Canara HSBC Life Insurance's Launches pan-India Tree Plantation Drive on 15th Foundation Day

~ Initiative in partnership with Defence and Paramilitary Forces to plant trees across nation in the month of June ~

New Delhi, 13th June 2023: "GARV"- dedicated life insurance division for Armed forces institutionalized by Canara HSBC Life Insurance announces its PAN India tree plantation drive in partnership with Defence and Paramilitary forces across the Country. The initiative is carried out to mark 15 stupendous years of the Company's journey on 16 June 2023 and also the World Environment Day.

The campaign aims to make a significant contribution towards environmental sustainability in Defence and Paramilitary formations across the Country. With a target of planting almost 15,000 saplings the drive will span through the month of June 2023. Canara HSBC Life Insurance is committed to more than giving back to the society or community within which it operates and focuses on doing well as a responsible part of the society.

Expressing her views on the tree plantation drive coupled with Company's foundation day, **Ms Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance** says, *"We place great importance on our sustainability journey, as we understand the crucial role that it plays in preserving nature and maintaining an ecological balance. In the realm of Life Insurance, our focus is on financial security and safeguarding the well-being of our citizens as well as our National Heroes. Through this endeavor, our goal is to collaborate extensively with our Defence forces and leap ahead in environmental protection by planting more trees and expanding the green cover thereby addressing the adverse effects of climate change."*

The plantation drive will run across in key cities across India including Jammu, Amritsar, Pathankot, Dharamshala, Chandigarh, Delhi, Meerut, Lucknow, Dehradun, Prayagraj, Bareilly, Kolkata, Bhubaneshwar, Siliguri, Patna, Asansol, Ranchi, Raipur, Guwahati, Imphal, Dimapur, and Tejpur and Jhansi.

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About Canara HSBC Life Insurance

Established in 2008, Canara HSBC Life Insurance Company Limited is a joint venture promoted by Canara Bank (51 per cent) and HSBC Insurance (Asia Pacific) Holdings Limited (26 per cent). Punjab National Bank is also a shareholder of the Company, holding 23 per cent as an investor. One of the major bancassurance conglomerate with its head office at Gurugram, Haryana and more than 100 branch offices pan India, brings together the trust and market knowledge of public and private banks.

For more than 15 years now, the Company sells and services customers though multi-channels and well diversified network of Canara Bank and HSBC, located in Tier 1, 2 and 3 cities of the country. The Company has a vast portfolio of life insurance solutions and offers various products across individual and group space comprising of life, health, online term plans, retirement solutions, credit life and employee benefit segments through direct, digital, agency model and direct field force.

With the support of distribution partners, the Company is able to maintain an aggressive growth trajectory since inception. The Company continues to focus and invest in agile and technologically advanced methods of soliciting business, servicing customers and marketing products. With an aim to provide simpler insurance and faster claim processes, the Company intends to keep the promises of their customers alive with their “Promises Ka Partner” philosophy.

Fast Facts about the company
MD and CEO – Mr. Anuj Mathur
Shareholders/ Promoters - Canara Bank: 51% and HSBC: 26%
Shareholder/ Investor – Punjab National Bank: 23%
Products – Online Term Plans, Term Insurance Plans, Savings Plans, Retirement Solutions, Child Insurance Plans and Health Insurance