



Canara HSBC Life Insurance launches NFTs with Me For My City campaign

Company being an industry first to felicitate winners of Me For My City with their individual NFTs

New Delhi, 22nd March 2023 – Canara HSBC Life Insurance is pleased to announce the launch of 13 NFTs (Non-Fungible Tokens) with Me For My City Season 5, one of the flagship campaign by the Company. The launch of NFTs highlight Company's commitment towards embracing innovation and rewarding society with newer technologies which would enable them with new learning, thinking and communication. The company has created 13 unique NFTs from which 12 will be awarded to the 12 participants who made it to the finale of Me For My City season 5 campaign which focuses on protecting and reviving the folk music of our country. One of the most exclusive campaign ideas through which Canara HSBC Life Insurance showcased its appreciation to the participants for their musical talent and passion during the mega event which held at Mumbai in presence of Shankar Mahadevan and other musical maestros.

NFT (non-fungible token) is a digital asset that represents ownership or proof of authenticity of a unique item or piece of content, such as a digital artwork, music, video, or tweet. It is recorded on a blockchain, which is a digital ledger that verifies and tracks ownership and transactions. NFTs have become popular for their ability to create a digital certificate of authenticity for uniqueness. These digital tokens will forever exist as a unique asset belonging to these participants which they can later use to trade further or keep as a souvenir.

Season 5 of Me For My City recognized the importance of community engagement and social initiatives that brings people from various cultural and musical background together. The campaign saw support from legendary singer Shankar Mahadevan and few other musical stalwarts of the industry such as Akriti Kakar, Bhoomi Trivedi, Lakhwinder Wadali & Hamsika Iyer who graced the event and stood hand in hand with budding folk singers participating in the campaign.

Ms. Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance on such launch says, “The launch of these NFTs is just one example of how Canara HSBC Life Insurance is setting the bar high for innovation and hyper customization, while having a pulse on the technological transformations of today. We are proud to be at the forefront of the insurance industry's evolution and look forward to continuing to provide our customers with trailblazing and forward-thinking solutions.”

Mr. Maxence Cacheux, Chief Revenue Officer, zblocks who powered NFTs for the brand adds “We are thrilled to power Canara HSBC's successful Web3 marketing brand activation campaign with our platform. It is an honor to be part of such a groundbreaking initiative around web3 enterprise use cases. We are excited to continue our collaboration with Canara HSBC Life Insurance and deliver cutting-edge solutions for their upcoming Web3 enterprise use cases in marketing and beyond”.

Canara HSBC Life Insurance is the first insurance company in India to take such a technological leap in this space. The innovative solutions that Canara HSBC Life Insurance has introduced have revolutionized the way people perceive and engage with insurance. The Company's unwavering



commitment to providing the best-in-class services has earned them a distinguished position in the industry and garnered immense trust and loyalty from their customers.

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.

Media Queries –

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