Canara HSBC Life Insurance Launches ZiiP 2.0, with a vision to encourage early financial planning among teenagers

With a focus on financial empowerment, the initiative aims to build foundational financial skill sets early on amongst youngsters

New Delhi, July 08, 2025: Canara HSBC Life Insurance Company Limited ("Canara HSBC Life Insurance"), today kicked off the second edition of its flagship initiative **ZiiP 2.0 (Zunior Interactive Insurance Program**), a bold step towards embedding financial literacy in the minds of India's future generations. Aimed at teenagers aged 14 to 17, the program is designed as a bootcamp to inspire early, informed thinking around personal finance and life insurance.

Backed by the belief that financial awareness is a life skill best learned young, ZiiP 2.0 introduces teenagers to foundational concepts of finances. From types of insurance to long-term financial planning through engaging, practical learning formats, the initiative focuses on interactive, hands-on mechanisms that help participants internalize and apply financial ideas in real-world contexts rather than abstract theory.

Rishi Mathur, Chief Distribution Officer- Alternate Channels and Chief Marketing Officer, Canara HSBC Life Insurance, said, *"Financial awareness is a life skill, and the earlier it begins, the better. ZiiP 2.0 is our way of nurturing a generation that understands the value of financial planning and the role insurance plays in achieving life goals. Aligned with IRDAI's vision of 'Insurance for All by 2047', this initiative reinforces our brand commitment to being a true 'Promises Ka Partner' for every stage of life."*

Led by renowned financial educator **CA Sumit Mehta (@financewithsumitt**), the sessions demystified complex insurance topics using relatable storytelling and live examples. Students not only learned how to differentiate between insurance plans but also built confidence in discussing financial choices within their families.

What began with tentative guesses around terms like "ULIP" and "fund value" quickly evolved into confident, articulate presentations, as participants showcased their understanding of life insurance to their peers and parents. They were also encouraged to create original content pieces explaining key insurance ideas, demonstrating not just knowledge, but creativity and clarity in communication.

Aligned with IRDAI's vision of 'Insurance for All by 2047', the initiative reinforces our brand commitment to being a true 'Promises Ka Partner' for every stage of life, particularly for India's youth who will be setting these promises in the future. Every participant received a certificate of completion, and the standout projects will be featured on the company's social media channels to amplify the message further.

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, health, 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.