

Canara HSBC Life Insurance concludes “Depend on Insurance” Season 3 with Neena Gupta

Five real life stories narrated by Neena Gupta being part of “Life Lessons from Parenting”

New Delhi, 7th November 2022: Canara HSBC Life Insurance concludes **third season** of ‘**Depend on Insurance**’, with their fifth and final episode live on the company’s social media platforms. The new season was centered on the theme of ‘**Life Lessons from Parenting**’ anchored by veteran actor Neena Gupta.

Canara HSBC Life Insurance had introduced ‘Life Lessons from Cricket’ hosted by Sanjay Manjrekar in Season 1 and ‘Life lessons from the Battlefield’, hosted by ex-Army Major Gaurav Arya in Season 2. The third season brought one of the most celebrated and interesting personalities, Neena Gupta, to share life experiences and narrate stories that showcased how parents are the strongest anchors and foundation of everyone lives. Through the campaign, Canara HSBC Life Insurance aims to reflect the similarity between our life’s support systems our parents, on whom we can depend on and trust completely. On similar lines, the series reinforces Canara HSBC Life Insurance’s positioning as a dependable insurance partner.

Conceptualized along with content partner Momspresso.com the series featured five episodes around the theme ‘**Life Lessons from Parenting**’. Neena Gupta, the model of a resilient single mother, discussed how the most reliable and effective insurance for children are their parents.

The **first episode** with Neena Gupta journeys through her life – from a role model to a resilient single mother and she also narrates other inspiring tales of parenting. Neena discusses challenges that she faced in her life and explains how her parents supported her, making her life easier and memorable. She describes about her strong bond which she shared with her father and how he supported her through challenges and adversities of life. Neena then discusses how we knowingly or unknowingly are highly dependent on our parents, and there is a circle of dependability & trust between parents and their children. The video emphasises how parents always keep their promises and draws a comparison to highlight how parents are the most reliable and effective “insurance” for every child.

Second Episode opens with Neena Gupta narrating a story of **Chef Vikas Khanna**. Vikas Khanna – a Michelin star chef faced a lot of challenges as a kid. He faced issue with walking till the age of thirteen, he had gone through leg fixing surgery when he was only few days old as he has Club Feet. As a child, he was bullied a lot because of the same and his Mom supported him by saying that “He is born to Fly”. Vikas was extremely close to his mother since his childhood and his Mother has always been a guiding light for him. The episode highlights how his mother has been guiding force for him all these years.

The **third episode** with Neena Gupta starts with her talking about one of India’s prominent transgender activists - **Gauri Sawant**. Born with the name Ganesh, she lost her mother at a very young age and was later raised by her grandparents. Ganesh soon left home and in the quest to find true identity and liberate Ganesh from the shackles of conservative social constructs, Ganesh found his solace in Gauri. It wasn't a matter of changing the name or donning a saree, but feeling liberated as a woman. Not only Gauri Sawant stood up for herself and her rights but played an exemplary figure to fellow transpersons from the community. Later, she broke all the stereotypes and adopted Gayatri. She made significant changes in her personal life to ensure that she is fulfilling her motherly duties and tending to Gayatri’s needs. In addition, she even filed a petition in the Supreme Court of India to enable child adoption for transgender people. While Gauri’s journey of motherhood continues with her various initiatives, a lesson that we have learned through this story is that you don’t have to be a woman to become a mother and that a mother has always got your back.

In the **fourth episode**, Neena Gupta unfolds a heart-wrenching story about a Special Olympic Gold Medalist - **Ranveer Saini** – who made his way through all the social stigmas and made a mark for himself and secured a position in the Limca Book of Records. Struggling with Autism since childhood, he had a tough time socializing and being accepted by society. His parents decided to take the lead and work towards bettering his future as they realized that grieving was not an option. Even though his life was full of difficult situations, with the strong support from his parents and his willpower to become better in life, he surpassed all the notions of society and made his parents proud. Just as Ranveer Saini's parents were his #PromisesKaPartner, for shaping his life and making and motivating him to be the best version of himself.

Fifth episode opens with Neena Gupta and the proud mother of famous designer Masaba Gupta sharing her fun-filled journey of raising her daughter despite all the road-bumps she had faced, not only had she cherished the success of her daughter, but raised her to be independent and strong-willed. From dealing with the societal taboos of being a single parent to coping with life uncertainties, Neena Gupta has seen it all. She remembers the happiness she felt when she was pregnant with Masaba and the joy of having a life growing inside her made her forget all the problems she might have to face. She shares stories of how they started Masaba's clothing venture, 'House Of Masaba' at their own house and how with infinite support, zeal, and zest, they were able to help each other and were able to pull it off. She shares parenting advices during the episode and also mentions that even on the days when you feel that you are stuck, there will always be a ray of sunshine that will be there to support you through your dark times.

Mr. Anuj Mathur, MD & CEO, Canara HSBC Life Insurance says, *"We launched the 'Depend on Insurance' campaign three years ago with a highly successful series on 'Life Lessons from Cricket' and 'Life Lessons from Battlefield' that brought home the message about the importance of dependability in uncertain times. And this year, we are proud to take forward the same message through the incredible stories of Indian personalities and showcase the trust and dependability they share with their parents"*.

Ms. Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance adds *"In our latest season of Depend on Insurance we have highlighted how no relationship is as pure and trustworthy as the one we or anyone else in the world share with our parents. The best part about the third series is that every video depicts a wonderful story about resilience demonstrated by different personalities and their parents. We are delighted by the response to the series and will continue building content that resonates with our target audience in an engaging manner, Neena Gupta as a face of our campaign certainly defines dependability and resilience being single parent."*

The campaign highlights how we all need #PromisesKaPartner in our lives. In each week the company released a new episode around the theme which captured real-life stories of well-established personalities. The series showcased the vitality of having a life insurance policy and Neena Gupta shared anecdotes of her support system or the dependable anchors who have helped her sail through life challenges over the years. It drew inspiration from the fact that despite high tides, stormy nights, or choppy waters, we all have an anchor that keeps us safe and secure.

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 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 life 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.