



## Canara HSBC OBC Life Insurance launches digital campaign

### “Raho Life Ke Har Twist Ke Liye Tayyar”

#### Digital campaign presents iSelect Star Term Plan & its distinct features

**New Delhi, 1<sup>st</sup> March 2021:-** Canara HSBC OBC Life Insurance has launched an all new digital campaign highlighting the key attributes of “iSelect Star Term Plan” with a message “Raho Life Ke Har Twist Ke Liye Tayyar” to showcase term life insurance as a holistic product for customers. Through a series of short videos, the company has depicted different life stages and their respective life insurance goals.

The campaign aims to educate target audience about importance of planning for unforeseen circumstances and ways to achieve financial stability through an appropriate term plan that offers attractive features. The campaign has been initiated with a video which starts with a light hearted undertone, featuring a man enjoying a cricket match with his buddies at home. While watching the match he is suddenly interrupted by his wife’s call who’s decided to come home, a day earlier than expected. The plans of the trio (complete with war paint) get upended and “twist”. The call also reminds him to search online for the best suited term insurance plan which he had conveniently deferred, after promising so to his wife? The series of events that follow, as the protagonist and his buddies attune to this twist of life turns out to be a learning experience in the most unexpected manner.

Link to the first video – YouTube - <https://www.youtube.com/watch?v=fLQWYkIb1wA>

Commenting on the launch of new digital campaign **Mr. Rishi Mathur, Chief Digital & Strategy Officer, Canara HSBC OBC Life Insurance, says** “We believe in presenting our key products and their benefits to our customers with novel ways of catching their attention along with a hint of humour. Our new digital campaign will run across all digital and social media assets, as the online medium has grown very significantly in the last year and hence we focused on a digital only campaign to reach our target audience Further, in the coming days, the campaign will continue to reiterate our message of “Raho Life Ke Har Twist Ke Liye Tayyar” through different films, all with a humorous touch but with an essential message of staying prepared for any unforeseen situation. With this campaign we are focusing on our premium offering – iSelect Star Term Plan which is a highly flexible term plan that can be aligned to the specific life stage and insurance need of the customer.”

Sharing thoughts on the campaign, **Mr. Anuj Mathur, MD & CEO, Canara HSBC OBC Life Insurance, says** “Canara HSBC OBC Life Insurance has always been creating innovative campaigns to apprise our customers about the relevance of insuring their life for the unprecedented times. We have come up with a digital campaign, illustrating real life situations with a comic tonality. Our new campaign features a series of videos focused on our key term offering -iSelect Star Term plan, which provides the best way to cover your risks and protect your family from unforeseen events in the future. The campaign is an attempt to magnify the perception of prospective customers around term plans and to propagate how rewarding these plans are, when bought in time post understanding the details of the product.”



Life is often known to throw the most unpredictable of situations at us, and the best plan we could adopt is to stay prepared against all the twists of life. *"Life ka powerplay"* is a novel approach to protect the financial future of your family against these twists of life. No matter what phase in life one is at, choosing the right partner and plan is always the best move to make, to ensure a relaxed, worry-free life. The series presented in this campaign highlight situations in the same vein, where protagonists face an unusual twist that highlights the importance of planning. iSelect Star Term Plan as the right insurance partner, protects against the twists of life! Watch out Canara HSBC Oriental Bank of Commerce Life Insurance's YouTube channel for more updates on the campaign!

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### **About Canara HSBC Oriental Bank of Commerce Life Insurance Company**

Established in 2008, Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited is a joint venture between Canara Bank (51%), HSBC Insurance (Asia Pacific) Holdings Limited (26%) and Punjab National Bank (23%). The company brings together the trust and market knowledge of two big public sector banks in India i.e. Canara Bank and Punjab National Bank combined with the global insurance expertise of HSBC.

Headquartered in Gurugram, the Company has branch offices pan India. The company sells and services its customers through a well-diversified partner bank branches. With well-established distribution network in Tier 1, 2 and 3 markets combined with new-age tech servicing avenues, the company is committed to serve its customers as per their preference and needs.

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