



Canara HSBC Oriental Bank of Commerce Life Insurance initiates plantation drive

- *A specific CSR initiative of the Company with their Defence channel distribution network*
- *Company planted 1300 trees across India in collaboration with the Indian Armed forces*

New Delhi, 16th June 2021- To mark the 13th foundation day of the Company today, Canara HSBC Oriental Bank of Commerce Life Insurance initiated an exclusive CSR drive with their Defence channel network to plant 1,300 saplings across India. The initiative which commenced on 5th June 2021 targeted various Indian cities and was successfully culminated on 15th June 2021. The special plantation drive has been successfully organized by the alternate and emerging defence distribution channel of company in collaboration with different units of Indian Armed Forces – BSF, CISF, CRPF, SSB, BRO and MP Home Guards.

As a vocal advocate of a clean and green environment, the Company has conducted several CSR activities for women welfare, sanitation, child education and skill development in the past. Taking this vision ahead, the Company has gone to new cities to further increase the reach of the awareness campaign with a distinct theme this year. The plantation drive that started on the World Environment Day recorded a total of 1,300 saplings planted in Delhi, Gwalior, Jabalpur, Guwahati, Amritsar and Siliguri in the last 10 days.

The plantation drive was conducted under the supervision of the local Armed Forces authorities, adhering to the COVID-19 safety protocols. Officials from Armed Forces facilitated the Company to procure plants in different cities and led to completion of activity in such a short period of time.

Expressing views on the initiative, **Mr. Anuj Mathur, MD & CEO, Canara HSBC OBC Life Insurance said:**-"Our Company is committed to the objective of environmental sustainability & healthy living for all. We have always made earnest efforts to implement this ideology through our CSR initiatives. This time, through our Defence channel, plantation drive has been initiated to motivate people in different cities to plant more trees and be a part of better environment for future generations. The initiative resonates a sense of pride where the Company has joined hands with Indian Armed Forces to sensitize and promote better living for everyone."

Canara HSBC Oriental Bank of Commerce Life Insurance

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 well-diversified portfolio of insurance products and solutions, tailored to the specific needs of the customers. The 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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