

Monthly Coverage Dossier

May 2023

Future Generali India Life Insurance Company Ltd.

Classification | Confidential

FGILI Monthly Report May 2023							
Sr.No	Overview of Activities	Spokesperson	Publications captured	Journalist	Timeline	Media Type	Category
Interview							
1	In conversation with Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance Company Ltd	Mr. Niraj Kumar	Dalal Street Investment Journal	Bhavya Rathod	May 11, 2023	Online	CAT A+
Authored Article							
2	Life insurance: Why is it pertinent to make smart financial decisions?	Mr Alok Rungta	Mint (MintGenie)	Shubhashish	May 8, 2023	Online	CAT A+
3	Technology trends that are poised to unlock new opportunities for stakeholders in the Insurance industry	Mr. Nilesh Parmar	CXO Today	Narasimha Raju	May 11, 2023	Online	CAT A+
Industry story							
4	Now, you cannot repay loan taken against insurance policy using credit card	Mr. Conjeevaram Baradhvaj	CNBC TV18	Anshul Majumdar	May 5, 2023	Online	CAT A+
5	Stop accepting loan repayments against insurance policies via credit cards: Irdai	Mr. Conjeevaram Baradhvaj	Livemint	Navneet Dubey	May 5, 2023	Online	CAT A+
6	IRDAI ceasing repayment of policy loans via credit cards mitigated risks: Experts.	Mr. Conjeevaram Baradhvaj	ET BFSI	Shreesh Kapoor	May 9, 2023	Online	CAT A+
7	Know IRDAI's latest rule on loan repayment	Mr. Conjeevaram Baradhvaj	The Economic Times (Wealth)	NA	May 9, 2023	Online	CAT A+
8	India Regulator stops use of credit cards to repay insurance policy loans	Mr. Conjeevaram Baradhvaj	Asia Insurance Review	NA	May 9, 2023	Online	CAT B
9	Stop accepting mortgage repayments in opposition to insurance coverage insurance policies through bank cards: Irdai	Mr. Conjeevaram Baradhvaj	Report Wire - News of Another Perspective	NA	May 9, 2023	Online	CAT B

10	Insurance regulator may launch Bima Sugam by August 1 — how policyholders will benefit	Mr. Bruce de Broize	CNBC TV18	Anshul Majumdar	May 26, 2023	Online	CAT A+
11	Arrival of Bima Sugam, a watershed moment for Insurance Industry: Leaders	Mr. Bruce de Broize	ET BFSI	Shreesh Kapoor	May 29,2023	Online	CAT A+
Press Release							
12	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	The Economic Times (Brand Equity)	NA	May 25, 2023	Online	CAT A+
13	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Campaign India	NA	May 25, 2023	Online	CAT A+
14	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Exchange4media	NA	May 25, 2023	Online	CAT A+
15	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Afaqs	NA	May 25, 2023	Online	CAT A+
16	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Adgully	NA	May 25, 2023	Online	CAT A+
17	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Social Samosa	NA	May 25, 2023	Online	CAT A+
18	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Storyboard18	NA	May 26, 2023	Online	CAT A+
19	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Investment Guru India	NA	May 25, 2023	Online	CAT B

20	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	MediaNews4U	NA	May 25, 2023	Online	CAT B
21	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Best Media Info	NA	May 25, 2023	Online	CAT B
22	Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO	Ms. Geetanjali Chugh Kothari	Mediabrief	NA	May 25, 2023	Online	CAT B
Testimonial Story							
Delhi							
23	Future Generali India Life Insurance Co. Ltd. explains how customers attain the 'trust factor' on their offerings.	NA	Dainik Bhaskar	NA	May 3, 2023	Print	CAT A
24	Future Generali India Life Insurance Co. Ltd. explains how customers attain the 'trust factor' on their offerings.	NA	BPN Times	NA	May 3, 2023	Print	CAT B
Jaipur							
25	Future Generali India Life Insurance Co. Ltd. explains how customers attain the 'trust factor' on their offerings.	NA	Dainik Navjyoti	NA	May 4, 2023	Print	CAT A+
26	Future Generali India Life Insurance Co. Ltd. explains how customers attain the 'trust factor' on their offerings.	NA	Mahaka Bharat	NA	May 3, 2023	Print	CAT B
Gujarat							
27	Future Generali India Life Insurance Co. Ltd. explains how customers attain the 'trust factor' on their offerings.	NA	Samay Express	NA	May 2, 2023	Print	CAT B
Mumbai							

28	Future Generali India Life Insurance Co. Ltd. explains how customers attain the 'trust factor' on their offerings	NA	Punyanagari	NA	May 5, 2023	Print	CAT A+
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Interview

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Date:	May 11, 2023	Publication:	Dalal Street Investment Journal
Media:	Online	Page No:	NA
Link: https://www.dsij.in/dsijarticledetail/artmid/10163/articleid/30340/preview/true/in-conversation-with-niraj-kumar-chief-investment-officer-future-general-india-life-insurance-company-ltd			

DALAL STREET
INVESTMENT JOURNAL
DEMOCRATIZING WEALTH CREATION

In conversation with Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance Company Ltd



We mustn't succumb to 'Fear' and 'Greed' and leverage the market falls as an opportunity to build a long-term constructive investment portfolio, expresses Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance Company Ltd.

Could you share your perspective on the life insurance industry in India and discuss the significant growth areas and developments that have emerged after the pandemic?

Life Insurance as a sector in the economy has indeed gained paramount importance in the aftermath of Covid and has reinforced the increasing need for deeper penetration of insurance in terms of providing the requisite protection and building a safety net.

India's Life Insurance industry has been one of the prominent growth sectors and has exhibited strong growth over the last few years. This healthy growth rate has come despite being posed with a myriad of challenges viz. COVID-19- and the resultant lockdown impacting the industry's ability to write new business and trimming of taxation benefits for high-ticket ULIP policies. In fact, the industry has seen stupendous growth of 19 per cent in FY23 with maximum growth being witnessed in the month of March, driven by strong demand for traditional products ahead of tax regime change (w.e.f. April 1, 2023), making high ticket traditional savings plans, more than Rs 5 lakh fully taxable at the marginal tax rate. Going forward in FY24, while growth in the sector may see some normalization due to high base and new tax implementation on high ticket policies, we reckon life

Authored Article

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Date:	May 8, 2023	Publication:	Mint (MintGenie)
Media:	Online	Page No:	NA
Link: https://mintgenie.livemint.com/news/personal-finance/life-insurance-why-is-it-pertinent-to-make-smart-financial-decisions-151683525669758			



Life insurance: Why is it pertinent to make smart financial decisions?

 | Alok Rungta

Updated: 08 May 2023, 12:10 PM IST




With more Indians falling into debt traps early on in their lives, the financial health of India's burgeoning working-age population lies in a delicate balance. Rapidly increasing standards of living and easy access to high-interest credit products are further exaggerating this problem, with the potential to snowball into a larger banking crisis in the longer term.

While the first step in addressing this problem is for affected individuals to acknowledge their financial situation, many of them lack the propensity to understand different financial terms.

Having a basic level knowledge of budgeting, investing and a repertoire of other such financial skills is the need of the hour and comes under the umbrella term of financial literacy. Financially literate individuals are better able to compare long-term costs of big purchases, make wise saving or investing decisions and plan effectively for retirement.

Date:	May 11, 2023	Publication:	CXO Today
Media:	Online	Page No:	NA
Link: https://www.cxotoday.com/cxo-bytes/technology-trends-that-are-poised-to-unlock-new-opportunities-for-stakeholders-in-the-insurance-industry/			




IT Perspective for Decision Makers

Technology trends that are poised to unlock new opportunities for stakeholders in the Insurance industry

As insurers embrace new ways to craft a superior customer experience and increase penetration, four key advanced technologies are bound to bring about a seismic change across the insurance sector

Narasimha Raju | @JWebSiteApp



In my view, modern technologies are playing an increasingly larger role in bringing about disruptive transformation across various industries. The insurance sector too is witnessing a host of technological advancements that are revamping the products and services being offered to an ever-evolving customer set. Of the various technology trends that are in play currently, I see four of them likely to have a pronounced impact on both insurers and customers, revolutionizing how new products are developed, distributed, serviced, and consumed over the next few years. Let us look at each trend and its contribution in increasing market penetration, improving the customer experience, reducing insurance cost, and unlock new efficiencies across the entire insurance value chain.

Digital Technologies and their role in augmenting the India Stack


With a Fin Tech adoption rate of 87%, India has been lauded across the globe for accelerating the pace of embracing digital technologies. This has come on the back of the development of 'India Stack' as a unified platform and the world's first national digital infrastructure. India Stack has developed into a technological foundation that enables ease of identity and payment whilst providing data security, which has helped widen access to financial services and in turn driving financial inclusion. Once the development of Health Stack is complete which will digitise records of the over six billion health transactions that take place in the country annually (and historical data), this will have far-reaching

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Industry Story

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Date:	May 5, 2023	Publication:	CNBC TV18
Media:	Online	Page No:	NA
Link: https://www.cnbctv18.com/personal-finance/now-you-cannot-repay-loan-taken-against-insurance-policy-using-credit-card-16575861.htm			




Now, you cannot repay loan taken against insurance policy using credit card



🕒 3 Min(s) Read




By Anshul
May 5, 2023 12:11:21 PM IST (Updated)

Notably, the Pension Fund Regulatory and Development Authority (PFRDA) last year announced that it will discontinue accepting credit card payments for subscriptions and contributions in the National Pension System (NPS) Tier-II accounts.

The impact

According to Conjeevaram Baradhwaj, Executive Vice President (Legal & Compliance) & Company Secretary at Future Generali India Life Insurance Company Ltd, there are instances where policy loans are repaid using credit cards and the customers have 1 month time to repay the credit card dues.


Date:	May 5, 2023	Publication:	Livemint
Media:	Online	Page No:	NA
Link: https://www.livemint.com/money/personal-finance/irdai-bans-credit-card-repayments-for-life-insurance-policies-in-india-effective-immediately-says-circular/amp-11683283049805.html			



Stop accepting loan repayments against insurance policies via credit cards: Irdai

2 min read . Updated: 05 May 2023, 04:22 PM IST

Navneet Dubey



Borrowers can take loans from moneylenders using the cash value part of policy as collateral. (Photo: iStock)

“There are instances where policy loans are repaid using credit cards and the customer has one month time to repay the credit card dues. This could give rise to opportunities for availing of short-term (1-month) interest-free loans. However, the interest rates on default of repayment of credit cards are very high and in case the customer fails or delays payment of credit cards, this could put the customer to a huge financial exposure. In order to discourage tendencies to use credit cards for above purposes and to prevent policyholder’s vulnerability to financial delinquencies, repayment of Policy loans through Credit cards has been prohibited,” said Conjeevaram Baradhvaj, executive vice president (Legal & Compliance) & company secretary at Future Generali India Life Insurance.

Date:	May 9, 2023	Publication:	ET BFSI
Media:	Online	Page No:	NA
Link: https://bfsi.economicstimes.indiatimes.com/news/insurance/irdai-ceasing-repayment-of-policy-loans-via-credit-cards-mitigated-risks-experts/100081168?utm_source=RSS&utm_medium=ETRSS			



IRDAI ceasing repayment of policy loans via credit cards mitigated risks: Experts

In a recent move, IRDAI has asked life insurers to stop accepting repayment of loans taken against insurance policies using credit cards. According to Insurance experts, the latest move is all set to benefit policyholders and protect them in more ways than one. Read here to know what they said:

What is a policy loan and how does it work?

Since life insurance contracts benefits are payable over a longer term, in order to provide short term liquidity to customers, a refundable interest-bearing Policy loan facility is available with maximum loan limited to 90% of the surrender value, Conjeevaram Baradhwaj, Executive Vice President (Legal & Compliance) & Company Secretary at Future Generali India Life Insurance highlighted.

These can be availed by pledging specific traditional policies like whole life policy, money back and endowment policies.

“Life insurance Policies with savings element (also called Endowment Policies) carry a cash value (also called surrender value) which the policyholder can get if he/she exits after payment of premiums for 2 years. Typically surrender values are 30% if surrendered in the second year, but will increase gradually to 90% of the premiums paid in the last 2 years,” he explained.

Date:	May 9, 2023	Publication:	Economic Times (Wealth)
Media:	Online	Page No:	NA
Link: https://economictimes.indiatimes.com/wealth/borrow/sbi-hdfc-bank-icici-bank-axis-bank-kotak-mahindra-credit-card-users-know-irdais-latest-rule-on-loan-repayment/what-irdai-says/slideshow/100097256.cms			

THE ECONOMIC TIMES | **wealth**

English Edition | Today's Paper

SBI, HDFC Bank, ICICI Bank, Axis Bank, Kotak Mahindra credit card users: Know IRDAI's latest rule on loan repayment

ET Online | 09 May 2023, 02:30 PM IST

4/7 Policy loan interest rate

The interest rate of policy loans is generally lower than that of personal loans available by the leading banks. "Interest is payable on policy loans and the interest rate is around 9 per cent to 10 per cent per annum," said Conjeevaram Baradhvaj, Executive Vice President (Legal & Compliance) & Company Secretary at Future Generali India Life Insurance Company Ltd. There are also certain conditions that policyholders must meet to be eligible for the loan.

5/7 How loans against insurance policies work

"Customers can repay the policy loan whenever they would like to. However, if the loan is not repaid and if the outstanding loan and loan interest equals the surrender value, the policy is foreclosed by adjusting the outstanding amount against the Surrender Value," Baradhvaj added.

Date:	May 9, 2023	Publication:	Asia Insurance Review
Media:	Online	Page No:	NA
Link: https://www.asiainsurancereview.com/News/View-NewsLetter-Article/id/84480/type/eDaily/India-Regulator-stops-use-of-credit-cards-to-repay-insurance-policy-loans			



Member: Beacon International Group, Ltd.

India: Regulator stops use of credit cards to repay insurance policy loans

Mr Conjeevaram Baradhwa, executive vice president (Legal & Compliance) and company secretary of Future Generali India Life Insurance, said, "There are instances where policy loans are repaid using credit cards and the customer has one month to repay the credit card dues. This could give rise to opportunities for taking short-term (one-month) interest-free loans.

"However, the interest rates on the default of the repayment of credit card balances are very high."

In August 2022, the Pension Fund Regulatory and Development Authority made a similar decision to discontinue contributions to Tier-2 accounts in the National Pension System using credit cards. Tier-2 accounts are a voluntary savings arrangement.

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Date:	May 9, 2023	Publication:	Report Wire - News of Another Perspective
Media:	Online	Page No:	NA
Link: https://www.reportwire.in/stop-accepting-loan-repayments-against-insurance-policies-via-credit-cards-irdai/			



REPORT WIRE
NEWS AT ANOTHER PERSPECTIVE

Stop accepting mortgage repayments in opposition to insurance coverage insurance policies through bank cards: Irdai

New Delhi: The Insurance Regulatory Development Authority of India (Irdai) in a round issued on Thursday requested life insurers to stop accepting mortgage repayments in opposition to insurance coverage insurance policies made through bank cards. The choice is efficient instantly and applies to all life insurers.

“There are situations the place coverage loans are repaid utilizing bank cards and the client has one month time to repay the bank card dues. This might give rise to alternatives for availing of short-term (1-month) interest-free loans. However, the rates of interest on default of compensation of bank cards are very excessive and in case the client fails or delays cost of bank cards, this might put the client to an enormous monetary publicity. In order to discourage tendencies to make use of bank cards for above functions and to forestall policyholder’s vulnerability to monetary delinquencies, compensation of Policy loans by Credit playing cards has been prohibited,” stated Conjeevaram Baradhvaj, government vice chairman (Legal & Compliance) & firm secretary at Future Generali India Life Insurance.

Classification

Date:	May 26, 2023	Publication:	CNBC TV18
Media:	Online	Page No:	NA
Link: https://www.cnbctv18.com/personal-finance/insurance-regulator-may-launch-bima-sugam-by-august-1--how-policyholders-will-benefit-16774261.htm			



Insurance regulator may launch Bima Sugam by August 1 — how policyholders will benefit



According to Bruce de Broize, Managing Director and CEO at Future Generali India Life Insurance Company Ltd, this demonstrates the regulator's commitment to enhancing efficiency, transparency, and customer experience within the insurance industry.

"The amalgamation of all insurance companies and their extensive array of products onto a unified platform is set to redefine customer experience by providing unrivalled convenience and access to a diverse range of offerings. This forward-thinking approach, driven by the IRDAI, will establish heightened levels of transparency, simplifying the process of obtaining insurance products and fostering greater accountability across the entire sector," Broize told CNBC-TV18.com.

Date:	May 29, 2023	Publication:	ET BFSI
Media:	Online	Page No:	NA
Link: https://bfsi.economictimes.indiatimes.com/news/insurance/arrival-of-bima-sugam-a-watershed-moment-for-insurance-industry-leaders/100587685?upcache=2			



Arrival of Bima Sugam, a watershed moment for Insurance Industry: Leaders



The implementation of Bima Sugam is a remarkable development in simplifying the insurance buying process. By providing a common, digital platform, Bima Sugam will ultimately increase insurance penetration in the country, echoed Bruce de Broize, Managing Director & CEO of Future Generali India Life Insurance.

“The initiative aligns perfectly with our commitment to customer-centricity and innovation. We stand ready to collaborate with IRDAI and other stakeholders to ensure the successful implementation. We will continue to invest in technology, data analytics, and streamlined processes to optimize our operations within the new, digital framework,” he said.

Press Release

Classification | Confidential

Date:	May 25, 2023	Publication:	The Economic Times (Brand Equity)
Media:	Online	Page No:	NA
Link: https://brandequity.economictimes.indiatimes.com/news/the-people-report/future-general-life-insurance-appoints-geetanjali-chugh-kothari-as-cmo/100495400			

ET BRAND EQUITY.com

Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO

In her new role as the CMO, Geetanjali will report to Bruce de Broize, managing director and chief executive officer, of Future Generali India Life Insurance, and will be based in the head office in Mumbai.



Geetanjali Chugh Kothari

Future Generali India Life Insurance has announced the appointment of Geetanjali Chugh Kothari as its new chief marketing officer (CMO). In her role as the CMO, Kothari will be responsible for leading the organisation's marketing, communications, digital, and customer experience initiatives.

Date:	May 25, 2023	Publication:	Campaign India
Media:	Online	Page No:	NA
Link: https://www.campaignindia.in/article/geetanjali-chugh-kothari-moves-to-future-general-india-life-insurance/483084			

campaign^{India}
REGION: AP | JP | CN | IN

Geetanjali Chugh Kothari moves to Future Generali India Life Insurance




Future Generali India Life Insurance has announced the appointment of Geetanjali Chugh Kothari as chief marketing officer.

As CMO, she has been tasked to lead the organisation's marketing, communications, digital, and customer experience initiatives.

She moves from Bharti Axa Life Insurance, where she was head - marketing and corporate communications. Based in Mumbai, she will report to Bruce de Broize, managing director and CEO, Future Generali India Life Insurance.

Broize said, "Geetanjali's extensive work experience in the BFSI and insurance sectors, coupled with her expertise in driving strategic initiatives centred around innovation, sustainability, customer experience, and business enablement, make her an exceptional addition to our dynamic leadership team as our new CMO. I am confident Geetanjali will be a great asset to the company and will strategically lead the marketing team and enable the organisation to deliver on our customer lifetime partner objectives."

Date:	May 25, 2023	Publication:	Exchange4media
Media:	Online	Page No:	NA
Link: https://www.exchange4media.com/people-movement-news/future-general-India-life-insurance-company-appoints-geetanjali-chugh-kothari-as-cmo-127603.html			




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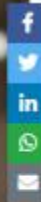
Future Generali India Life Insurance Company appoints Geetanjali Chugh Kothari as CMO

Previously, she held the position of Head of Marketing and Corp Comm at Bharti AXA Life Insurance

By **exchange4media Staff**
Published: May 25, 2023 12:10 PM | 2 MIN READ









Future Generali India Life Insurance Co. Ltd. announced the appointment of Geetanjali Chugh Kothari as its new Chief Marketing Officer (CMO). In her role as the CMO, Geetanjali will be responsible for leading the organization's marketing, communications, digital, and customer experience initiatives.

Date:	May 25, 2023	Publication:	Afaqs
Media:	Online	Page No:	NA
Link: https://www.afaqs.com/people-spotting/future-general-india-life-insurance-company-appoints-geetanjali-chugh-kothari-as-chief-marketing-officer			





By afaqs! news bureau | Published: 25 May 2023, 12:04 IST PEOPLE SPOTTING

Future Generali India Life Insurance Company appoints Geetanjali Chugh Kothari as Chief Marketing Officer

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Geetanjali will report to Bruce de Broize, Managing Director & CEO, of Future Generali India Life Insurance

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Date:	May 25, 2023	Publication:	Adgully
Media:	Online	Page No:	NA
Link: https://www.adgully.com/future-general-appoints-geetanjali-chugh-kothari-as-cmo-132214.html			



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Future Generali appoints Geetanjali Chugh Kothari as CMO



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linkedin.com/in/adgully


Future Generali India Life Insurance Co. Ltd. announced the appointment of Geetanjali Chugh Kothari as its new Chief Marketing Officer (CMO). In her role as the CMO, Geetanjali will be responsible for leading the organization's marketing, communications, digital, and customer experience initiatives.

Geetanjali comes with over 17 years of experience in the marketing domain in **BFSI**, media and retail. Prior to joining Future Generali, Geetanjali held the position of Head of Marketing and Corporate Communication at Bharti AXA Life Insurance. Her prior experience includes working for Future Group,

HT Media and Media Max


Classification /

Date:	May 25, 2023	Publication:	Social Samosa
Media:	Online	Page No:	NA
Link: https://www.socialsamosa.com/2023/05/future-general-ali-india-life-insurance-appoints-geetanjali-chugh-kothari-cmo/			



Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as CMO

Industry Update: May 25, 2023



GEETANJALI CHUGH

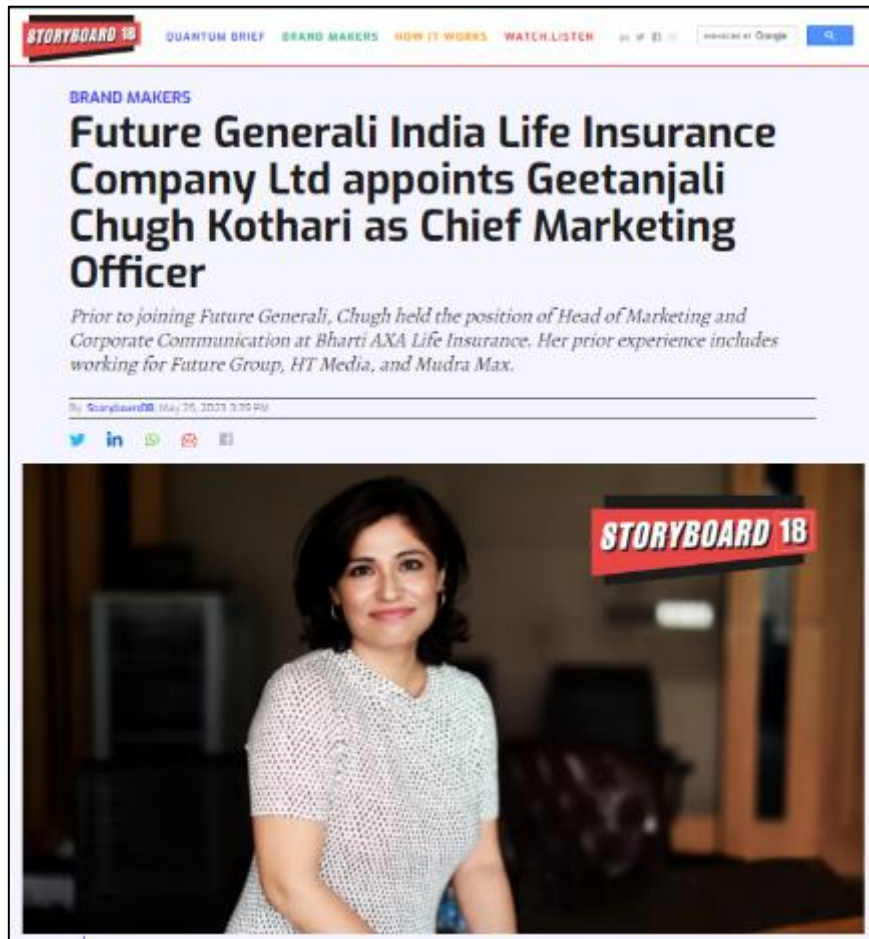
CMO
Future Generali India Life Insurance Co. Ltd.

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Geetanjali comes with over 17 years of experience in the marketing domain in BFSI, media and retail. Prior to joining Future Generali, Geetanjali held the position of Head of Marketing and Corporate Communication at Bharti AXA Life Insurance. Her prior experience includes working for Future Group, HT Media, and Mudra Max.

Date:	May 26, 2023	Publication:	Storyboard18
Media:	Online	Page No:	NA
Link: https://www.storyboard18.com/brand-makers/future-general-India-life-insurance-company-ltd-appoints-geetanjali-chugh-kothari-as-chief-marketing-officer-8373.htm			




Date:	May 25, 2023	Publication:	Investment Guru India
Media:	Online	Page No:	NA
Link: https://investmentguruindia.com/TopStories/Future-Generali-India-Life-Insurance-Company-Ltd-appoints-Geetanjali-Chugh-Kothari-as-Chief-Marketing-Officer			



Future Generali India Life Insurance Company Ltd. appoints Geetanjali Chugh Kothari as Chief Marketing Officer

Posted in Industry News | #Industry #Future Generali India Life Insurance



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Classification

Date:	May 25, 2023	Publication:	MediaNews4U
Media:	Online	Page No:	NA
Link: https://www.medianews4u.com/future-general-appoints-geetanjali-chugh-kothari-as-cmo/			



Future Generali appoints Geetanjali Chugh Kothari as CMO

Kothari will report to Bruce de Broize, Managing Director & CEO.

by **MN4U Bureau** — May 25, 2023 in **Featured, Marketing, People** Reading Time: 2 mins read AA




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Date:	May 25, 2023	Publication:	Best Media Info
Media:	Online	Page No:	NA
Link: https://bestmediainfo.com/2023/05/future-general-India-life-insurance-appoints-geetanjali-chugh-kothari-as-chief-marketing-officer			

 **BEST MEDIA INFO**

Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as Chief Marketing Officer

She will report to Bruce de Broize, Managing Director and CEO, of Future Generali India Life Insurance, and will be based in the head office in Mumbai



Future Generali India Life Insurance has announced the appointment of Geetanjali Chugh Kothari as its new Chief Marketing Officer (CMO).

In her role as the CMO, Kothari will be responsible for leading the organisation's marketing, communications, digital, and customer experience initiatives. She will report to Bruce de Broize, Managing Director and CEO, of Future Generali India Life Insurance, and will be based in the head office in Mumbai.

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Appointments

Future Generali India Life Insurance appoints Geetanjali Chugh Kothari as Chief Marketing Officer

By The News Desk / May 25, 2023

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Future Generali India Life Insurance Co. Ltd. announced the appointment of Geetanjali Chugh Kothari as its new Chief Marketing Officer (CMO). In her role as the CMO, Geetanjali will be responsible for leading the organization's marketing, communications, digital, and customer experience initiatives.

Geetanjali comes with over 17 years of experience in the marketing domain in BFSI, media, and retail. Prior to joining Future Generali, Geetanjali held the position of Head of Marketing and Corporate Communication at Bharti AXA Life Insurance. Her prior experience includes working for Future Group, HT Media, and Mudra Max.

Testimonial Story

Classification | Confidential

Delhi

Classification | Confidential

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दैनिक भास्कर

फ्यूचर जेनेराली इंडिया लाइफ इश्योरेंस लि. ने बताया कि ग्राहकों को उनके प्रोडक्ट्स पर भरोसा कैसे होता है

भास्कर समाचार सेवा

नई दिल्ली। भरोसे के कई मतलब हो सकते हैं, लेकिन लाइफ इश्योरेंस बिजनेस के लिए भरोसे की महत्वपूर्ण भूमिका होती है। फ्यूचर जेनेराली इंडिया लाइफ इश्योरेंस कं. लि. अपने ग्राहकोंकी पसंद का खयाल रखने और उन्हें अपने साथ जोड़े रखने हेतु भरोसा बनाए रखने में सबसे आगे रही है। कंपनी को यह पता है कि एक लाइफ इश्योरेंस ब्रांड चुनने के लिए भरोसा ही सबसे मजबूत आधार होता है। फ्यूचर जेनेराली इंडिया लाइफ इश्योरेंस कं. लि. के एक पुराने ग्राहक श्री रजनीश अग्रवाल ने बताया कि, कंपनी की सेल्स टीम के साथ मेरा अनुभव काफी अच्छा रहा है। उनके कारण ही मैंने अपने लिए पॉलिसी खरीदने का फैसला किया था। टीम ने मुझे अच्छी तरह से पॉलिसी के स्टेप्स और उससे जुड़े नियमों एवं

शर्तों के बारे में बताया, जिससे मुझे उन पर भरोसा करने में मदद मिली ना केवल सेल्स टीम पर बल्कि कंपनी पर भी। कंपनी द्वारा हर व्यक्ति के लिए उनके बचत लक्ष्यों के हिसाब से अलग-अलग प्रोडक्ट्स पेश किये जाते हैं। फ्यूचर जेनेराली इंडिया लाइफ इश्योरेंस कं. लि. के कई संतुष्ट ग्राहकों में से एक श्री शरद कुमार शर्मा ने कहा, सेल्स टीम ने मेरे साथ हमेशा सहायक व्यवहार किया है। उनके साथ मेरा अनुभव काफी अच्छा रहा। मुझे उनकी तरफ से समय पर ड्यू डेट, पॉलिसी की रसीद आदि की सूचनाएं एसएमएस के जरिये मिलती रहती हैं। मैं अपने रिश्तेदारों और दोस्तों को भी इनकी पॉलिसी लेने का सुझाव देना चाहूंगा। अगर भविष्य में जरूरत पड़ी और संभव हुआ तो मैं अपने पोते-पोतियों के लिए भी इसी कंपनी से पॉलिसी खरीदूंगा।

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उड़ान उम्मीद की

बी पी एन टाइम्स

BPN TIMES

फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस लि. ने बताया कि ग्राहकों को उनके प्रोडक्ट्स पर 'भरोसा' कैसे होता है

नई दिल्ली। भरोसे के कई मतलब हो सकते हैं, लेकिन लाइफ इंश्योरेंस बिजनेस के लिए भरोसे की महत्वपूर्ण भूमिका होती है। फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस कं. लि. अपने ग्राहकोंकी पसंद का खयाल रखने और उन्हें अपने साथ जोड़े रखने हेतु भरोसा बनाए रखने में सबसे आगे रही है। कंपनी को यह पता है कि एक लाइफ इंश्योरेंस ब्रांड चुनने के लिए भरोसा ही सबसे मजबूत आधार होता है। फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस कं. लि. के एक पुराने ग्राहक श्री रजनीश अग्रवाल ने बताया कि, कंपनी की सेल्स टीम के साथ मेरा अनुभव काफी अच्छा रहा है। उनके कारण ही मैंने अपने लिए पॉलिसी खरीदने का फैसला किया था। टीम ने मुझे अच्छी तरह से पॉलिसी के स्टेप्स और उससे जुड़े नियमों एवं शर्तों के बारे में बताया, जिससे मुझे उन पर भरोसा करने में मदद मिली दृ ना केवल सेल्स टीम पर बल्कि कंपनी पर भी। कंपनी द्वारा हर व्यक्ति के लिए उनके बचत लक्ष्यों के हिसाब से अलग-अलग प्रोडक्ट्स पेश किये जाते हैं।

Classification

Jaipur

Classification | Confidential

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दैनिक नवज्योति

फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस लि. ने बताया कि ग्राहकों को उनके प्रोडक्ट्स पर भरोसा कैसे होता है

जयपुर। भरोसे के कई मतलब हो सकते हैं, लेकिन लाइफ इंश्योरेंस बिजनेस के लिए भरोसे की महत्वपूर्ण भूमिका होती है। फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस कं. लि. अपने ग्राहकोंकी पसंद का ख्याल रखने और उन्हें अपने साथ जोड़े रखने हेतु भरोसा बनाए रखने में सबसे आगे रही है। कंपनी को यह पता है कि एक लाइफ इंश्योरेंस ब्रांड चुनने के लिए भरोसा ही सबसे मजबूत आधार होता है। फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस कं. लि. के एक पुराने ग्राहक श्री रजनीश अग्रवाल ने बताया कि, कंपनी की सेल्स टीम के साथ मेरा अनुभव काफी अच्छा रहा है। उनके कारण ही मैंने अपने लिए पॉलिसी खरीदने का फैसला किया था। टीम ने मुझे अच्छी तरह से पॉलिसी के स्टेप्स और उससे जुड़े नियमों एवं शर्तों के बारे में बताया, जिससे मुझे उन पर भरोसा करने में मदद मिली दू ना केवल सेल्स टीम पर बल्कि कंपनी पर भी। कंपनी द्वारा हर व्यक्ति के लिए उनके बचत लक्ष्यों के हिसाब से अलग-अलग प्रोडक्ट्स पेश किये जाते हैं। फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस कं. लि. के कई संतुष्ट ग्राहकों में से एक श्री शरद कुमार शर्मा ने कहा, सेल्स टीम ने मेरे साथ हमेशा सहायक व्यवहार किया है। उनके साथ मेरा अनुभव काफी अच्छा रहा।

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महका भारत

फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस लि. ने बताया कि ग्राहकों को उनके प्रोडक्ट्स पर भरोसा कैसे होता है

जयपुर। भरोसे के कई मतलब हो सकते हैं, लेकिन लाइफ इंश्योरेंस बिजनेस के लिए भरोसे की महत्वपूर्ण भूमिका होती है। फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस कं. लि. अपने ग्राहकोंकी पसंद का ख्याल रखने और उन्हें अपने साथ जोड़े रखने हेतु भरोसा बनाए रखने में सबसे आगे रही है। कंपनी को यह पता है कि एक लाइफ इंश्योरेंस ब्रांड चुनने के लिए भरोसा ही सबसे मजबूत आधार होता है। फ्यूचर जेनेराली इंडिया लाइफ इंश्योरेंस कं. लि. के एक पुराने ग्राहक श्री रजनीश अग्रवाल ने बताया कि, कंपनी की सेल्स टीम के साथ मेरा अनुभव काफी अच्छा रहा है। उनके कारण ही मैंने अपने लिए पॉलिसी खरीदने का फैसला किया था। टीम ने मुझे अच्छी तरह से पॉलिसी के स्टेप्स और उससे जुड़े नियमों एवं शर्तों के बारे में बताया, जिससे मुझे उन पर भरोसा करने में मदद मिली दू ना केवल सेल्स टीम पर बल्कि कंपनी पर भी। कंपनी द्वारा हर व्यक्ति के लिए उनके बचत लक्ष्यों के हिसाब से अलग-अलग प्रोडक्ट्स पेश किये जाते हैं।

Classification |

Mumbai

Classification | Confidential

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Media:	Print	Page No:	08
Link: NA			

पुण्य नगरी

फ्युचर जेनेराली इंडियाचे 'ट्रस्ट टॉक्स' अभियान

। पुणे : फ्युचर जेनेराली इंडिया लाइफ इन्श्युरन्स कं. लि. यांच्यातर्फे 'ट्रस्ट टॉक्स' भरोसे की बात हे अभियान सुरू केले आहे. या माध्यमातून ग्राहक त्यांचे अनुभव सांगत आहेत. यात उत्पादन सुचवणे, पॉलिसी खरेदी करणे, विक्रीपश्चात सेवा आणि क्लेम सेटलमेंटच्या अनुभवांचा समावेश आहे. याबाबत फ्युचर जेनेराली इंडिया लाइफ इन्श्युरन्स कं. लि.चे एकनिष्ठ ग्राहक असलेले रजनीश अग्रवाल म्हणाले की, सेल्स टीमसोबतचा माझा अनुभव खूप छान होता.

Date:	April 28, 2023	Publication:	Sambad Prabah
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পশ্চিমবঙ্গের বহুল প্রচারিত বাংলা সংবাদপত্র

সংবাদ প্রবাহ

ফিউচার জেনেরালি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কো.লিমিটেড ব্যাখ্যা করে কিভাবে গ্রাহকরা তাদের অফারগুলির উপর 'ট্রাস্ট ফ্যাক্টর' অর্জন করে।

ট্রাস্টের বিভিন্ন রেফারেন্স আছে, কিন্তু ট্রাস্ট জীবন বীমা ব্যবসার একটি অত্যন্ত গুরুত্বপূর্ণ ভূমিকা পালন করে। ফিউচার জেনেরালি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কো.লিমিটেড আস্থা বজায় রাখতে এবং তাদের গ্রাহকের পছন্দ এবং অনুগত্য নির্ধারণের ক্ষেত্রে অগ্রগণ্য। তারা উপলব্ধি করে যে জীবন বীমা ব্যাচ বেছে নেওয়ার ক্ষেত্রে বিশ্বাসই মূল ভিত্তি। বিশ্বাসযোগ্যতা প্রতিষ্ঠার ক্ষেত্রে আস্থা তৈরি করা গুরুত্বপূর্ণ - সর্বোপরি, জীবন বীমা কেনার সময় বা পলিসি কেনার পর গ্রাহকরা অনেক চ্যালেঞ্জের সম্মুখীন হন। এই উদ্দেশ্যের প্রতিক্রিয়া স্বাক্ষর করে, ফিউচার জেনেরালি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কো. লিমিটেড একটি প্রচারণা চালাচ্ছে। ট্রাস্ট টকস - ভরসে কি বাত, যার মাধ্যমে গ্রাহকরা তাদের বাস্তব জীবনের অভিজ্ঞতা শেয়ার করে - পছন্দের পরামর্শ দেওয়ার, একটি পলিসি কেনার সময় থেকে, বিলম্বিত পরামর্শ এবং দাবি নিষ্পত্তির অসঙ্গ পত্রিকার সমস্যা। এটি তার গ্রাহকদের কাছে বিশ্বস্ত লাইফটাইম পার্টনার হওয়ার ব্যাচের মূল মূল্যের একটি সত্য প্রমাণ। ফিউচার জেনেরালি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কো. লিমিটেড দেশের বিভিন্ন প্রান্ত থেকে তার গ্রাহকদের বাস্তব জীবনের কিছু গল্প এবং অভিজ্ঞতা নিয়ে আসছে। মিঃ রজনীশ আমরওয়ার, 'ফিউচার জেনেরালি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কো. লিমিটেডের একজন অনুগত গ্রাহক বলেছেন', 'সেলস টিমের সাথে আমার খুব ভালো অভিজ্ঞতা ছিল। তাদের কারণেই আমি নিজের জন্য নীতি ঠিক করতে এগিয়ে গিয়েছিলাম। তারা নীতির

পরামর্শ এবং সত্যতা ভালভাবে ব্যাখ্যা করেছে, যা আমাকে শুধুমাত্র বিক্রয়কর্মী নয়, কোম্পানিতেও বিশ্বাস অর্জনে সাহায্য করেছে। কোম্পানি তাদের সমস্ত লক্ষ্য অনুযায়ী প্রত্যেকের জন্য পণ্য অফার করে।' আরেকজন মুনি গ্রাহক মিঃ শরৎ কুমার শর্মা, 'ফিউচার জেনেরালি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কো. লিমিটেডের অনেক সস্তা গ্রাহকদের একজন বলেছেন', 'সেলস টিম সবদিকের আমার সাথে ভাল সহযোগিতা করেছে। তাদের সাথে আমার অভিজ্ঞতা খুবই আনন্দদায়ক হয়েছে। আমি এসএমএসের মাধ্যমে নির্ধারিত তরিকা, পলিসি রিসিট ইত্যাদি সম্পর্কে সমস্তমত আপডেট পেতে থাকি। আমি আমার বন্ধুদের এবং পরিবারের কাছে তাদের নীতিগুলি সুপারিশ করব। অবশ্যই যদি সম্ভব হয় এবং সম্ভব হলে, আমি আমার নাতিনাতনিদের জন্য এই নীতি গ্রহণ করব।' গ্রাহকদের মনে আস্থা তৈরি করা এবং সংরক্ষণ করা বীমা খাতে একটি কৃষ্ণের অগ্রগণ্য নৈশ। এই কোম্পানীর অভিজ্ঞতার দ্বারা সংজ্ঞায়িত করা হয় যে তারা তাদের প্রয়োজনের সময়ে গ্রাহক এবং তাদের প্রিয়জনদের কতটা যত্ন নিতে পারে। এই অভিজ্ঞতার নিয়ে, তারা একটি ট্রাস্ট প্রচারণা চালাচ্ছে। তৈরি করে - # BharosaPapaJaisa 2022 সালের শুরুতে চালু করা হয়েছিল এবং সারা বছর জুড়ে কোম্পানিটি ট্রাস্ট তৈরির প্রচারণা চালায়। এটিকে আরও এগিয়ে নিয়ে, এখন 2023 সালে, 'Trust Talks' -Bharose Ki Baat-এর মাধ্যমে গ্রাহকদের বাস্তব জীবনের কিছু গল্প নিয়ে আবার জন্ম তৈরি করছে।

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સમય એક્સપ્રેસ

તંત્રી: છુલ્લેશ પંડયા

દૈનિક

કચુબર જેનેરાલી ઈન્ડિયા લાઈફ ઈન્સ્યોરન્સ કં. લિ. સમજાવે છે ગ્રાહકોને તેમના ઉત્પાદનોમાં 'ભરોસાનું પરિભળ' કેવી રીતે પ્રાપ્ત કરે છે.

કચુબર, ભરોસાના સંસ્કૃતિ પુષ્ટાનુકૂળ ગોઠવે છે, પણ ક્યવન વીધાના પંથમાં ભરોસો અવનત મલતરની ભૂમિકા ભજવે છે. કચુબર જેનેરાલી ઈન્ડિયા લાઈફ ઈન્સ્યોરન્સ કં. લિ. આત્મવિશ્વાસ રક્ષણમાં અને ખોતાના ગ્રાહકોની પ્રાથમિકતાઓ અને નિષ્ઠા નક્કી કરવામાં સૌથી મોખરે રહી છે. કચુબર સમજે છે કે, ક્યવન વીધા ગ્રાહકની પસંદગી કરતી વખતે ભરોસાનું પરિભળ પાયાના પાયરે સ્થાન લેવું છે. વિશ્વસનીયતા પ્રસ્થાપિત કરવામાં

ભરોસાનું નિર્ભય મલતરની વ્યવસ્થા લેવું છે - આત્મ, ક્યવન વીધા મરોહતી વખતે અને પોલિસી મરોહતી વખતે પ્રાહકોને અનેક પડાવોનો સામનો કરવાનો આગે છે. આ વિભાગની પ્રતિજ્ઞા તરીકે, કચુબર જેનેરાલી ઈન્ડિયા લાઈફ ઈન્સ્યોરન્સ કં. લિ.એ 'ટ્રસ્ટ ટીકા - ભરોસાની વાત' નામનું અભિયાન શરૂ કર્યું છે, જેના માધ્યમથી ગ્રાહકો - મોહકર સુવચવાની સમપથી સર્જીને, પોલિસીની ખરીદી, વેચાણ પાકીની સેવાઓ, અને કચુબર

સેટલમેન્ટના અરા પડાવરખના સમય પર ખોતાના વારસવિત ક્યવનના અનુભવો કોર કરે છે. ખોતાના ગ્રાહકો માટે વિશ્વસનીય આક્રમન આયોજકાર તરીકે ગ્રાહકના ઘાટવેલા મુશ્કેલો આ વીધાતો પુરાવો છે. કેમકા વિશિષ્ટ આગોમાંથી ખોતાના ગ્રાહકોના વાસ્તવિક ક્યવનની વાસ્તવિક અને અનુભવોને રજૂ કરી કચુબર જેનેરાલી ઈન્ડિયા લાઈફ ઈન્સ્યોરન્સ કં. લિ. આપરનું સર્જન કરી રહી છે. કચુબર જેનેરાલી ઈન્ડિયા લાઈફ

ઈન્સ્યોરન્સ કં. લિ.ના એક નિષ્ઠાવાન ગ્રાહક સી. રજનીશ અવરવાએ જણાવ્યું હતું કે, "એક ટીકા સારીનો માલો અનુભવ જલુ સરસ રહ્યો હતો. તેમના કરલે જ મેં આગળ વધીને મારા શહે આ પોલિસી ખરીદી હતી. તેમને મને મધા પગલાં અને પોલિસીની પ્રચલમુલતા કાઠી વીને સમજાવી હતી, જેનાથી ભરોસો પ્રાપ્ત કરવામાં મને મદદ મળી, મારા પોલિસી વેચનારમાં જ નહીં પણ કંપનીમાં પણ. વ્યક્તિના વ્યવસ્થા અનુકાર કંપની રહેક જણને

તેમની જરૂરિયાત પ્રચાલેના મોહકર બોલે છે. "વધુ એક ખુશમુજાબ ગ્રાહક સી. હરદ દુખાર સર્મા, જેઓ કચુબર જેનેરાલી ઈન્ડિયા લાઈફ ઈન્સ્યોરન્સ કં. લિ.ના અનેક સંતુષ્ટ ગ્રાહકોમાંથી એક છે, તેઓ કહે છે, "એક ટીકા ટીકા મને કાલે સહકાર આપ્યો હતો. તેમની સાથેનો મારો અનુભવ ખુબ જ આનંદપ્રપક રહ્યો છે. મને એસએમએલે કારા ડુકુ રેટલ, પોલિસીની રસીકો વગેરે વિશે સમપથર અપોટુક મળક કરે છે. નું આરા વિનો અને

પરિવારખને તેમની પોલિસીએ સેવાનું સુખવેલા. ભવિષ્યમાં કાકા કોષ તો અને જરૂર પડી તો નું ઈકિત-વોજ માટે પણ આ પોલિસી કઈલ." ગ્રાહકના મનમાં ભરોસો નિર્ભય કરવો અને તે જાણવવા એ આમલ વીધા સેવામાં વધુ મોટી પ્રાથમિકતા જરાવે છે. આ કંપનીએ અભિલેખ જ એ રેખાકી આપે છે કે, ગ્રાહકો અને તેમના કિલજખોની તેમની જરૂરિયાતના સમયે તેમને કેવી સંભાલ કાઠી ધવે. આ ઉદેશ્ય સાથે, તેમણે ભરોસો સુધેલા

સંભરોસાપવાજેલાનું નિર્ભય કર્યું છે, જેનો આરંભ ૨૦૨૨ની સરખાલમાં કરાયો હતો, અને આનું વર્ષ ભરોસો નિર્ભય કરવા વિશેની આ સુંલેશ અલાવી હતી. તેને આરંભ પધારતા, હવે ૨૦૨૩માં કચુબર જેનેરાલી ઈન્ડિયા લાઈફ ઈન્સ્યોરન્સ કં. લિ. ખોતાના ગ્રાહકોના વાસ્તવિક ક્યવનની વાસ્તવિક 'ટ્રસ્ટ ટીકા - ભરોસાની વાત' નામની પસંલના માધ્યમથી સાચી ને આગળ કરી રહી છે.

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