



Press Release

Canara HSBC OBC Life Insurance campaign #ComplimentNotCompare celebrates woman's individuality without comparisons

Campaign Links: [Youtube](#); [Instagram](#); [Linkedin](#); [Facebook](#); [Twitter](#)

New Delhi: March 8, 2022 - In a heartfelt campaign launched by Canara HSBC OBC Life Insurance, the company urges people to be conscious of being biased towards women in real life. The campaign **#ComplimentNotCompare** conceptualized and executed by Leo Burnett, debunks the misguided notion that being compared to a man, in any aspect of life is not a compliment to women.

The exclusive digital campaign launched by company narrates the story of every woman who is much loved and admired by her family and colleagues alike. However, her contribution and achievements are appreciated and complimented by being compared to one or the others in different roles, be at home or professional front. Women intentionally or unintentionally are compared to their counterparts throughout their lives which doesn't fall right in true sense when we look at the campaign. The film ends with the protagonist asking a thought-provoking question – “Why compliments to women are always about comparisons”? Women have their own individuality and it is high time that society should understand that such comparisons don't sync-in right in today's world.

Ms. Tarannum Hasib, Chief Distribution Officer at Canara HSBC OBC Life Insurance says, “These comparisons, meant as compliments, have long been normalised. We wanted to hold up the mirror and make people pause and think. With such messaging, we are hopeful that the next time someone is complimenting a woman; they will stay away from comparisons and celebrate the woman for who she is. At the core of our brand lie integrity, respect, diversity and equality. We value individuals for who they are, we celebrate the success of all our employees alike, irrespective of their genders.

Social media campaign is a step ahead in the direction of creating awareness that we as a society have some ground to cover when it comes to valuing the women around us and what better occasion than International Women's Day to make this promise to #ComplimentNotCompare?” Ms. Hasib added further.

Campaign is put live on the across all social media channels of the company, web links -

YouTube - <https://youtu.be/rej8HbOXriY>

Facebook - <https://www.facebook.com/CanaraHSBCOBCLifeInsurance/videos/507620834169672>

Instagram - https://www.instagram.com/tv/Caw9VjsF40z/?utm_source=ig_web_copy_link

Twitter - <https://twitter.com/CanaraHSBCOBCLI/status/1500501681335070720>

LinkedIn - <https://www.linkedin.com/feed/update/urn:li:activity:6906244854968385536>

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 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.

Media Queries –

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