

## Canara HSBC OBC Life Insurance honors blue-collar workforce with #JoyOfGiving

**New Delhi, 17<sup>th</sup> February 2022:** Blue collar staff plays an essential role globally and the pandemic has made us realize the true worth of such workforce. As a gesture to express gratitude for their selfless work and for being there as the frontliners in the most difficult times, Canara HSBC Oriental Bank of Commerce Life Insurance celebrated a special event 'Joy Of Giving' to spread the message of belongingness and celebrate the contribution and effort of their blue-collar employees. The initiative was driven in their HO office located in Gurugram as also in 40+ hubs spread across the country.

Commenting on the event, **Ms. Kiran Yadav, Chief People Officer, Canara HSBC OBC Life Insurance**, said, *"Our blue-collar staff has constantly supported us from behind the scenes and played a crucial role pre or post pandemic. Joy of Giving is our way of expressing love and gratitude for their tireless efforts and their selfless dedication. We have immense respect for them and admire their work ethics and wanted to reward them for having faith in us and the organization. Additionally, through our upskilling programs like Utkarsh, we are continually focusing on raising awareness and digital accessibility amongst our blue-collared workforce, especially women."*

Health and well being session for staff was also hosted by a guest Nutritionist, Megha Mukhija from Health Mania who dwelled upon the need for taking care of physical and mental well-being. Additionally, as a part of the celebration, blue-collar workforce was felicitated for their efforts and organization rewarded them with mobile tablets to assist their children in virtual education.

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### **About Canara HSBC OBC Life Insurance:**

Established in 2008, Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited is a joint venture between Canara Bank (51 per cent), HSBC Insurance (Asia Pacific) Holdings Limited (26 per cent) and Punjab National Bank (23 per cent). 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 and also has a well-established distribution network in Tier 1, 2 and 3 markets. The company has a vast portfolio of insurance products and solutions. It offers various products across individual and group space comprising of life, health, online term plans, retirement solutions, credit life and employee benefit segments.