Canara HSBC Life Insurance collaborates with Amazon Ads for an Innovative "On-Box Advertising Campaign"

New Delhi, 22nd June 2023 - Canara HSBC Life Insurance is thrilled to be working with Amazon Ads for an innovative on-box advertising campaign. As part of the collaboration, Canara HSBC Life Insurance will use Amazon Ads's unique on-box advertising *#UnboxingHappiness* to promote its latest savings-cum-insurance plan, the ***"iSelect Guaranteed Future Plan"***.

'Amazon Ads' On-box advertising is available on its delivery boxes and packages being delivered to customers. Canara HSBC Life Insurance is delighted to utilize this space to enhance awareness and effectively communicate the benefits of "*iSelect Guaranteed Future Plan"*. A unique QR code is placed on the box which customers can scan to reach the Canara HSBC Life Insurance online buying platform and enquire about or purchase the specific plan.

With delivery of the branded boxes directly to customers' doorsteps, Canara HSBC Life Insurance aims to reach and connect with relevant audience. The campaign will focus on key metropolitan cities including Mumbai, Delhi, Bangalore, Hyderabad, Kolkata, and Chennai.

Mr. Rishi Mathur, Chief Digital and Strategy Officer, Canara HSBC Life Insurance, stated, "We are thrilled to work with Amazon Ads for this innovative advertising campaign. Amazon Ads's on-box branding service is on point in helping us reach out in a unique and impactful way to our audience and showcase "*iSelect Guaranteed Future" plan* as well as further amplifying our digital presence across segments. The collaboration aligns perfectly with our goal of leveraging new opportunities to engage with our potential customers. We are confident the collaboration will drive product awareness and prompt customers to explore company's digital offerings."

Commenting on the association, **Vijay Iyer, Director, Amazon Ads, India,** said, "We're excited to collaborate with Canara HSBC Life Insurance on this on-box advertising campaign. With on-box branding, Amazon Ads is helping advertisers truly think 'outside the box'. Though not out-of-home advertising in the typical sense, the boxes serve as mini billboards, allowing brands such as Canara HSBC Life Insurance to deliver relevant marketing at scale."

Canara HSBC Life Insurance is committed to delivering innovative solutions that cater to the evolving needs of the customers; the on-box advertising by Amazon Ads is a step towards surprising and delighting customers.

****

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 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, the Company brings together the trust and market knowledge of its public and private shareholder banks.

For more than 15 years now, the Company has been selling and servicing customers through its multiple channels and a 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 digital, defence channel and direct sales 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 products 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 –Term Insurance Plans, Savings Plans, Retirement Solutions, Child Insurance Plans and Health Insurance

For media queries –

Mr. Ishan Uppal – Manager (PR and Corporate Communications)
9899759975
ishan.uppal@canarahsbclife.in