

Canara HSBC OBC Life Insurance, Radio Mirchi initiate meformycity campaign

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"meformycity campaign is our commitment towards our country, our people and the space we live in, and we believe that the movement will resonate with all of us and be an enabler for something positive for the city. We, as a brand, believe our existence is to help customers and society at large to fulfill the promises they made to their loved ones. As a Company, we encourage everyone in the organization to participate and do their bit to implement sustainable practices and make a positive impact for the environment. We also recognize the importance of educating people and we keep doing awareness campaigns and employee volunteering activities to support the environment around the year," said Anuj Mathur, Managing Director & Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance at the launch of meformycity campaign in Mumbai on Saturday.



Canara HSBC Oriental Bank of Commerce Life Insurance in partnership with Radio Mirchi on Saturday held its "meformycity" campaign at Highstreet Phoenix Mall in Mumbai to spread awareness about the need for a more beautiful and cleaner city. After the successful launch in Delhi followed by Gurugram & Mohali, the initiative arrived at the financial capital of India, Mumbai. The initiative aims at encouraging people to enhance their city's cleanliness and participate in the drive towards making their city beautiful while reflecting the great Indian spirit on its walls through graffiti art.