Canara HSBC Life Insurance Launches 'Maa Ki Paribhasha': A heartfelt AI powered tribute to Modern Motherhood

Launched as a precursor to Mother's Day, the social media film celebrates the diverse forms of motherhood in the modern world

New Delhi, 9th May, 2025: Canara HSBC Life Insurance Company Limited ("Canara HSBC Life Insurance") today announced the launch of '***Maa Ki Paribhasha'***, it's AI powered, digital film to mark Mother's Day on 11th May. This emotionally resonant campaign is a heartfelt tribute to every form of motherhood, the promise of love, care, and unwavering support that transcends biological ties. Seamlessly blending technology with storytelling, the entire campaign—from characters to visuals and post-production has been crafted using advanced artificial intelligence tools.

'Maa Ki Paribhasha' marks a bold step in Canara HSBC Life Insurance's creative journey, leveraging the power of artificial intelligence to deliver powerful narratives that challenge conventional definitions of motherhood. Entirely shot and executed using advanced AI, with no traditional cameras, sets, or actors, the campaign showcases the transformative potential of technology in modern storytelling.

Through evocative AI-generated scenes, the campaign begins with visuals of someone cooking, caring, protecting, before posing the thought-provoking question: "Kya maa sirf woh hoti hai jo janm deti hai?". It then beautifully unfolds diverse expressions of motherhood—a father cooking with love, an elder sister offering care, a transgender parent raising a child, emphasizing that a mother figure is anyone who nurtures, protects, and shapes our lives.

Reflecting the campaign's core message, Canara HSBC Life Insurance underscores that the true essence of 'Maa' lies in the lifelong promises of protection and care made by the diverse individuals who may step into this role. In that spirit, the brand invites everyone to celebrate Mother's Day by enabling them to fulfill their financial promises to loved ones, thereby truly becoming 'Promises Ka Partner' in every sense.

The campaign is now available on Canara HSBC Life Insurance's Youtube, LinkedIn, Facebook and Instagram channels.

X:
https://x.com/CanaraHSBCLI/status/1920348036959440912

Instagram:
https://www.instagram.com/canarahsbcobc/reels/

LI:
https://www.linkedin.com/posts/canara-hsbc-life-insurance-company_mothersday-promiseskapartner-canarahsbclifeinsurance-activity-7326116024922075136-55Fb?utm_source=share&utm_medium=member_desktop&rcm=ACoAACqJGtoBvLPeDGtzDdk50MRhWfxuUInpstA

FB:
https://www.facebook.com/share/v/16PBaxf4DJ/

YT:
https://www.youtube.com/shorts/vSoLix-Z-08

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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 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 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.