Director & Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance** said “Promises are the heart of our Company’s vision and we have always worked towards fulfilling our customers’ promises with utmost commitment and passion. Taking this objective ahead, we have launched #PromiseBatao, a digital initiative which aims to educate people about the importance of having life insurance and further communicate with their family members about their benefits in times of need.”

Unveiling the campaign, **Ms. Tarannum Hasib, Chief Distribution Officer, Canara HSBC Oriental Bank of Commerce Life Insurance** said “Aligning with the Company’s tagline “aapke vaade, sar ankhoon par” we have designed this campaign to help customers address the difficulties in communicating subjects related to unforeseen life events with their families. We aim to run this campaign on all our digital platforms targeting customers from

all geographies. We are confident that this campaign will witness a positive response from our customers”.

To help customers share their promises with their loved ones, the company has also created a micro site promisebatao.canarahsbclife.com

Social Media Campaign links

Difficult Conversations:

Facebook Link:-

https://www.facebook.com/CanaraHSBCOBCLifeInsurance/videos/2434802373425592/?epa=SEARCH_BOX

<https://www.facebook.com/CanaraHSBCOBCLifeInsurance/videos/1051333428560441/>

YouTube Link: -

<https://www.youtube.com/channel/UCMaB4HvYTRG2zDhEIHeXAwA>

<https://www.youtube.com/watch?v=xagC7Qln4Bc>

No Call from Heaven:

Facebook Link:- <https://fbwat.ch/1bKGg4W361jTl7sk>

Youtube Link: <https://www.youtube.com/watch?v=xagC7Qln4Bc>

About Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited

(www.canarahsbclife.com)

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited was launched in June 2008 and is jointly owned by two of leading 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 a pan-India network of over 10,000 branches of Canara Bank, HSBC and Oriental Bank of Commerce and its other partners. The vast infrastructure of all the banks enables distribution and accessibility of insurance products across the entire country, leading to greater convenience for customers and increasing insurance penetration across the markets (urban, semi urban, rural) of the country thus, contributing to the protection needs of the country.

For more information, please contact Adfactors PR

Nikhil Mansukhani / Mittali Bharti

9833552171 / 9871154558

Nikhil.mansukhani@adfactorspr.com / Mittali.bharti@adfactorspr.com