Canara HSBC Life Insurance Launches Fifth Season of *'Depend on Insurance'*, its flagship series focused on elevating India's Insurance awareness

Inspiring personalities share life-changing stories in podcast-style interviews, highlighting the critical role of insurance in securing life's promises

New Delhi, October 17, 2024: Canara HSBC Life Insurance, today, announced the launch of the 5th season of ***'Depend on Insurance',*** its flagship initiative aimed at elevating insurance awareness amongst masses with a focus on inspiring stories from achievers across India. In a scenario wherein the primary breadwinner of a family is unable to provide for their loved ones, life insurance can act as a financial lifeline, ensuring that families continue to meet their essential needs, even in the face of unforeseen circumstances. The *Depend On Insurance* series aims to underscore the vital role life insurance plays in protecting families against life's such uncertainties.

The series this year will be hosted by top executives from **Canara HSBC Life Insurance**, wherein personal anecdotes from inspiring personalities will highlight the pivotal role insurance plays in protecting lives and enabling positive change. Season 5 of the series features prominent guests such as **Swati Bhargava** (Co-Founder of Cashkaro.com), **Bakhtawar Saini** (Special Advisor for Special Olympics Bharat), and **Deep Bajaj** (CEO & Co-Founder of Sirona Hygiene), each sharing their unique insights on financial security.

This will be a year-long feature, wherein notable achievers from diverse domains will delve into their personal experiences, challenges, and the lessons they've learned through their journeys. Each conversation will also explore how financial security, and insurance can impact life's critical moments, echoing the series' core message: *'**Depend On Insurance**, **Depend On Us**.'*

Rishi Mathur, Chief Distribution Officer - Alternate Channels and Chief Marketing Officer, Canara HSBC Life Insurance, while commenting on the launch, said, *"Depend On Insurance is a part of our continued efforts to educate and engage today's digitally enabled consumers on the critical role that disciplined savings, financial planning and life insurance play in building a secure and prosperous future. The fifth season of the series brings alive powerful stories of resilience and success from inspiring personalities in a relatable manner. We believe these conversations will contribute towards creating a deeper and more nuanced understanding of the value of financial protection for modern consumers."*

The structure of the episodes is designed to engage the audience right from the start. Each episode will introduce the guests, focusing on their life's critical milestones and achievements, and the journey that led them to where they are today. With these stories we will discuss how insurance has played, or could have played, a role in their journey. An interesting take in the podcast-style interviews is the rapid-fire round, a light-hearted segment where guests answer quick questions related to insurance, financial planning, and security. The new season promises to engage and inspire viewers, reinforcing the importance of insurance and financial planning in protecting lives and fostering growth.

Link : https://www.youtube.com/watch?v=4dLse8FMdCw

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 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 has maintained 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.

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