

## **Mirchi & Canara HSBC Oriental Bank of Commerce Life Insurance come together to beautify the city through graffiti art**



Dia Mirza unveiled the first Graffiti wall at Barakhamba Road, Connaught Place.

The joint initiative aims to celebrate India's art, culture, Sports, and unity and diversity.

New Delhi, June 16, 2018: India's No.1 radio station, Radio Mirchi, has joined hands with Canara HSBC Oriental Bank of Commerce Life Insurance to beautify the cities of India by painting graffiti on the walls. The initiative aims to celebrate

India's most special moments like India's Art & Culture, Unity & Diversity, India's Sports Achievements amongst many others through graffiti art. The first Graffiti wall at Barakhamba Road, Connaught Place, was unveiled in the presence of Dia Mirza, company's senior management and other dignitaries from Delhi Government.

With the motive to change the landscape of our cities by painting Graffiti on the walls, the campaign kick started on-air and digitally. The unveiling of the wall in Barakhamba Road, Connaught Place also saw an on-ground carnival with food, music, street plays, flash mob and other entertainment activities at the venue. The event also saw RJ Naved being live from the venue. Speaking at the event, Dia Mirza 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."

Mr. Anuj Mathur, Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance said, "meformycity campaign is our commitment towards our people and the space we are 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. Not limiting to only life insurance, meformycity will enable all of us to come together and give back to our society, our cities and our country through making them clean and beautiful.; As a company, we encourage everyone in the organization to participate and do their bit to implement sustainable practices and make a positive impact on the planet. 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, "For us entrepreneurship is not just about being the best at what we do, but also about our responsibility to general public in the environment we operate in. With the onset of meformycity initiative today; we

hope to leave a legacy of commitment for generations to come; a commitment to do our bit for our country, our cities and our people."

Speaking about the initiative, Pritesh Chothani, Vice President and Cluster Head at Radio Mirchi said, "#meformycity is an effort towards giving back to the society by making cities clean while reflecting the great Indian spirit on the walls of our cities. We are thrilled to partner with Canara HSBC Oriental Bank of Commerce Life Insurance in this journey of beautifying our cities. The initiative, intends to create a platform PAN India across 10 cities wherein society at large can participate to beautify the walls of the cities where they live, through Graffiti art."The initiative is being launched in Delhi and will travel to 9 more cities, including Mumbai, Bengaluru, Chennai, Trivandrum, Chandigarh, Kolkata, Pune, Hyderabad, and Ahmedabad this year. The idea is to bring out the idea of everyone standing up for the city and taking pride in it.

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