Canara HSBC Life Insurance launches new digital campaign with Jitendra Kumar

*The 6-part video campaign is centered on the theme of **Guaranteed returns and educating customers about fallacious claims made around "Guarantee"***

New Delhi, 1st November 2022: Canara HSBC Life Insurance has announced the launch of a digital product campaign with Jitendra Kumar, a popular content creator on various OTT platforms and web series. The digital video series is aimed at raising awareness around guaranteed benefits of life insurance to achieve financial security for the insured and their family.

In typical Jitendra Kumar style, tapping the deepest consumer need of a common man looking for guarantee in everything, he plays the role of "Guarantee Kumar" – a person who looks for a guarantee in everything. The campaign comprises of 6 short videos to be released on regular intervals with various campaign creative scheduled for special days starting from the Diwali festive week.

With the launch of this campaign, the brand aims to create awareness amongst the audience on the various benefits of iSelect Guaranteed Future – its life insurance cum savings plan which offers guaranteed maturity benefits along with life cover.

Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance, said, *"Life insurance is a broad category and has many innovative products which benefit customers at various stages of their lives. At Canara HSBC Life Insurance, we are cognizant of our responsibility of offering innovative solutions as well as educating customers about which solutions are best suited for them. Our aim is to help customers choose their investment options wisely. iSelect Guaranteed Future is a competitive product that provides protection, guaranteed returns that helps plan for crucial milestones of life."*

Mr. Rishi Mathur, Chief Digital and Strategy Officer, Canara HSBC Life Insurance, added *"Canara HSBC Life Insurance is not only committed to product excellence but also in spearheading overall insurance education and awareness. We are confident that our partnership with Jitendra Kumar backed by digital-first outreach will resonate with our target audiences. Generally, we make a lot of promises in life, however, fulfilling each of them becomes challenging with growing responsibilities. With iSelect Guaranteed Future, policyholders have a chance to fulfill their life goals with a guarantee."*

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About Canara HSBC Life Insurance:
Established in 2008, Canara HSBC 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 public and private banks i.e. Canara Bank and HSBC.

Headquartered in Gurugram, the Company has branch offices pan India. The company sells and services its customers through 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 life insurance products and solutions. It offers various products across individual and group spaces comprising of life, health, online term plans, retirement solutions, credit life and employee benefit segments.