

Canara HSBC Life Insurance joins hands with defence forces to celebrate 'Vande Bharat - Ek Shaam Desh Ki Sena Ke Naam'

Musical concert to extend Azadi Ka Amrit Mahotsav at "Trishakti Corps, Indian Army"

Siliguri, 1st September 2022: Canara HSBC Life Insurance extends Azadi Ka Amrit Mahotsav by celebrating **Vande Bharat - Ek Shaam Desh Ki Sena Ke Naam**, a musical concert with Indian Army based out in Sukhna, West Bengal. The event was sponsored by Defence channel of the Canara HSBC Life Insurance – '**GARV**' to salute the dedication, determination and selflessness of our Defence Forces at the 33 Corps of Indian Army.

The event was graced by **Lt. Gen Tarun Kumar Aich, AVSM**. The concert commenced with a lamp lighting ceremony followed by a dance performance by regional dance group. Artists from Sa Re Ga Ma along with Bollywood and Tollywood playback singers performed and dedicated various songs in Bengali and Hindi commemorating the bravery of the Armed Forces. The event was attended by around 300 people that included Dignitaries, Officers, JCOs, OR of 33 Corps along with their families.

Senior officials from Canara HSBC Life Insurance extended their warm regards & congratulated armed forces for their bravery and patriotism towards our country.

During the event senior official from Canara HSBC Life Insurance briefed the audience about the Company and their special initiative for Defence Forces '**GARV**'. Audience were informed about the **Guaranteed Suraksha Kavach plan**, an exclusive insurance product by the Company for the Indian Armed Forces. **Guaranteed Suraksha Kavach**, a comprehensive protection plan that provides life cover and creates guaranteed income stream for the insured and assures bright future for the dependent family and children.

Ms Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance on the occasion of Vande Bharat adds *"Our heroes take pride in serving the nation and we salute their courage and grit. It's an honour for us to offer services to the heroes who are selflessly protecting our country. One of our unique offering Guaranteed Suraksha Kavach is sold through our defence channel and is a plan that is exclusively designed to suit the financial needs of our national armed forces."*

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.

Media Queries –

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