

Talent Exchange: Unscripted – Episode 2

Speaker 1: Ed Moncreiffe, CEO, Insurance

Speaker 2: Pankila Malhotra, Deputy Marketing Manager, Canara HSBC Life Insurance

[Speaker 1] Hello Namaskar, I'm here in Gurgaon with Canara HSBC Life, our fabulous joint venture in India as part of our talent exchange: Unscripted series. I'm here with the wonderful Pankila, our Deputy Marketing Manager and future star.

[Text on screen]

Pankila Malhotra, Deputy Marketing Manager, Canara HSBC Life Insurance
Ed Moncreiffe, CEO, Insurance

[Speaker 1] Pankila – So, tell me in three words, how do you describe working at Canara HSBC Life?

[Speaker 2] If I'll talk about it, there are three things that actually comes to my mind. First would be trust because we have two major big banking brands backing us. Customer first. We call ourselves “promises partner”, which means we are your promises partner when it comes to fulfilling any life goal. And third would be innovation because the way we are adopting all kind of technologies when it comes to any AI driven approach or smarter customer solutions, we are game for it.

[Speaker 1] Trust, customer, innovation. So, innovation. India, a rapidly digitising economy – what's so exciting about digitisation here?

[Speaker 2] Oh, well the Swiggys and Blinkets of the world has actually spoiled today's consumer is what I would say, that everybody wants everything now. So, if you talk about insurance also, if you don't match that speed, we'll be left behind because this is peak consumerism. It's very important that, you know, we are out there in the market reaching out to all possible digital touch points. If you want to reach out to today's working generation or tomorrow's customer, I feel AI is the game changer in that, for the reason that people want, you know, instant claims, smart chat bots, they're always available for us. So, I think what works seamless is working very much for all the youngsters who are out there who are there at all possible digital touch points.

[Speaker 1] Last question for me, most important one – when I think of India, two things that come to mind, Bollywood and cricket. So, who is the better brand ambassador, Virat Kohli or Priyanka Chopra?

[Speaker 2] Oh my God, if you ask me, I'm a big Virat Kohli fan, but how Priyanka is actually representing India outside the country. It's a big, big thing for all of us. But on the personal end, Virat Kohli for sure.

[Speaker 1] OK.

[Speaker 2] OK, now I have three questions for you.

[Speaker 1] OK.

[Speaker 2] What do you find the most exciting aspect about young India?

[Speaker 1] About young India. I think it's the growth and the hunger for growth. What I see whether we're in Gurgaon, in Delhi and Mumbai and Bangalore, I just see hunger. I see hunger for growth both amongst the workforce and amongst the consumer base. And I think that that is quite infectious and it's something I wish I could bottle and send to all of our other businesses around the world.

[Speaker 2] That's great. And how do you think the organisations can find harmony working with the younger generation?

[Speaker 1] I think part of it is to make insurance more relevant and make insurance more exciting. And I think in places like India, we have an opportunity to really present our industry as the dynamic, fast-growing, inclusive, you know, socially accretive industry that it is.

We make ourselves more relevant to people and to the younger generation and the younger generation will self select to come and work with us and for us.

[Speaker 2] So how do you think GenAI is actually changing the future of work, specifically for financial services and overall as well?

[Speaker 1] Yeah, good question. It's the subject on everyone's lips right now. I think for me, I think for us, it's primarily about productivity, right? How does GenAI make us more productive?

And in your business, for example, where we have thousands of intermediaries spread across a significantly large population and landmass, the ability for GenAI to standardise, harmonise, accelerate our intermediary training, our conduct controls, even some of our marketing capabilities, the large language models that we have in terms of communicating across the Indian population, it will make us more productive. And I think that's quite exciting.

[Speaker 2] Thank you so much, Ed. It was lovely connecting with you.

[Text on screen] HSBC Life | Opening up a world of opportunity