

Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited

Awards & Recognition – 2015

❖ Financial Services Marketing Summit Awards

The Company was awarded the "B2B Marketing Campaign of the Year" award



❖ MTM Corporate Star Award 2015

The company won the Most Well Planned Business Travel award category



❖ Indian Brand Convention 2015: BAM Awards (Branding, Advertising & Marketing) - Marketing Innovation

Campaign done for creating Customer Awareness on Credit Life (Loan desk activity) in Canara & OBC



❖ **Indian Brand Convention 2015: BAM Awards (Branding, Advertising & Marketing) - Corporate Social Responsibility**

Recognition for projects launched to create awareness and educate employees, beneficiaries and the general public on the need to conserve resources and protect the environment.



❖ **Indian Brand Convention 2015: BAM Awards (Branding, Advertising & Marketing) - Market Research**

Recognition for the research study conducted jointly with FICCI to understand the overall perception of an individual towards Life Insurance.



❖ **"ET Promising Brands 2015" Award**

The Company was awarded "ET Promising Brands 2015" by Economic Times. This award distinguishes the Company as a trusted brand and exhibits its commitment towards customer centricity.



❖ **The Indian Insurance Awards 2015 by Fintelekt, part of S P Media (Bancassurance Leader - Life Insurance)**

This recognizes the bancassurance partnership that allows the company to leverage a nationwide network of bank branches.



❖ **The Indian Insurance Awards 2015 by Fintelekt, part of S P Media (Technology Innovation - Life Insurance)**

This award acknowledged the Intelligent Interactive Voice Response and Customer Information System developed by the company.



❖ **The Indian Insurance Awards 2015 by Fintelekt, part of S P Media (Most Socially Responsible Insurer - Life Insurance)**

This award recognized the company's Corporate Social Responsibility initiative, Project Madhuvan.

