

Canara HSBC Life Insurance concludes the fourth season of 'Depend on Insurance' featuring Kirron Kher

The 5-episode series focuses on the theme 'Life Lessons from Women Who Changed The World'

New Delhi, September 30, 2023: Canara HSBC Life Insurance concludes the fourth season of 'Depend on Insurance', a digital series that brings forth heart-warming and inspirational stories from veteran actor Kirron Kher. The series drew inspiration from brave women who have achieved incredible things by depending on their inner strength, which is the most dependable form of insurance. Through the initiative, Canara HSBC Life Insurance aims to reaffirm its positioning, "Promises Ka Partner" and underpins its brand promise with the message #DependOnInsurance-DependOnUs.

The series comprises of five episodes around the theme 'Life Lessons from Women Who Changed The World'. The first episode with Deepa Malik's life journey from paralysis to the Paralympics is one of resilience and triumph. Other episodes include stories of Sudha Murty's determination to fight for her rights, Bachendri Pal's grit to scale the Everest, Kalpana Chawla's courage to reach for the skies, and Guneet Monga's perseverance to win the Oscar. All these inspiring stories are testament to women's power to break barriers and fulfill promises, inspiring all to embrace courage and determination.

Mr. Rishi Mathur, Chief Distribution Officer – Alternate Channels & Chief Strategy Officer and Marketing Head at Canara HSBC Life Insurance. "In the realm of Life Insurance, where most brands tend to place their product at the forefront of all communication, this series offers a welcome departure. Through this campaign, our goal is to motivate and encourage a growing number of individuals to take a bold step forward, confident in the knowledge that they have a highly reliable insurance partner supporting them. At Canara HSBC Life Insurance, we strive every day to be a dependable insurance company for our customers. We have roped in Kirron Kher as the face of the campaign, her resonant voice and a commanding presence adds that dependability and authenticity factor to these magical stories. Her connect with the audience on an emotional level helps us deliver the key narratives of resilience with an even greater impact."

Face of the campaign, **Kirron Kher** says, "In my perspective, personal inner strength stands as the primary wellspring of reliability for an individual. Irrespective of circumstances, it serves as the most trustworthy form of assurance. As my own journey has been shaped by my inner strength, it was truly gratifying to narrate the equally remarkable stories of others who have achieved the extraordinary."

Pragya Bhatnagar, Creative Head - Pravis Growth Partners, Campaign conceptualization and execution agency adds, we have put forth our utmost effort to authentically portray their journeys, the challenges they faced, and the genuine emotions they experienced. While these women relied solely on their inner strength, we can all dare to pursue our dreams with confidence if we have a trustworthy insurance partner to rely on. We are also inviting the audience to share similar stories and create more impact."

First episode: Ability Beyond Disability – Deepa Malik

The episode with Deepa Malik's life journey is one of resilience and triumph. Despite being diagnosed with a spinal tumor at the age of 5, enduring years of recovery, and later facing a life-threatening surgery at the age of 30, Deepa's determination to walk, to overcome societal doubts, and to showcase "ability beyond disability" fueled her extraordinary transformation throughout. Overcoming multiple surgeries, the loss of bones and lung capacity, Deepa not only defied the odds but excelled. From financial independence through entrepreneurship to becoming a gold medalist swimmer and winning at the Rio Paralympics, she reshaped perceptions of age, gender, and disability. Deepa Malik's story is a testament to a Women's power to break



barriers and fulfill promises, inspiring all to embrace courage and determination, with a dependable partner like 'Insurance'.

Campaign Links :

[Facebook - https://fb.watch/mM2F3TemRo/](https://fb.watch/mM2F3TemRo/)

[Instagram - https://www.instagram.com/p/Cwmh5ADLjvV/](https://www.instagram.com/p/Cwmh5ADLjvV/)

[LinkedIn - https://www.linkedin.com/feed/update/urn:li:activity:7102937082133684224](https://www.linkedin.com/feed/update/urn:li:activity:7102937082133684224)

[YouTube - https://www.youtube.com/watch?v=xaP9F85ay3Y](https://www.youtube.com/watch?v=xaP9F85ay3Y)

[5. Twitter \(Static Post\) -](#)

<https://twitter.com/CanaraHSBCLI/status/1697175351602909563/photo/1>

Second Episode: Leading From The Back – Sudha Murty

The episode is about Sudha Murty, an educationist, author, philanthropist, and the chairperson of Infosys Foundation. Born in Karnataka, she defied societal norms and pursued a career in engineering, becoming the first lady engineer at TELCO. She met Narayan Murthy and supported his entrepreneurial dreams by providing financial assistance. This marked the beginning of Infosys, a renowned software consulting company. Sudha Murty's unwavering support extended to Infosys employees, even pledging her jewelry to ensure they received their salaries. Further to this, she founded Infosys Foundation in 1996, focusing on education, rural development, healthcare, arts, and destitute care, making a significant impact on society. Sudha Murty's story illustrates the power of determination and supporting one another, emphasizing the importance of keeping promises, with Canara HSBC Life Insurance being a dependable partner.

Campaign Links:

<https://fb.watch/mVd1a-2kio/>

<https://www.instagram.com/reel/Cw4cravLoQz/>

<https://www.linkedin.com/feed/update/urn:li:activity:7105451774097993728>

<https://twitter.com/CanaraHSBCLI/status/1699686442522312939>

<https://www.youtube.com/watch?v=QiouYo5SIVM>

Third Episode: Reaching For The Stars – Kalpana Chawla

The story revolves around Kalpana Chawla, a woman driven by a passion for aviation and a dream to explore beyond Earth's boundaries. Born in Karnal, India, she defied gender barriers to pursue aerospace engineering, earning advanced degrees in the United States. Kalpana joined NASA as an astronaut, ultimately becoming the first India-born woman to venture into space. Tragically, her second mission on the Columbia space shuttle in 2003 ended in disaster as the shuttle disintegrated during re-entry with earth's atmosphere, claiming the lives of all seven crew members, including Kalpana Chawla. Her legacy endures through her contributions to space exploration and her commitment to inspiring girls to dream limitlessly. NASA honored her by naming a spacecraft after her. Kalpana's story underscores the power of determination and keeping promises, with Canara HSBC Life Insurance as a dependable partner.

Campaign Links:

[Facebook - https://fb.watch/m-MLZQ9vu3/](https://fb.watch/m-MLZQ9vu3/)

[Instagram - https://www.instagram.com/reel/CxFWEH_hmZr/](https://www.instagram.com/reel/CxFWEH_hmZr/)

[LinkedIn - https://www.linkedin.com/feed/update/urn:li:activity:7107250784471281664](https://www.linkedin.com/feed/update/urn:li:activity:7107250784471281664)



Twitter - <https://twitter.com/CanaraHSBCLI/status/1701489566316667118>

YouTube - <https://www.youtube.com/watch?v=hpM13fMe6P0>

Fourth Episode: The Everest Of Life – Bachendri Pal

It is a remarkable story of Bachendri Pal, the first Indian woman to conquer Mount Everest and the fifth woman globally to do so. Born in Uttarakashi, India, Bachendri faced societal challenges but pursued education and later mountaineering. Her relentless determination led her to scale numerous peaks, ultimately reaching the summit of Everest in 1984. Surviving an avalanche during her ascent, she exhibited unwavering courage and continued her climb, becoming a source of inspiration. Bachendri Pal's achievements extended beyond mountaineering as she trained others in adventure sports and led rescue missions. Her story highlights the strength and resilience of women, and just like Bachendri, anyone can conquer life's challenges with their inner strength and a dependable insurance partner like Canara HSBC Life Insurance.

Campaign Links:

<https://fb.watch/n7SD-k7jI6/>

<https://www.instagram.com/p/CxVFhYLhOYN/>

<https://www.linkedin.com/feed/update/urn:li:activity:7109479581832650755>

<https://twitter.com/CanaraHSBCLI/status/1703711562551222327>

<https://www.youtube.com/watch?v=IvS2adyq2ho>

Fifth Episode: Lights Camera Action Success – Guneet Monga

A commendable journey of Guneet Monga Kapoor, a visionary Indian film producer. Despite humble beginnings and numerous challenges, Guneet rose to prominence as the founder of Sikhya Entertainment and the producer of acclaimed films/series like "Gangs of Wasseyapur" and "The Lunchbox." Her tenacity led her to achieve her dream of attending the Oscars, and she made history with her work on the Academy Award-winning documentary short film "Period – End of Sentence." Guneet's dedication towards empowering women in the film industry led to the creation of the 'Indian Women Rising' cinema collective. Her story embodies the strength and determination that women are known for, and she has not only created her table but also left an indelible mark in the male-dominated film industry, putting Indian cinema on the global stage. With inner strength, anyone can overcome life's challenges, and with a dependable insurance partner like Canara HSBC Life Insurance, you can Depend On Insurance to chase your dreams.

Campaign Links:

<https://fb.watch/nfLlHpqJUL/>

<https://www.instagram.com/reel/CxkdaqyB4Y8/>

<https://www.linkedin.com/feed/update/urn:li:activity:7111644952996016128>

<https://x.com/CanaraHSBCLI/status/1705875787352531266>

<https://www.youtube.com/watch?v=V-bw6QogvDs>

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



LIFE INSURANCE

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 through 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
