

FGILI Diwali Campaign

INDEX

Sr.No	Press Release	Date	Headline	Publication	AV Value
1	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali	3.11.2018	<u>Future Generali India Life Insurance Launches Diwali Campaign #YehDiwaliLessSugar Wali</u>	AdAge India	50,000
2		6.11.2018	<u>Brands on campaign overdrive to celebrate Diwali</u>	Adgully	50,000
3		6.11.2018	<u>Here's How Brands Wished Happy Diwali</u>	AdAge India	50,000
4		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Business Standard	50,000
5		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	India Today	50,000
6		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Business Today	50,000
7		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Investment Guru	35,000
8		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	India Infoline	50,000
9		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	The HANS India	50,000

10		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	WebIndia123	35,000
11		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	MedIndia	40,000
12		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	India Herald	35,000
13		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	New Delhi Times	35,000
14		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Telangana Today	40,000
15		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Press Trust of India	50,000
16		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	IANS	50,000
17		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	PR Newswire	50,000
18		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Banking Frontiers	50,000
19		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Business Fortnight	50,000
20		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Dalal Street Investment Journal	40,000
21		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Biharprabha	35,000

22		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	BusinessNews thisweek	35,000
23		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	DataGuru	35,000
25		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	IndiaMed Today	40,000
26		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Insurance Technology	35,000
27		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	Insurance NewsNet	35,000
28		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	NewsR	35,000
29		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	OneNewsPage	35,000
30		2.11.2018	<u>Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali</u>	TMCnet.com	35,000
Total					12,30,000

Date:	3.11.2018
Publication:	AdAge India
Headline:	Future Generali India Life Insurance Launches Diwali Campaign #YehDiwaliLessSugarWali
Link:	http://www.adageindia.in/advertising/future-general-India-life-insurance-launches-diwali-campaign-yehdiwalilessugarwali/articleshow/66473340.cms

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Future Generali India Life Insurance Launches Diwali Campaign #YehDiwaliLessSugarWali

By AdAge India Bureau, Published on Nov 3, 2018, 08:00 AM



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Date:	6.11.2018
Publication:	Adgully
Headline:	Brands on campaign overdrive to celebrate Diwali
Link:	https://www.adgully.com/video-exclusive-brands-on-campaign-overdrive-to-celebrate-diwali-81526.html

ADVERTISING
NOV 06, 2018

On the eve of Diwali marketers pull all the stops to devise the most ingenious campaigns that will resonate with audiences and tap into their generous spirit during the festivities. In this video exclusive feature, we will showcase all the exciting campaigns that made the rounds this festive season.

ADGULLY BIRFALL
Future Generali India Life Insurance wishes you a Happy Diwali but Less Sugar-wali

#YehDiwaliLessSugarWali Challenge

Watch later Share

The brand through its earlier campaigns - Father's Day and Rakshabandhan – has been prodding fathers to take care of their health. For Diwali once again the brand not only wants to remind fathers to stay healthy by cutting down sugar and also take the less sugar challenge

Date:	6.11.2018
Publication:	AdAge India
Headline:	Here's How Brands Wished Happy Diwali
Link:	http://www.adageindia.in/advertising/heres-how-brands-wished-happy-diwali/articleshow/66528071.cms

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Here's How Brands Wished Happy Diwali

By AdAge India Bureau, Published on Nov 6, 2018, 09:23 PM

FOR Diwali once again the brand not only wants to remind fathers to stay healthy by cutting down sugar and also take the less sugar challenge. The brand in the film recognizes that it is Diwali, a time to celebrate when one's best intentions and health promises are undone, because of all the sweets and good food which are part of the celebrations.

#YehDiwaliLessSugarWali Challenge



Watch later Share

Date:	2.11.2018
Publication:	Business Standard
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.business-standard.com/article/pti-stories/future-general-India-life-insurance-wishes-all-a-happy-diwali-but-less-sugar-wali-118110200948_1.html

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

Press Trust of India | MUMBAI
Last Updated at November 2, 2018 16:25 IST

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Future [Generali India](#) Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This [Diwali](#) with its new digital initiative [#YehDiwaliLessSugarWali](#) the brand is urging fathers reduce their intake on

Date:	2.11.2018
Publication:	India Today
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.indiatoday.in/pr-newswire?rkey=20181102enIN201811028314_indiapublic&filter=4315

The screenshot shows the India Today website interface. At the top, there are navigation links for NEWS, LIVE TV, APP, and MAGAZINE. Below this is a secondary navigation bar with categories like HOME, VIDEOS, PROGRAMME, INDIA, MOVIES, TECH, SPORTS, WORLD, FACT CHECK, LIFESTYLE, FYI, and EDUCATION. An advertisement for Google Cloud is displayed, offering options for businesses with 'Less than 20 people' or '20 people or more'. The main content area features a PR Newswire article with the headline 'Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali'. The article is dated 'MUMBAI, November 2, 2018 /PRNewswire/'. The text of the article states: 'Future Generali India Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This Diwali with its new digital initiative #YehDiwaliLessSugarWali the brand is urging fathers reduce their intake on sweets, mithais, chocolates and ladoos to stay on the health track.' To the right of the article is another advertisement for 'USA Investor Visa EB-5', featuring a man and the text 'A Path to U.S. immigration through investment CMB Regional Centers'.

Date:	2.11.2018
Headline:	Business Today
Publication:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.businesstoday.in/prnewswire/?rkey=20181102enIN201811028314_indiapublic&filter=2418


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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
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 Future Generali India Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This Diwali with its new digital



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Date:	2.11.2018
Publication:	Investment Guru
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://investmentguruindia.com/prn1.php?rkey=20181102enIN201811028314_indiapublic&filter=6830



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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

MUMBAI, November 2, 2018 /PRNewswire/ --

Future Generali India Life Insurance Pvt.Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This Diwali with its new digital initiative #YehDiwaliLessSugarWali the brand is urging fathers reduce their intake on sweets, mithais, chocolates and ladoos to stay on the health track.

Future Generali India Life Insurance strategically decided to move away from the clutter and focus sharply only on fathers and their health. The brand worked from the insight that fathers are constantly busy providing the best for the family and in the process they de-prioritize their health; little realizing that their health is the family's greatest insurance and security.

The brand through its earlier campaigns - Father's Day and Rakshabandhan - has been prodding fathers to take care of their health. Both these worked on driving the realization that fathers need to stay healthy not only for themselves but for their families. This was crystalized in the campaign thought, #AapkiHealthMereLiye. The campaigns received great response that resulted in cumulative reach of about 50Mn and 15Mn views. The campaigns went beyond lip service. The campaigns worked to get fathers actively involved in this conversation and urged them to make health promise and then to themselves on track wear the promise brand. The initiative received 1200+ health promise cards for Father's day and 8000 health promise bands for Rakshabandhan.

Date:	2.11.2018
Publication:	India Infoline
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.indiainfoline.com/prnewswire?key=20181102enIN201811028314_indiapublic&filter=4993

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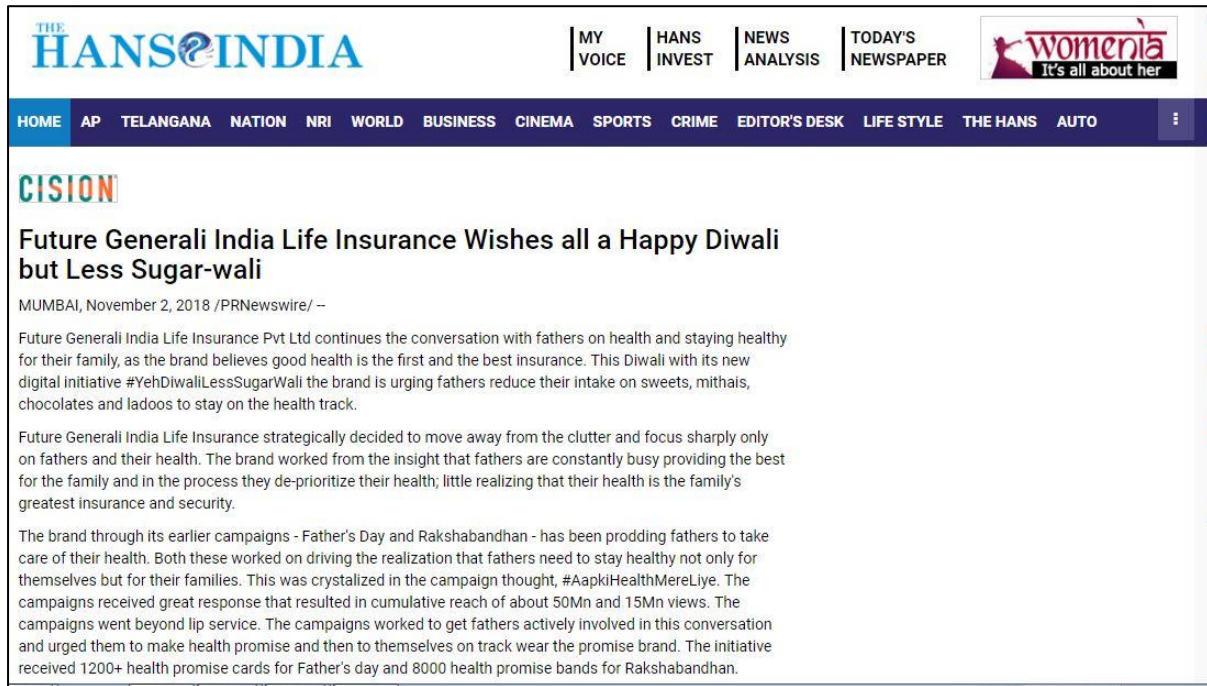
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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
MUMBAI, November 2, 2018 /PRNewswire/ --

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BUZZ

Date:	2.11.2018
Publication:	The HANS India
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://www.thehansindia.com/home/prnewswire?key=20181102enIN201811028314_indiapublic&filter=2080



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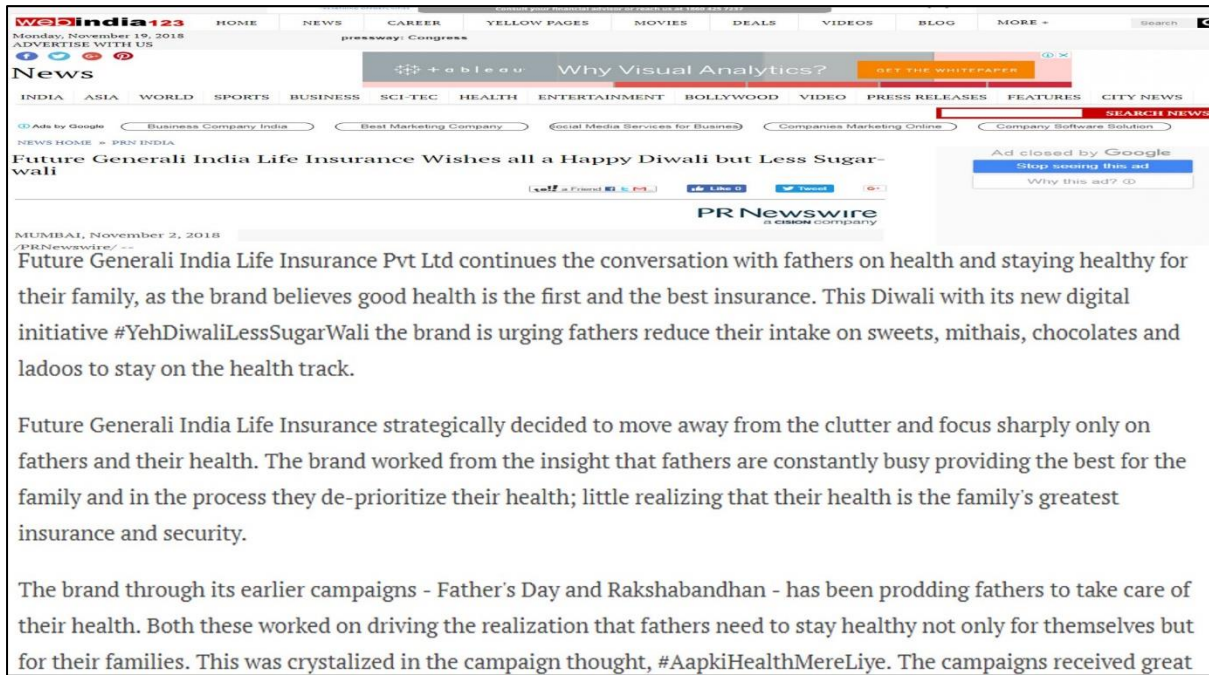
MUMBAI, November 2, 2018 /PRNewswire/ --

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Date:	2.11.2018
Publication:	WebIndia123
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://news.webindia123.com/news/press_showdetailsPR.asp?id=1118101&cat=PRN



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 Future Generali India Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This Diwali with its new digital initiative #YehDiwaliLessSugarWali the brand is urging fathers reduce their intake on sweets, mithais, chocolates and ladoos to stay on the health track.
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Date:	2.11.2018
Publication:	MedIndia
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.medindia.net/health-press-release/Future-Generali-India-Life-Insurance-Wishes-all-a-Happy-Diwali-but-Less-Sugar-wali-391232-1.htm

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

Friday, November 2, 2018 Lifestyle News

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MUMBAI, November 2, 2018 /PRNewswire/ --

Future Generali India Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This Diwali with its new digital initiative #YehDiwaliLessSugarWali the brand is urging fathers reduce their intake on

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sweets, mithais, chocolates and ladoos to stay on the health track.

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Date:	2.11.2018
Publication:	India Herald
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.apherald.com/PRNewsWire/ViewArticle/10121649/apherald-politics/

The screenshot shows the India Herald website interface. At the top, the masthead reads 'INDIA HERALD' with a central emblem. Below it, the date 'Mon, Nov 19, 2018' and 'Last Updated 4:58 pm IST' are visible. Navigation options include 'Menu', 'Sections', and language choices: 'English', 'हिंदी', 'తెలుగు', 'தமிழ்', 'Photos', and 'Videos'. A search bar is located on the right. Below the navigation, there are logos for regional editions: 'hindi herald.com', 'telugu herald.com', 'tamil herald.com', 'kannada herald.com', and 'malayalam herald.com'. A horizontal menu lists various news categories like 'World news', 'India news', 'Andhra/Telangana news', etc. The main article headline is 'Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali'. Below the headline, it says 'Home | PRNewsWire | Written by Future Generali India Life Insurance Pvt Ltd | Updated : November 2, 2018 16:09 IST'. There are social media share buttons for Facebook, Twitter, Pinterest, and Google+. The article text begins with 'MUMBAI, November 2, 2018 /PRNewswire/ -- Future Generali India Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their...'. On the right side, there is an advertisement for HSBC featuring a 'EVERYDAY OFFER' of ₹250.

Date:	2.11.2018
Publication:	New Delhi Times
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.newdelhitimes.com/news-release/?rkey=20181102enIN201811028314_indiapublic&filter=5147

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

MUMBAI, November 2, 2018 /PRNewswire/ --

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Date:	2.11.2018
Publication:	Telangana Today
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://telanganatoday.com/pr-newswire?rkey=20181102enIN201811028314_indiapublic&filter=11682

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

MUMBAI, November 2, 2018 /PRNewswire/ --

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Date:	2.11.2018
Publication:	Press Trust of India
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://www.ptinews.com/pressrelease/32321_press-subFuture-Generali-India-Life-Insurance-Wishes-all-a-Happy-Diwali-but-Less-Sugar-wali

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Source:Future Generali India Life Insurance Pvt Ltd Category:General

Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

02/11/2018

Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

MUMBAI, November 2, 2018/PRNewswire/ --

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Date:	2.11.2018
Publication:	IANS
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://ians.in/index.php?param=prnewswiredetail/PRN-1017836


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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
(13:39 Hrs. IST)

MUMBAI, November 2, 2018 /PRNewswire/ --

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Date:	2.11.2018
Publication:	PR Newswire
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://www.prnewswire.co.in/news-releases/future-general-India-life-insurance-wishes-all-a-happy-diwali-but-less-sugar-wali-699387411.html





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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

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MUMBAI, November 2, 2018 /PRNewswire/ --

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Video Link: <https://youtu.be/kmAHPbpgLPQ>

For Diwali once again the brand wants to remind fathers to stay healthy by cutting down sugar and also take the less sugar challenge. The brand in the film recognizes that it is Diwali, a time to celebrate when one's best intentions and health promises are undone, because of all the sweets and good food which are part of the celebrations. In the film while the family is busy in Diwali-cleaning, the parents challenge their daughter Rhea to clean up her room, so that as a family they are ready to welcome Laxmi, Goddess of wealth. While Rhea accepts the challenge, she is bothered that her father is devouring the box of ladoos (sweet) with

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Date:	2.11.2018
Publication:	Banking Frontiers
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://bankingfrontiers.com/pr-newsire/?rkey=20181102enIN201811028314_indiapublic&filter=3021

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CISION Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

MUMBAI, November 2, 2018 /PRNewswire/ --

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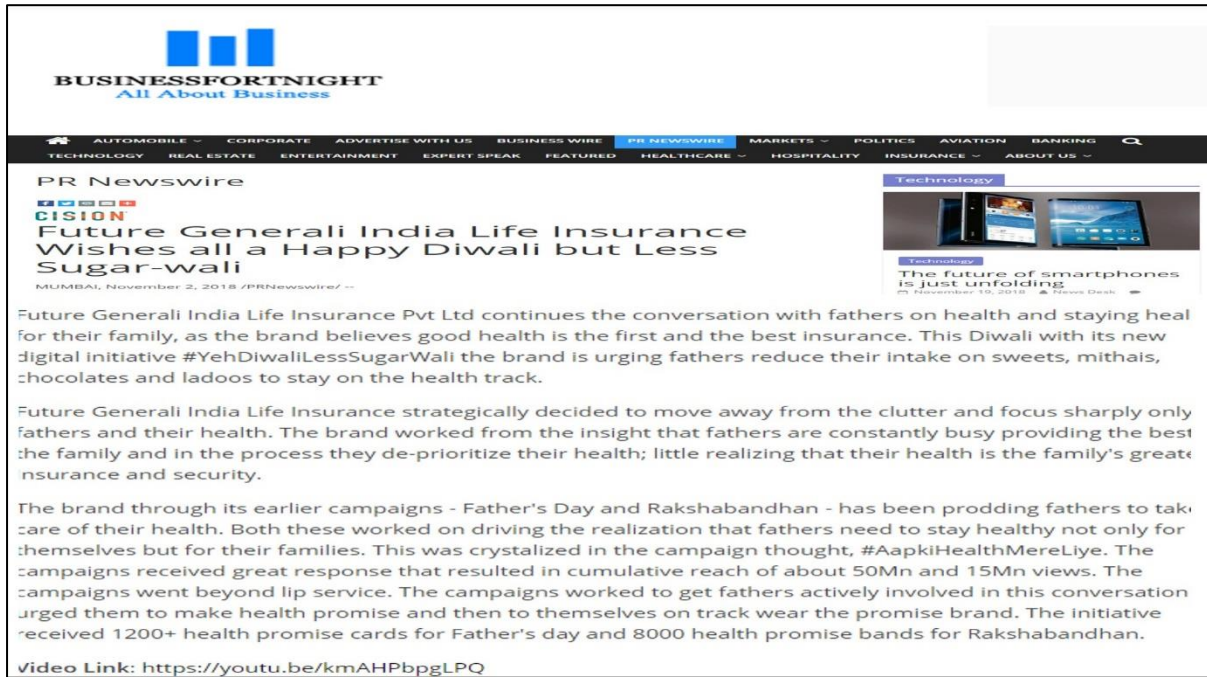
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Date:	2.11.2018
Publication:	Business Fortnight
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://www.businessfortnight.com/pr-newswire/?rkey=20181102enIN201811028314_indiapublic&filter=5117



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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
MUMBAI, November 2, 2018 /PRNewswire/ --

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Video Link: <https://youtu.be/kmAHPbpgLPQ>

Date:	2.11.2018
Publication:	Dalal Street Investment Journal
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.dsij.in/NewsWireDetails/FileName/201811020639PR_NEWS_EURO_ND_enIN201811028314_indiapublic

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

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Date:	2.11.2018
Publication:	Biharprabha
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://news.biharprabha.com/prnewswire/?rkey=20181102enIN201811028314_indiapublic&filter=2270

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

MUMBAI, November 2, 2018 /PRNewswire/ --

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Date:	2.11.2018
Publication:	Businessnewsthisweek
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://businessnewsthisweek.com/prnews/?rkey=20181102enIN201811028314_indiapublic&filter=601

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

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Date:	2.11.2018
Publication:	DataGuru
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://beta.dataguru.in/prnewswire.do?rkey=20181102enIN201811028314_indiapublic&filter=2488



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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

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Date:	2.11.2018
Publication:	IndiaMed Today
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://beta.indiamedodayu.in/prnewswire.do?rkey=20181102enIN201811028314_indiapublic&filter=2488

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Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

Friday, November 2, 2018 Lifestyle News

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MUMBAI, November 2, 2018 /PRNewswire/ --

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Date:	2.11.2018
Publication:	Insurance Technology
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	http://insurance-technology.tmcnet.com/news/2018/11/02/8845403.htm

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[November 02, 2018]

Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali

MUMBAI, November 2, 2018 /PRNewswire/ --

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Video Link: <https://youtu.be/kmAHPbpgLPQ>

Date:	2.11.2018
Publication:	Insurance NewsNet
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://insurancenewsnet.com/oarticle/future-general-India-life-insurance-wishes-all-a-happy-diwali-but-less-sugar-wali#.W_UenTgzblU

The screenshot shows the Insurance NewsNet website interface. At the top, there is a navigation bar with the logo 'insurance news net.com' and the tagline 'Your industry. One source.'. Navigation links include 'SUBSCRIBE', 'ABOUT', 'ADVERTISE', and 'CONTACT'. A search bar is present with the text 'What are you looking for?'. Below the navigation bar, there are category links: 'Now reading NEWSWIRES', 'TOPICS', 'INN EXCLUSIVES', 'NEWSWIRES', '★ REGULATION NEWS', 'PODCAST', 'MAGAZINE', and 'INSIDER'. The main headline of the article is 'Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali', attributed to 'PR Newswire India'. The article text begins with 'MUMBAI, November 2, 2018 /PRNewswire/ --' and discusses Future Generali India Life Insurance Pvt Ltd's focus on fathers' health during Diwali, mentioning the #YehDiwaliLessSugarWali initiative.

Date:	2.11.2018
Publication:	NewsR
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://insurancenewsnet.com/oarticle/future-general-India-life-insurance-wishes-all-a-happy-diwali-but-less-sugar-wali#.W_UenTgzblU

The screenshot shows the NewsR website interface. At the top, there is a search bar with the text "Search 25 million videos & articles". Below the search bar is a navigation menu with categories: HOME, NATIONAL, WORLD, SPORTS, POLITICS, BUSINESS, PEOPLE, and SCITECH. There is also a secondary menu with options: Top Stories, Video, Live TV, Staff Stories, Most Popular, Front Page News, and Latest LIVE. A Facebook widget is visible on the left side with the text "Find us on facebook". The main content area features a "PR Newswire" header and a large article titled "Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali". The article text reads: "MUMBAI, November 2, 2018 /PRNewswire/ -- Future Generali India Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This Diwali with its new digital initiative #YehDiwaliLessSugarWali the brand is urging fathers reduce their intake on sweets, mithais, chocolates and ladoos to stay on the health track." Below the article text, there is a "Future Generali India Life Insurance strategically decided to move away from the clutter and focus" snippet. On the right side, there is a blue sidebar advertisement for "SUNDARAM Equity Savings Fund" with a "New Fund Offer" badge. The ad includes the text: "An open ended scheme investing in equity, arbitrage and debt." and "NFO Period Nov 16th 2018 - Nov 30th 2018". It also states "Scheme reopens for ongoing subscription/redemption from 14th Dec 2018." and has a "LEARN MORE" button.

Date:	2.11.2018
Publication:	OneNewsPage
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.onenewspage.com/prnewswire.php?rkey=20181102enIN201811028314_indiapublic&filter=3968

The screenshot shows the One News Page website interface. At the top, it displays the date 'Monday, November 19, 2018' and a search bar for '114 million videos & articles'. The navigation menu includes categories like HOME, WORLD, SPORTS, POLITICS, BUSINESS, PEOPLE, and SCITECH. Below the menu, there are sub-sections for 'Top Stories', 'Video', 'Live TV', 'Staff Stories', 'Most Popular', 'Front Page News', and 'Latest LIVE'. The main content area features a 'PR Newswire' section with a 'CISION' logo and the headline: 'Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali'. The article text mentions that Future Generali India Life Insurance Pvt Ltd is urging fathers to reduce their intake of sweets, mithais, chocolates, and laddoos for Diwali. A sidebar on the left lists 'PEOPLE' such as LeBron James, Donald Trump, Carlos Ghosn, Drew Brees, and Troy Aikman. A 'CURRENT TOPICS' section at the bottom left lists 'HONG KONG'. On the right, there is an advertisement for Adobe with the text 'This is an experience' and 'Data and design are transforming the retail industry.' The Adobe logo is visible in the top left of the ad.

Date:	2.11.2018
Publication:	TMC Net.com
Headline:	Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali
Link:	https://www.tmcnet.com/usubmit/-future-general-India-life-insurance-wishes-all-happy-2018/11/02/8845403.htm

The screenshot shows the TMCnet.com website interface. At the top, there is a navigation bar with categories like COMMUNITIES, PUBLICATIONS, EVENTS, AWARDS, TECHNOLOGIES, MORE NEWS, and BLOGS. Below this is a secondary navigation bar with various topics such as MARKETS, NFV, SPACE IT BRIDGE, HOT TOPICS, SD-WAN, CONTACT CENTER SOLUTIONS, CLOUD COMMUNICATIONS, and WHITE LABEL HOSTED VOIP. A red banner below the navigation bar lists 'RESOURCE CENTER - WHITE PAPERS | WEBINARS | EBOOKS | TMLabs | VIDEOS | MEDIA KIT'. The main content area features a large banner for 'MOUSER ELECTRONICS' with the text 'EMPOWERING INNOVATION TOGETHER' and 'ALL THINGS IOT'. To the right of the banner is a 'WATCH VIDEO' button and a 'SPONSORED BY' section listing DIGI, maxim integrated, and muRata. Below the banner is a 'TMC NEWS' section with a 'TMCNET NEWSLETTER SIGNUP' form. The main article headline is 'Future Generali India Life Insurance Wishes all a Happy Diwali but Less Sugar-wali', dated [November 02, 2018]. The article text reads: 'MUMBAI, November 2, 2018 /PRNewswire/ -- Future Generali India Life Insurance Pvt Ltd continues the conversation with fathers on health and staying healthy for their family, as the brand believes good health is the first and the best insurance. This Diwali with its new digital initiative #YehDiwaliLessSugarWali the brand is urging fathers reduce their intake on sweets, mithais, chocolates and ladoos to stay on the health track.' To the right of the article is a 'fitbit' advertisement with the text 'INSPIRE YOUR FAMILY' and a 'WATCH VIDEO' button. At the bottom right, there is an 'UPCOMING WEBINARS' section featuring a webinar titled 'Steps for Building a Successful Digital Customer Engagement Strategy' by RingCentral.