Canara HSBC Life Insurance Celebrates Father's Day with a Heartfelt Social Media Film

New Delhi, 10th June 2025: Canara HSBC Life Insurance Company Limited **("Canara HSBC Life Insurance")** has announced the launch of its new social media film to mark the occasion of Father's Day on June 15th. The film is a touching tribute to the often unnoticed, quietly powerful role fathers play in our lives through a compelling narrative that captures the essence of fatherhood in everyday moments.

The film strings together a series of relatable moments: a father stepping in to deal with a cockroach as his children scream in panic, shielding a child from a falling cup of hot tea, and walking toward an unknown noise in the night, despite visible fear and sweat on his forehead. The film culminates in a quiet scene subtly integrating the brand's life insurance app as a modern tool that enables fathers to secure a future as thoughtfully as they manage the present by checking his policy and scrolling to his child's name.

With cinematic storytelling, the film leans into a simple truth which is that fathers feel fear, pain, and uncertainty just like anyone else, but they never let it come in the way of their role as protectors. With each scene, the film reinforces a reminder that real promises are not always grand, they are often made in small, everyday acts.

In doing so, the film echoes the brand's 'Promises Ka Partner' philosophy, a commitment to helping individuals fulfil their responsibilities to loved ones through simple insurance solutions and a seamless claim experience.

The campaign is currently live on
YouTube-https://youtube.com/shorts/23Aou7ILJfQ
LinkedIn-https://www.linkedin.com/feed/update/urn:li:activity:7338044750790377472
Facebook-https://www.facebook.com/share/r/16LDJHcFsd/
Instagram-
https://www.instagram.com/reel/DKtIp_CSH62/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
Twitter- https://x.com/CanaraHSBCLI/status/1932279053463269562

About Canara HSBC Life Insurance:
Incorporated in 2007, Canara HSBC Life Insurance Company Limited is promoted by Canara Bank and HSBC Insurance (Asia Pacific) Holdings Limited. Punjab National Bank is also a shareholder of the Company. As a bancassurance led insurance company with its corporate office at Gurugram, Haryana and more than 100 branch offices as of March 2025, pan India, Canara HSBC Life brings together the trust and market knowledge of public and private banks.

For more than 17 years now, the Company sells and services customers through multiple channels and well diversified network of Canara Bank and the Indian branch of the Hongkong and Shanghai Banking Corporation Limited in multiple 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, term plans, retirement solutions, credit life and employee benefit segments through partner banks, digital, and direct field force.

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.

Canara HSBC Life Insurance Company Limited *is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its equity shares and has filed a draft red herring prospectus dated April 28, 2025 ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of the Company at www.canarahsbclife.com/investor-relations/offer-documents, the SEBI at www.sebi.gov.in, the website of National Stock Exchange of India Limited at www.nseindia.com and the website of BSE Limited at www.bseindia.com and the respective*

websites of the Lead Managers at www.sbicaps.com, www.bnpparibas.co.in, www.business.hsbc.co.in, www.jmfl.com and www.motilaloswal.com.

Investors should note that investment in equity shares involves a high degree of risk. For details, potential investors should refer to the RHP which may be filed with the Registrar of Companies, Delhi and Haryana at New Delhi, in the future, including the section titled "Risk Factors". Potential investors should not rely on the DRHP filed with the SEBI, but should instead rely only on the RHP, in making any investment decision.

The equity shares proposed to be offered in the initial public offering may not be offered or sold in the United States except pursuant to an exemption from, or in transactions not subject to, the registration requirements of the U.S. Securities Act of 1933, as amended. There will be no public offer of securities in the United States.