



Canara HSBC Oriental Bank of Commerce Life Insurance launches digital campaign '#DependOnInsurance'

- *Digital campaign on the sidelines of IPL to highlight 'Life lessons from cricket'*
- *Ropes in erstwhile Indian cricket player Sanjay Manjrekar*

New Delhi, 1st October 2020 - Canara HSBC Oriental Bank of Commerce Life Insurance, one of the leading Life Insurance companies in India, announces launch of a brand-new digital campaign- '*#DependOnInsurance*'. The campaign features five specially crafted video films that pivot on 'Life Lessons from Cricket' in sync with the current IPL fervor. Erstwhile Indian cricketer, Sanjay Manjrekar has also been roped in as the face of the campaign. A series of five videos will be launched on regular intervals of 7-10 days on all social media handles of Canara HSBC OBC Life Insurance during IPL season 2020.

Leveraging the fascination for cricket in India, the campaign draws parallels between cricket and insurance. It narrates how people could depend on insurance in times of uncertainty. The campaign brings forth the importance of insurance, reinforcing its value as the 'most dependable product' for life; similar to a reliable sportsman in the field, who analyses, predicts and turns a despondent match into a memorable win.

The campaign will feature a series of interesting stories from the cricket ground narrated by Mr. Sanjay Manjrekar. Moreover, factoring in the current pandemic situation across the globe, the campaign also educates people 'how important an insurance policy can be at any point of life.'

Sharing his thoughts on this collaboration, **Mr. Sanjay Manjrekar, former cricketer & cricket commentator**, said "This campaign reaffirms something I have always talked about - How the cricket field mirrors life, where often things go your way but mostly you have to fight your way out of tough situations. It takes one moment to change the game around and that is why you should always have someone dependable in your team. It was a great experience reminiscing some terrific matches, some of the most memorable moments from the cricket field that taught us important life lessons."

Commenting on the digital campaign, Ms. Tarannum Hasib, chief distribution officer, Canara HSBC OBC Life Insurance, said "In these tough times of COVID-19 pandemic, IPL brings a sense of breather for masses. People are seeking solutions that are dependable; those that keep them secure and give a guarantee of protection. We wanted to create a campaign which reiterates that insurance is the most dependable solution at all times and Canara HSBC OBC Life Insurance is the dependable insurance company which has been fulfilling promises of over 4.5 million customers. And cricket was the best analogy we could use, as there are so many lessons from the game that apply to real life. Dependence on insurance could be well understood and illustrated by a dependable player and that is why we have Sanjay Manjrekar as the face of our campaign."

Adding to the above, on the launch of campaign **Ms. Parul Ohri, Creative Director, Mompreso**, said "The stories and storytelling lies at the heart of the series. For the storytelling, we couldn't have found a better host than Sanjay Manjrekar with his thorough understanding of the game - both as a player and as a commentator. As for the stories, it was a long and careful process to sift through thousands of memorable match moments and shortlist just five. But guided by Manjrekar and his wonderful insights of what goes on during those high-pressure situations, we found the perfect stories of dependable cricket



legends who kept their promise to their team and country. While the stories are about cricket, they have an important life lesson about the need for dependability and is a spontaneous tie into the dependability of life insurance.”

To gain maximum mileage out of campaign, these anecdotes are spread across a span of one month to coincide with IPL 2020. During this digital campaign, the company will also run 2 contests for the audience to accelerate engagement and participation which will be followed by topical posts around IPL matches.

Web links of first video film from the series of “**#DependOnInsurance**” – **Life lessons from cricket**

Facebook – <https://www.facebook.com/watch/?v=336269900924713&extid=zfhaGFZZ15dLnSxj>

Instagram – https://www.instagram.com/p/CFTx_wlhDpq/

LinkedIn – <https://www.linkedin.com/feed/update/urn:li:activity:6716624140033515521>

YouTube - <https://youtu.be/bY6lGeuyJBQ>



About Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited

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.

The company has a vast portfolio of insurance products and solutions, tailored to the specific needs of various customers. Company offers various products across individual and group space comprising of life, health, online term plans, retirement solutions, credit life and employee benefit segments. Company’s primary focus while offering products is to ensure that customer needs are met, through their life cycle - child education, family protection, long term savings, and retirement while ensuring value for money.

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