

'Dance with the Rising Stars' Concludes with Spectacular Display of Talent

An exclusive talent hunt contest hosted by Canara HSBC Life Insurance

Kolkata, 18th April 2024: Dance with The Rising Stars event, an initiative exclusively planned for the kids of Indian Army and Eastern Command personnel, reached its grand finale at the Albert Ekka Auditorium, Fort William, Kolkata. The event exclusively hosted by GARV (defence distribution channel) of Canara HSBC Life Insurance in association with the Indian Army and Eastern Command showcased remarkable talent by the young budding stars. "GARV" a dedicated distribution channel of the Company supports, empowers and enrich the lives of national heroes in uniform by providing life protection and financial stability to them and their families through a this unique initiative.

From an overwhelming response of over 600 entries across two categories - Little Stars and Talent Teens - 75 exceptional performers were selected for the Semi-Finals held at four Corps locations. Following intense competition, 12 finalists emerged, who received professional guidance from esteemed judges and experts. The event culminated in a dazzling display of talent, determination, and youthful exuberance.

The event was graced by distinguished guests including Lt. Gen. R. C. Srikanth, VSM - Chief Of Staff (COS) HQ Eastern Command, Mrs. Aashima Srikanth - Regional Vice President Army Wives Welfare Association (AWWA) Eastern Command, Mr. James Abraham - Chief Sales Officer Alternate Channels and Mr. Gaurav Pareek - Channel Head Defence Channel, Canara HSBC Life Insurance.

Mr. Rishi Mathur, Chief Distribution Officer – Alternate Channels and Chief Strategy Officer, Canara HSBC Life Insurance added *"Canara HSBC Life Insurance is proud to support initiatives like 'Dance with The Rising Stars,' which not only celebrate talent but also foster a sense of community and empowerment among our national forces. Through this platform, we honour the dedication and sacrifice of the Eastern Command personnel and their families while nurturing the aspirations of the next generation. My heartiest congratulations to the winners and to all the participants ; we look forward to continuing our commitment to serving the men and women in uniform who dedicate their life to serve our beloved country."*

The winners are as follows: In the Little Stars category, Palakshi Mehta from Dimapur, Arushi Barman from Siliguri, and M. Velantina Chanu from Shillong emerged victorious. Among the Talent Teens, Komalpreet Kaur from Missamari, Annliya B. Joseph from Dimapur, and Shambhavi Bahuguna from Panagarh demonstrated remarkable talent, securing their places as winners. The Audience Choice Award was bestowed upon Komalpreet Kaur for her outstanding performance.

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% as an investor. One of the major bancassurance led insurance company 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 bank.

For more than 15 years now, the Company sells and services customers through multiple 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 plans, retirement solutions, credit life and employee benefit segments, through bank partners, direct field force, digital sales through the Company's website (www.canarahsbclife.com) and other partnerships,

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 process, the Company intends to keep the promises of their customers alive with their "Promises Ka Partner" philosophy.
