

Rebranding of BOCG Life

14 July 2016

BOC Group Life Assurance Company Limited will change the brand name and logo to “**BOC Life**” effective 18 July 2016, aiming to bring our relationship with customer closer. Our new web domain at www.boclifecom.hk will come into effect at the same time.

The new brand name would have no impact on the business operations, the terms of existing policy contracts, and our commitment to delivering superior services to customers. Our registered company name will also remain unchanged.

As part of the rebranding campaign, a series of promotions under the theme of “Get a Little Closer” will be rolled out in major local media to share the message with our customers and the public.

If you have any enquiries, please call our Customer Service Hotline at (852) 2860 0688.

BOC Group Life Assurance Company Limited