

“meformycity” An Initiative by Canara HSBC Oriental Bank of Commerce Life Insurance

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Mumbai: Canara HSBC Oriental Bank of Commerce Life Insurance in partnership with Radio Mirchi today held its “meformycity” campaign at Highstreet Phoenix Mall, Lower Parel, 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. The messaging for Mumbai was built around a theme ‘Promise Mumbai Karega’ for a cleaner and beautiful Mumbai. The event saw the reveal of the graffiti followed by a live concert by the famous bollywood singer KK.

Mr. Anuj Mathur, Managing Director & Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance said, “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.”

Ms. Tarannum Hasib, Chief Distribution Officer, Canara HSBC Oriental Bank of Commerce Life Insurance said, “We as a brand believe that freedom and responsibility goes hand in hand. With the onset of meformycity initiative in Delhi followed by Gurugram, Mohali and now the 4th leg in Mumbai; we hope to leave a legacy of clean and beautiful India for generations to come; a commitment to do our bit for our country, our cities and our people. We are extremely proud of hosting this initiative in Mumbai and celebrating the spirit of the city on its walls.”

Speaking at the event, KK said, “I’m very thrilled to be here – as part of a campaign that believes in clean and beautiful cities. I believe that as a society and as citizens of this country, we all have a responsibility towards our nation and creating an atmosphere of cleanliness and beauty for everyone.”

Canara HSBC Oriental Bank of Commerce Life Insurance and Radio Mirchi will reach out to more cities in addition to Delhi, Gurugram, Mohali & Mumbai in next 3 months for sensitizing people to stand up for the need of clean & beautiful cities in India. Radio Mirchi RJs will also propagate the message regularly and will seek for maximum participation from people on how to make our cities clean & beautiful.

