Boosting Fitness and Enabling Financial Security: Canara HSBC Life Insurance comes onboard as Associate Sponsor for Canara Bank Marathon 2024

The marathon encourages community participation by providing a platform for individuals of all ages to come together in an all-inclusive run

Bangalore, 22nd November 2024: Canara HSBC Life Insurance has partnered with Canara Bank for the second edition of 'Come Run Together', a marquee community marathon event scheduled for 24th November 2024 at the Shree Kanteerava Stadium in Bangalore. This event will feature 3K, 5K, and 10K runs, bringing together people of all ages and fitness levels, with an expected turnout of over 10,000 participants.

The 3K run category is tailor made to create an exciting and inclusive experience for everyone, with diverse options such as the Senior Citizen Run, allowing participants to share the joy of running with family and friends. For those interested in testing and pushing their fitness levels, the platform also includes 5K and 10K runs, each accommodating age-specific categories for men and women both above and under 60.

"As a proud establishment backed by the trusted legacy of Canara Bank, one of India's largest and most respected financial institutions, we at Canara HSBC Life are committed to fostering and partnering with initiatives that create a meaningful impact in the lives of individuals and communities. The 'Come Run Together' marathon is a testament to this collective commitment, celebrating inclusivity, health, and unity. We are honored to partner with this inspiring forum, which not only encourages healthy lifestyles but also strengthens the bonds that unite us as a community, reinforcing our shared mission of building a healthier, more connected society." said ***Rishi Mathur, Chief Marketing Officer and Chief Distribution Officer - Alternate Channels, Canara HSBC Life Insurance****.*

Health and wellness are essential for a fulfilling life, and the marathon showcases how community activities can inspire active lifestyles. Physical fitness not only strengthens the body but also enhances mental resilience, a combination crucial for long-term well-being. Just as insurance provides peace of mind and security, adopting healthy habits is an investment in one's future, reducing health risks and improving quality of life.

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. As a major bancassurance led insurance company with its head office at Gurugram, Haryana and more than [100 branch offices] as of January 2025, pan India, Canara HSBC Life 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 multiple channels and well diversified network of Canara Bank and HSBC located in multiple [Tier 1, 2 and 3] cities across 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, term plans, retirement solutions, credit life and employee benefit segments through partner banks, digital, and direct field force.

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.

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