



## Monthly Coverage Dossier

October 2023

Future Generali India Life Insurance Company Ltd.

Classification | Confidential

FGILI Monthly Report October 2023							
Sr.No	Overview of Activities	Spokesperson	Publications captured	Journalist	Timeline	Media Type	Category
<b>Interview</b>							
1	Daily Voice   Niraj Kumar of Future Generali bets on these 4 themes, recommends ignoring short-term gyrations	Mr. Niraj Kumar	Moneycontrol	Sunil Matkar	Oct 27, 2023	Online	CAT A+
2	ETMarkets Smart Talk: We like BFSI, industrials, capital goods, power, cement and infra for next 5 years: Niraj Kumar	Mr. Niraj Kumar	ET Markets	Kshitij Anand	Oct 27, 2023	Online	CAT A+
3	Daily Voice   Niraj Kumar of Future Generali bets on these 4 themes, recommends ignoring short-term gyrations	Mr. Niraj Kumar	Moneycontrol (Hindi)	Sunil Matkar	Oct 27, 2023	Online	CAT A+
4	Compliance boost with Automation, Testing & Training	Mr. Conjeevaram Baradhvaj	Banking Frontiers	Ravi Lalvani	Oct 27, 2023	Online	CAT A
<b>Authored Article</b>							
5	How life insurance can protect your family	Ms. Peuli Das	ET Edge Insights	NA	Oct 2, 2023	Online	CAT A
6	Mental health benefits: Beyond policy to practice	Ms. Reena Tyagi	FirstPost	NA	Oct 10, 2023	Online	CAT A+
7	Exploring Fixed-Income Investment Options to Build a Wealthy Future	Mr. Niraj Kumar	Money9	NA	Oct 30, 2023	Online	CAT A
8	Smart money moves: How to navigate life's milestones with savings and insurance	Mr. Alok Rungta	Mint	NA	Oct 31, 2023	Online	CAT A+
<b>Industry Story</b>							
9	How AI is pushing CMOs to collaborate with emerging tech roles	Ms. Geetanjali Chugh Kothari	Social Samosa	Shamita Islur	Oct 4, 2023	Online	CAT A+
10	Decoding the strategy to hire and retain insurance sales professionals	Ms. Reena Tyagi	ET HRWorld	Yumna Mobin	Oct 5, 2023	Online	CAT A+
11	BackBack Market Highlights: Sensex jumps 350 pts, Nifty 100 pts; Bajaj twins shine; Finance, IT climb	Mr. Niraj Kumar	Mint	Vijay Kishore	Oct 6, 2023	Online	CAT A+

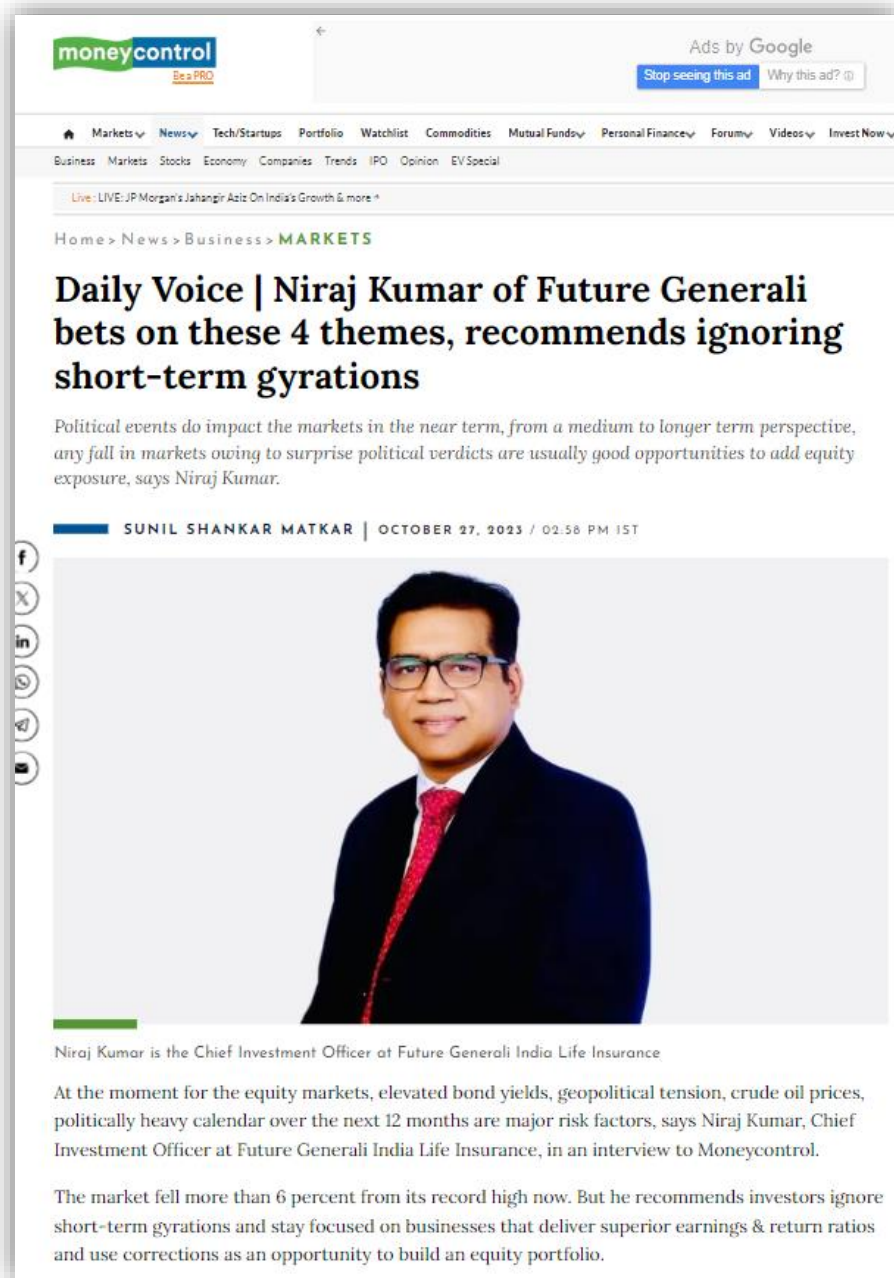
12	'Cautious optimism': Experts welcome RBI's move to continue with pause on repo rate hike	Mr. Niraj Kumar	The Indian Express	NA	Oct 6, 2023	Online	CAT A+
13	RBI policy meeting October 2023: MPC keeps repo rate, stance unchanged; here's what experts say	Mr. Niraj Kumar	Zee Business	NA	Oct 6, 2023	Online	CAT A+
14	Quote on MPC Announcement by Mr. Niraj Kumar, Future Generali India Life Insurance Company Ltd	Mr. Niraj Kumar	Investment Guru India	NA	Oct 6, 2023	Online	CAT B
15	RBI repo rate pause: Industry upbeat on upcoming festival season	Mr. Niraj Kumar	The Federal	NA	Oct 6, 2023	Online	CAT B
16	Insurers bullish on women-centric distribution channels; Cheer Bima Vahak guide.	Mr. Bruce de Broize	ET BFSI	Sheersh Kapoor	Oct 25, 2023	Online	CAT A+
17	Reshaping financial services for the future	Ms. Geetanjali Chugh Kothari	ET BrandEquity	NA	Oct 31, 2023	Online	CAT A+
<b>Panel Discussion</b>							
18	How CHROs are managing BFSI workforce in the era of Chatgpt & AI?	Ms. Reena Tyagi	ET BFSI	NA	Oct 3, 2023	Online	CAT A+
<b>Press Release</b>							
19	Future Generali India Life Insurance Initiates Insurance Awareness Campaign In Sikkim	Ms. Geetanjali Chugh Kothari	Investment Guru India	NA	Oct 31, 2023	Online	CAT B
20	Future Generali India Life Insurance Initiates Insurance Awareness Campaign In Sikkim	Ms. Geetanjali Chugh Kothari	Mediabrief	NA	Oct 31, 2023	Online	CAT B



**Interview**


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Date:	Oct 27, 2023	Publication:	Moneycontrol
Media:	Online	Page No:	NA
Link: <a href="https://www.moneycontrol.com/news/business/markets/daily-voice-niraj-kumar-of-future-general-11607441.html">https://www.moneycontrol.com/news/business/markets/daily-voice-niraj-kumar-of-future-general-11607441.html</a>			



The screenshot shows a Moneycontrol article page. At the top left is the Moneycontrol logo. At the top right, there is an 'Ads by Google' banner with 'Stop seeing this ad' and 'Why this ad?' buttons. Below the banner is a navigation menu with categories like Markets, News, Tech/Startups, Portfolio, Watchlist, Commodities, Mutual Funds, Personal Finance, Forum, Videos, and Invest Now. A secondary menu lists Business, Markets, Stocks, Economy, Companies, Trends, IPO, Opinion, and EV Special. A live update banner reads 'Live: LIVE: JP Morgan's Jahangir Aziz On India's Growth & more'. The breadcrumb trail is 'Home > News > Business > MARKETS'. The main headline is 'Daily Voice | Niraj Kumar of Future Generali bets on these 4 themes, recommends ignoring short-term gyrations'. Below the headline is a sub-headline: 'Political events do impact the markets in the near term, from a medium to longer term perspective, any fall in markets owing to surprise political verdicts are usually good opportunities to add equity exposure, says Niraj Kumar.' The author information is 'SUNIL SHANKAR MATKAR | OCTOBER 27, 2023 / 02:58 PM IST'. A large portrait of Niraj Kumar, a man in a dark suit and glasses, is shown. Below the portrait is a caption: 'Niraj Kumar is the Chief Investment Officer at Future Generali India Life Insurance'. The main text of the article begins: 'At the moment for the equity markets, elevated bond yields, geopolitical tension, crude oil prices, politically heavy calendar over the next 12 months are major risk factors, says Niraj Kumar, Chief Investment Officer at Future Generali India Life Insurance, in an interview to Moneycontrol.' The text continues: 'The market fell more than 6 percent from its record high now. But he recommends investors ignore short-term gyrations and stay focused on businesses that deliver superior earnings & return ratios and use corrections as an opportunity to build an equity portfolio.'

Date:	Oct 27, 2023	Publication:	ET Markets
Media:	Online	Page No:	NA
Link: <a href="https://economictimes.indiatimes.com/markets/expert-view/etmarkets-smart-talk-we-like-bfsi-industrials-capital-goods-power-cement-and-infra-for-next-5-years-niraj-kumar/articleshow/104726807.cms">https://economictimes.indiatimes.com/markets/expert-view/etmarkets-smart-talk-we-like-bfsi-industrials-capital-goods-power-cement-and-infra-for-next-5-years-niraj-kumar/articleshow/104726807.cms</a>			



English Edition | Today's ePaper

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ETMarkets Smart Talk: We like BFSI, industrials, capital goods, power, cement and infra for next 5 years: Niraj Kumar

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## ETMarkets Smart Talk: We like BFSI, industrials capital goods, power, cement and infra for next 5 years: Niraj Kumar


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ETMarkets.com · Last Updated: Oct 27, 2023, 09:00 AM IST

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**Synopsis**  
 Niraj Kumar of Future Generali India Life Insurance Company, states that sectors with strong demand visibility such as BFSI, industrials, capital goods, power, cement, and infrastructure are favorable for investment. He also highlights the potential benefits of the government's focus on infrastructure and domestic manufacturing. Despite recent market consolidation, Kumar advises investors to focus on businesses that deliver superior earnings and return ratios.



*"These predominantly include sectors that have strong demand visibility like **BFSI**, **Industrials**, **Capital Goods**, **Power**, **Cement** and **Infrastructure**," says **Niraj Kumar**, Chief Investment Officer, **Future Generali India Life Insurance Company Ltd.***

*In an interview with ETMarkets, Kumar said: "We also like Infrastructure & capital goods space which will be a major beneficiary of pick up in CAPEX cycle. The impetus that government has laid on sectors like Infrastructure & domestic manufacturing, is palpable" Edited excerpts:*

Date:	Oct 27, 2023	Publication:	Moneycontrol (Hindi)
Media:	Online	Page No:	NA
Link: <a href="https://hindi.moneycontrol.com/news/markets/daily-voice-ignore-short-term-fluctuations-bet-on-financial-cement-and-infrastructure-stocks-1570481.html">https://hindi.moneycontrol.com/news/markets/daily-voice-ignore-short-term-fluctuations-bet-on-financial-cement-and-infrastructure-stocks-1570481.html</a>			



होम वेब स्टोरीज़ ट्रेड्स राजनीति बाजार आईपीओ समाचार चुनाव 2023 गोल्ड प्राइस

होम / समाचार / मार्केट्स

## Daily Voice : शॉर्ट टर्म की उठापटक को करें नजरअंदाज, फाइनेंशियल, सीमेंट और इंफ्रास्ट्रक्चर शेयरों पर लगाएं दांव

Daily Voice : नीरज का कहना है कि भारत की प्रति व्यक्ति आय में बढ़त हो रही है। प्रति व्यक्ति आय में बढ़त के साथ ही लोगों के शौकिया या गैर जरूरी खर्चों में भी बढ़त होगी। ऐसे में आगे हमें कंज्यूमर डिस्क्रिशनरी सेक्टर के शेयरों में तेजी देखने को मिल सकती है। लेकिन शॉर्ट टर्म के नजरिए से स्टॉक चुनते समय चुनिंदा कालिटी शेयरों पर ही फोकस करें। नीरज ने बताया कि वे आभूषण और परिधान जैसे सेक्टरों पर भी बुलिश नजरिया रखते हैं

MONEYCONTROL NEWS | अपडेटेड OCT 27, 2023 पर 1:57 PM




DAILY VOICE : फंड मैनेजमेंट और माइक्रो इकोनॉमिक्स का 20 साल से ज्यादा का अनुभव रखने वाले नीरज कुमार को घरेलू इकोनॉमी पर आधारित थीम जैसे बैंकिंग और फाइनेंशियल, सीमेंट, इंफ्रास्ट्रक्चर, कैपिटल गुड्स और इंडस्ट्रियल शेयर अच्छे लग रहे हैं

Daily Voice : इस समय इक्विटी बाजारों के लिए यूएस बॉन्ड यील्ड में बढ़त, बढ़ता जियोपॉलिटिकल तनाव, कच्चे तेल की बढ़ती कीमतें, अगले 12 महीनों में राजनीतिक रूप से भारी कैलेंडर बड़े जोखिम है। राजनीतिक घटनाएं थोड़े समय के लिए बाजार पर अपना असर डालती हैं। अगर बाजार में किसी सरप्राइज राजनैतिक उलटफेर के कारण गिरावट आती है तो इस गिरावट में मध्यम से लंबी अवधि के नजरिए से कालिटी शेयरों में

Date:	Oct 31, 2023	Publication:	Banking Frontier
Media:	Online	Page No:	NA
Link: <a href="https://bankingfrontiers.com/compliance-boost-with-automation-testing-training/?fbclid=IwAR1_SQlp4etsgCtpP-64hZoW2DFJbZXDmm7RhxbX5m9tUskfsUF409T40a4">https://bankingfrontiers.com/compliance-boost-with-automation-testing-training/?fbclid=IwAR1_SQlp4etsgCtpP-64hZoW2DFJbZXDmm7RhxbX5m9tUskfsUF409T40a4</a>			

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**ARTICLES**

## Compliance boost with Automation, Testing & Training

Published October 27, 2023

▶▶

*Conjeevaram Baradhwaj, Executive Vice President (Legal & Compliance) & Company Secretary at Future Generali India Life Insurance, delves into compliance aspects and impacts:*



**Ravi Lalwani:** New age compliance is a subject of growing complexity. How are you simplifying it so that more and more people in the organization can understand it effectively?

Conjeevaram Baradhwaj: In simple words, compliance is all about 'knowing what you should do (or not do) and doing what you are supposed to do (or not do what you are not supposed to do)' – first one is knowledge and the second one is execution.



**Authored Article**

Classification | Confidential

Date:	Oct 2, 2023	Publication:	ET Edge Insights
Media:	Online	Page No:	NA
Link: <a href="https://etinsights.et-edge.com/how-life-insurance-can-protect-your-family/">https://etinsights.et-edge.com/how-life-insurance-can-protect-your-family/</a>			



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## How life insurance can protect your family

BFSI / By Peull Das / October 2, 2023



**Life insurance is more than just a financial product; it's the guardian of your family's heart – their financial security**

Life insurance is a guardian in the name of a financial product that transcends its numerical value to become the heartbeat of every family's financial security. Life is an unpredictable journey, filled with unexpected twists and turns. In this realm of unpredictability, life insurance emerges as a sentinel, standing vigilantly to guard your family's financial future. It serves as a safety net, ensuring that, even in the face of life's capricious nature, your loved ones remain shielded from the potentially devastating financial consequences.

Date:	Oct 10,2023	Publication:	FirstPost
Media:	Online	Page No:	NA
Link: <a href="https://www.firstpost.com/health/mental-health-benefits-beyond-policy-to-practice-13228952.html">https://www.firstpost.com/health/mental-health-benefits-beyond-policy-to-practice-13228952.html</a>			


**Firstpost.**

**HEALTH.**

## Mental health benefits: Beyond policy to practice

Mental health benefits cease to be mere policies when they are integrated into the very soul of an organisation

• Reema Tyagi
Last Updated: October 10, 2023 15:23:29 IST




Mental stress, AP

When we discuss workplace well-being, mental health emerges as a central and indispensable thread. A well-crafted mental health policy sets clear standards for employee support, destigmatising mental health issues, and ensuring that necessary resources are readily available. Through thoughtful implementation, a mental health policy transforms from a document into a living, breathing commitment, creating an environment where employees feel valued, supported, and empowered, ultimately leading to a more productive, engaged, and mentally resilient workforce.

Articulating the importance of mental health in policy documents, though essential, is just on the surface of the matter; the real transformation transpires when these words translate into daily practices and employees begin reaping the benefits in their daily work life. As employers ourselves, we recognise that mental health benefits are not a one-time offering but a perpetual commitment from our end towards our employees and also, the whole organization.


Date:	Oct 30,2023	Publication:	Money9
Media:	Online	Page No:	NA
Link: <a href="https://www.money9.com/news/exclusive/exploring-fixed-income-investment-options-to-build-a-wealthy-future-122492.html">https://www.money9.com/news/exclusive/exploring-fixed-income-investment-options-to-build-a-wealthy-future-122492.html</a>			

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Insurance   Saving   Loan   Mutual Funds   Investment

### Exploring Fixed-Income Investment Options to Build a Wealthy Future

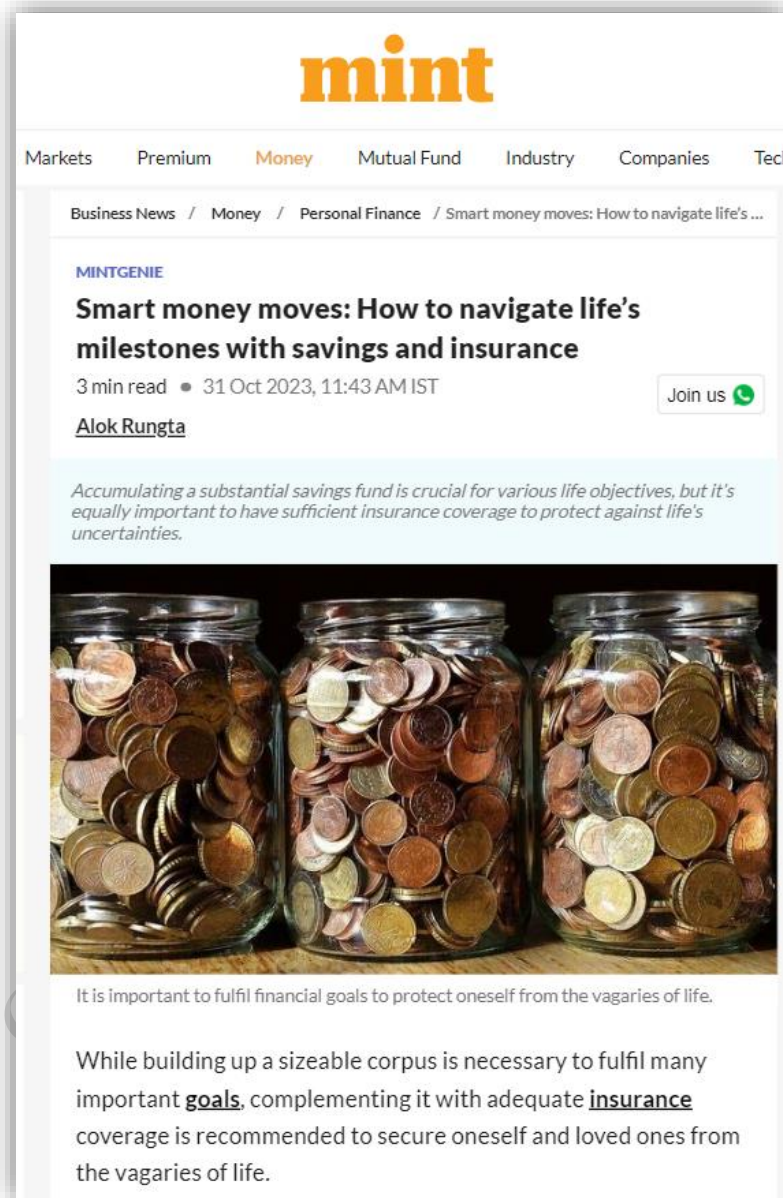
Known for providing stable and dependable returns on invested amounts, learn why fixed-income investments ought to be complemented with life insurance to create lasting wealth while securing your family's future.

Niraj Kumar | Last Updated - October 30, 2023, 10:09:51 Follow Google News



Building a wealthy future is indeed one of the most coveted goals for most of the individuals as they wish to secure their future and have financial stability. From wealth creation standpoint, fixed income instruments are one of the most lucrative instruments as they are relatively less risky, provide capital preservation and offer assured and steady returns. Unlike equity investments, they are not high-risk instruments and can complement them to build a balanced portfolio with risk mitigated and aid in building long term wealth. Consequently, we see fixed income instruments forming a large part of personal investment portfolios and are the most relied upon instruments to build a healthy corpus to cater future financial obligations. From this perspective, let us look at why guaranteed fixed income insurance plans that combine

Date:	Oct 31, 2023	Publication:	Mint
Media:	Online	Page No:	NA
Link: <a href="https://www.livemint.com/money/personal-finance/smart-money-moves-how-to-navigate-life-s-milestones-with-savings-and-insurance-11698665646560.html">https://www.livemint.com/money/personal-finance/smart-money-moves-how-to-navigate-life-s-milestones-with-savings-and-insurance-11698665646560.html</a>			




**mint**

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**MINTGENIE**

**Smart money moves: How to navigate life's milestones with savings and insurance**

3 min read • 31 Oct 2023, 11:43 AM IST Join us 

**Alok Rungta**

*Accumulating a substantial savings fund is crucial for various life objectives, but it's equally important to have sufficient insurance coverage to protect against life's uncertainties.*



It is important to fulfil financial goals to protect oneself from the vagaries of life.

While building up a sizeable corpus is necessary to fulfil many important **goals**, complementing it with adequate **insurance** coverage is recommended to secure oneself and loved ones from the vagaries of life.



# Industry Story

Classification | Confidential

Date:	Oct 4, 2023	Publication:	Social Samosa
Media:	Online	Page No:	NA
Link: <a href="https://www.socialsamosa.com/experts-speak/ai-role-of-cmos-collaborate-emerging-tech-roles-1451676">https://www.socialsamosa.com/experts-speak/ai-role-of-cmos-collaborate-emerging-tech-roles-1451676</a>			



#Experts Speak

## How AI is pushing CMOs to collaborate with emerging tech roles

A recent study by the Marketing AI Institute shows that CMOs are more likely to be responsible for AI adoption. We dissect how the role of CMOs is evolving with AI becoming a key part of marketing initiatives, the introduction of new job roles like CAIO, and more.

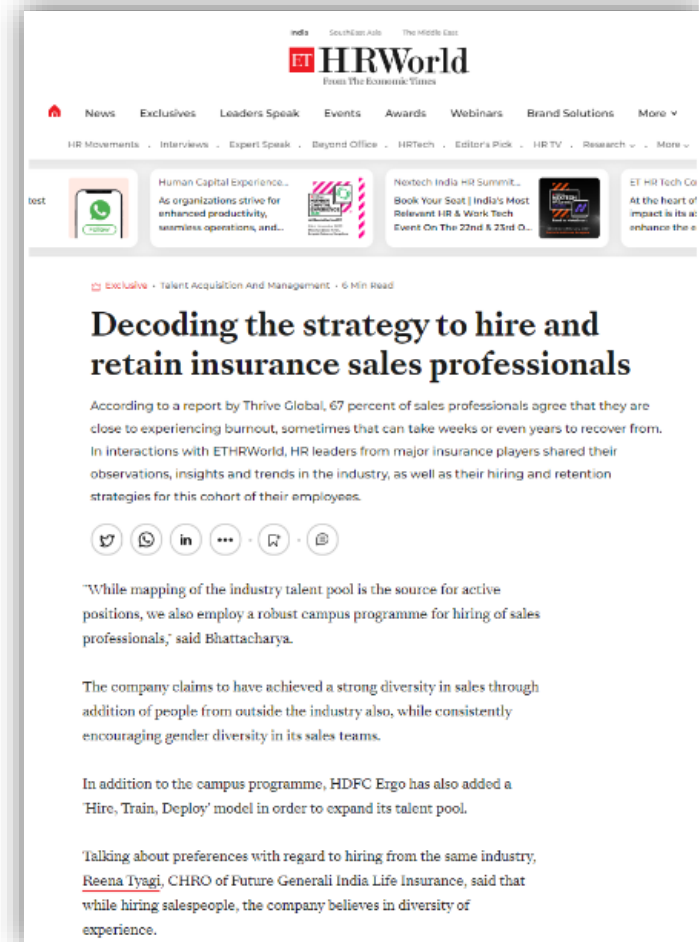
Future Generali India Life Insurance's Chief Marketing Officer, Geetanjali Chugh Kothari indicates the emergence of the CAIO as a significant response to the growing importance of AI in business operations. In the context of marketing, she believes the role signals a dedicated focus on harnessing AI's potential.

"The CAIO is likely to collaborate closely with the CMO to align AI capabilities with marketing goals, thereby enhancing the precision and effectiveness of marketing campaigns."

When asked about the industries that are most likely to get CAIO appointments, Kothari highlights the industries that are heavily reliant on data and analytics to gain a competitive edge.

Classification

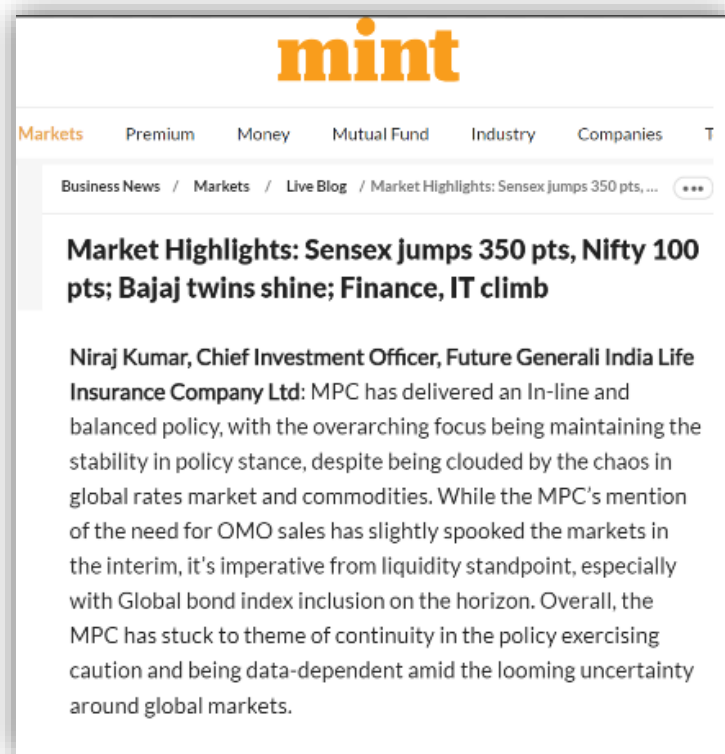
Date:	Oct 5, 2023	Publication:	ET HRWorld
Media:	Online	Page No:	NA
Link: <a href="https://hr.economictimes.indiatimes.com/news/hrtech/talent-acquisition-and-management/decoding-the-strategy-to-hire-and-retain-insurance-sales-professionals/104170898">https://hr.economictimes.indiatimes.com/news/hrtech/talent-acquisition-and-management/decoding-the-strategy-to-hire-and-retain-insurance-sales-professionals/104170898</a>			



Date:	Oct 6, 2023	Publication:	Mint
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Media:	Online	Page No:	NA
Link: <a href="https://www.livemint.com/market/live-blog/sensex-today-share-market-live-updates-sensex-nifty-to-remain-cautious-rbi-mpc-decision-in-focus-11696550144008.html">https://www.livemint.com/market/live-blog/sensex-today-share-market-live-updates-sensex-nifty-to-remain-cautious-rbi-mpc-decision-in-focus-11696550144008.html</a>			



**mint**

Markets Premium Money Mutual Fund Industry Companies T

Business News / Markets / Live Blog / Market Highlights: Sensex jumps 350 pts, ...

### Market Highlights: Sensex jumps 350 pts, Nifty 100 pts; Bajaj twins shine; Finance, IT climb

**Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance Company Ltd:** MPC has delivered an In-line and balanced policy, with the overarching focus being maintaining the stability in policy stance, despite being clouded by the chaos in global rates market and commodities. While the MPC's mention of the need for OMO sales has slightly spooked the markets in the interim, it's imperative from liquidity standpoint, especially with Global bond index inclusion on the horizon. Overall, the MPC has stuck to theme of continuity in the policy exercising caution and being data-dependent amid the looming uncertainty around global markets.

Date:	Oct 6, 2023	Publication:	The Indian Express
Media:	Online	Page No:	NA
Link: <a href="https://indianexpress.com/article/business/banking-and-finance/experts-rbi-monetary-policy-repo-rate-hike-pause-8971285/">https://indianexpress.com/article/business/banking-and-finance/experts-rbi-monetary-policy-repo-rate-hike-pause-8971285/</a>			




## **‘Cautious optimism’: Experts welcome RBI’s move to continue with pause on repo rate hike**

Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance Company said, “MPC has delivered an in-line and balanced policy, with the overarching focus being maintaining the stability in policy stance, despite being clouded by the chaos in global rates market and commodities. While the MPC’s mention of the need for OMO sales has slightly spooked the markets in the interim, it’s imperative from liquidity standpoint, especially with Global bond index inclusion on the horizon.”

Classification

Date:	Oct 6, 2023	Publication:	Zee Business
Media:	Online	Page No:	NA
Link: <a href="https://www.zeebiz.com/economy-infra/news-rbi-mpc-meet-october-2023-outcome-repo-rate-stance-unchanged-reserve-bank-of-india-monetary-policy-committee-meeting-repo-rate-market-experts-analysts-and-industry-leaders-say-inflation-shaktikanta-das-speech-257866">https://www.zeebiz.com/economy-infra/news-rbi-mpc-meet-october-2023-outcome-repo-rate-stance-unchanged-reserve-bank-of-india-monetary-policy-committee-meeting-repo-rate-market-experts-analysts-and-industry-leaders-say-inflation-shaktikanta-das-speech-257866</a>			



**ZEE BUSINESS** हिंदी में पढ़ें

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Business News » Economy & Infra News

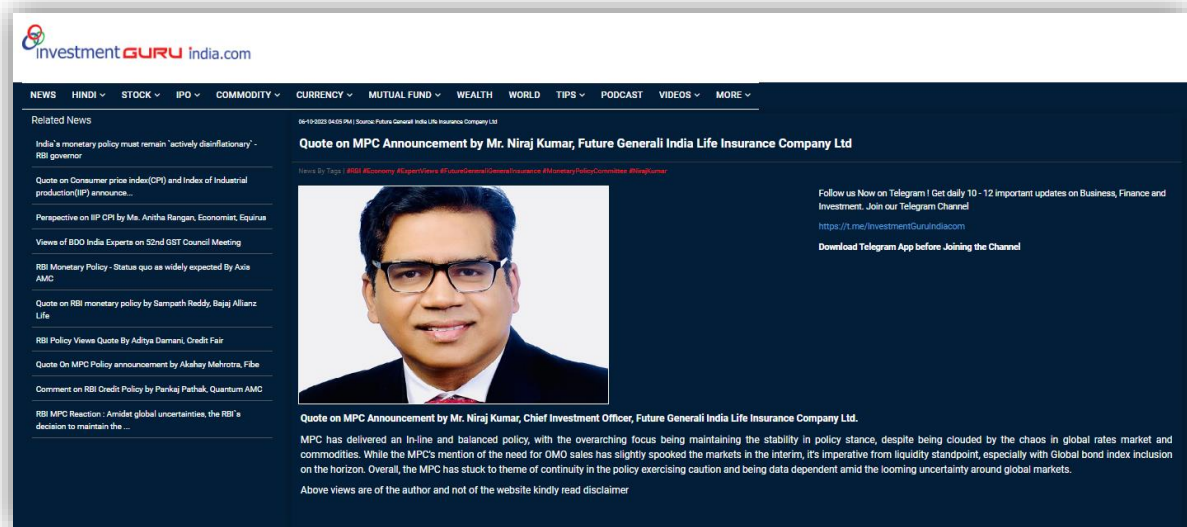
## RBI policy meeting October 2023: MPC keeps repo rate, stance unchanged; here's what experts say

RBI Monetary policy repo rate: The six-member monetary policy committee (MPC) of RBI unanimously decided to keep the repo rate—the key interest rate at which the RBI lends money to commercial banks—unchanged at 6.5 per cent in its latest bi-monthly monetary policy meeting.

**Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance Company**

"MPC has delivered an in-line and balanced policy, with the overarching focus being maintaining the stability in policy stance, despite being clouded by the chaos in global rates market and commodities. While the MPC's mention of the need for OMO sales has slightly spooked the markets in the interim, it's imperative from a liquidity standpoint, especially with Global bond index inclusion on the horizon. Overall, the MPC has stuck to a theme of continuity in the policy exercising caution and being data-dependent amid the looming uncertainty around global markets."

Date:	Oct 6, 2023	Publication:	Investment Guru India
Media:	Online	Page No:	NA
Link: <a href="https://investmentguruindia.com/newsdetail/quote-on-mpc-announcement-by-mr-niraj-kumar-future-general-India-life-insurance-company-ltd-843424">https://investmentguruindia.com/newsdetail/quote-on-mpc-announcement-by-mr-niraj-kumar-future-general-India-life-insurance-company-ltd-843424</a>			



The screenshot shows a news article on the Investment Guru India website. The article is titled "Quote on MPC Announcement by Mr. Niraj Kumar, Future Generali India Life Insurance Company Ltd". It features a portrait of Mr. Niraj Kumar, Chief Investment Officer at Future Generali India Life Insurance Company Ltd. The article text discusses the MPC's announcement, noting it is in-line and balanced, with a focus on maintaining stability in policy stance. It mentions that while the MPC's mention of the need for OMO sales has slightly spooked the markets, it is imperative from a liquidity standpoint, especially with global bond index inclusion on the horizon. Overall, the MPC has stuck to a theme of continuity, exercising caution and being data-dependent amid the looming uncertainty around global markets. A disclaimer at the bottom states that the views are those of the author and not of the website.

Date:	Oct 6, 2023	Publication:	The Federal
Media:	Online	Page No:	NA
Link: <a href="https://thefederal.com/category/business/rbi-repo-rate-pause-industry-upbeat-on-upcoming-festival-season-98019">https://thefederal.com/category/business/rbi-repo-rate-pause-industry-upbeat-on-upcoming-festival-season-98019</a>			

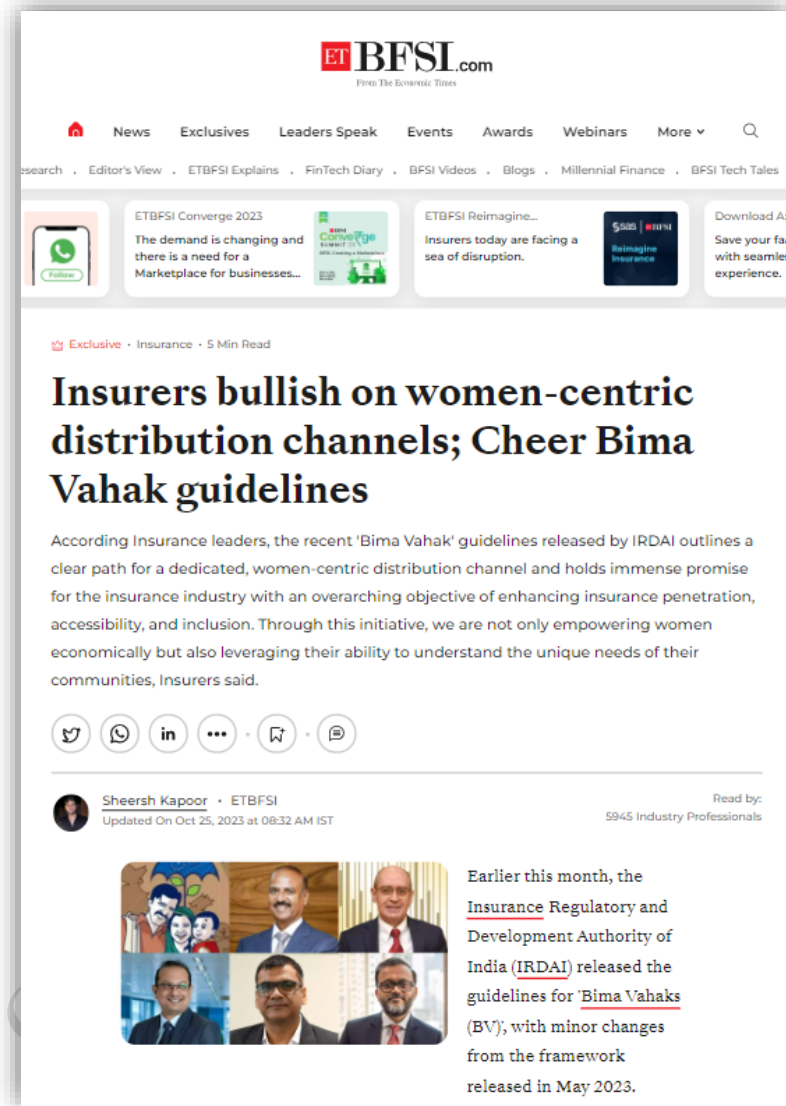


## RBI repo rate pause: Industry upbeat on upcoming festival season

Niraj Kumar, Chief Investment Officer of Future Generali India Life Insurance Co Ltd, termed the MPC's decision as balanced and aligned. While the market might be slightly perturbed due to the mention of OMO sales, he said it was a crucial move for liquidity, especially considering the upcoming global bond index inclusion.

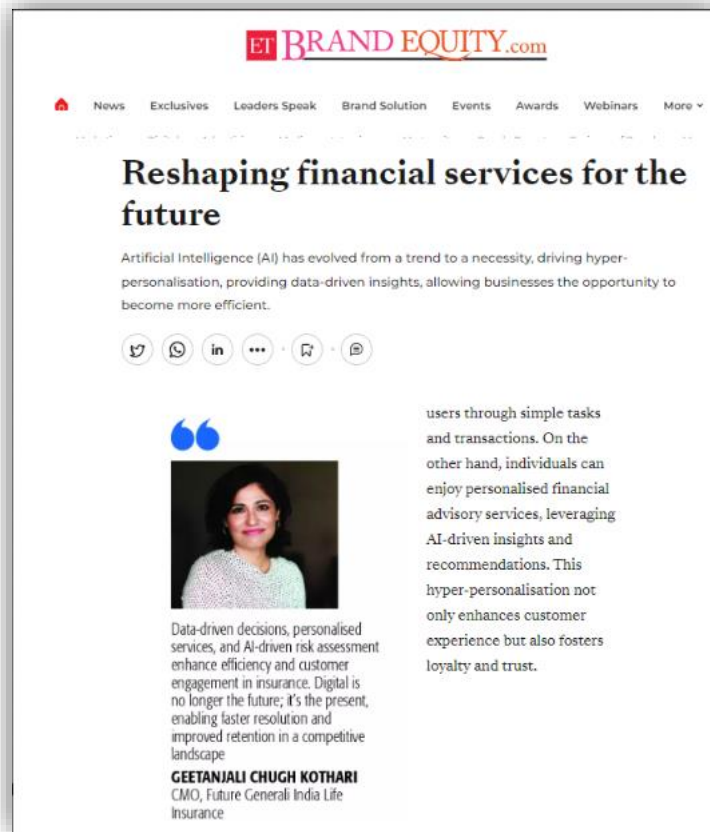
Classification | Confidential

Date:	Oct 25, 2023	Publication:	ET BFSI
Media:	Online	Page No:	NA
Link: <a href="https://bfsi.economictimes.indiatimes.com/news/insurance/insurers-bullish-on-women-centric-distribution-channels-cheer-bima-vahak-guidelines/104646971">https://bfsi.economictimes.indiatimes.com/news/insurance/insurers-bullish-on-women-centric-distribution-channels-cheer-bima-vahak-guidelines/104646971</a>			



The screenshot shows the ET BFSI website interface. At the top, the logo 'ET BFSI.com' is displayed with the tagline 'From The Economic Times'. Below the logo is a navigation menu with options: News, Exclusives, Leaders Speak, Events, Awards, Webinars, and More. A search bar is also present. Below the navigation, there are several promotional banners for 'ETBFSI Converge 2023', 'ETBFSI Reimagine...', and 'Download App'. The main article is titled 'Insurers bullish on women-centric distribution channels; Cheer Bima Vahak guidelines'. The article is marked as 'Exclusive' and 'Insurance' with a '5 Min Read' indicator. The author is 'Sheersh Kapoor' from 'ETBFSI', and the article was updated on Oct 25, 2023, at 08:32 AM IST. The article text states: 'According to Insurance leaders, the recent 'Bima Vahak' guidelines released by IRDAI outlines a clear path for a dedicated, women-centric distribution channel and holds immense promise for the insurance industry with an overarching objective of enhancing insurance penetration, accessibility, and inclusion. Through this initiative, we are not only empowering women economically but also leveraging their ability to understand the unique needs of their communities, Insurers said.' Below the text is a social sharing bar with icons for WhatsApp, Telegram, LinkedIn, and others. A photo of six men in suits is shown, with the text: 'Earlier this month, the Insurance Regulatory and Development Authority of India (IRDAI) released the guidelines for Bima Vahaks (BV), with minor changes from the framework released in May 2023.' The article is also noted as 'Read by: 5945 Industry Professionals'.

Date:	Oct 30, 2023	Publication:	ET BrandEquity
Media:	Online	Page No:	NA
Link: <a href="https://brandequity.economicstimes.indiatimes.com/news/industry/reshaping-financial-services-for-the-future/104821011">https://brandequity.economicstimes.indiatimes.com/news/industry/reshaping-financial-services-for-the-future/104821011</a>			



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## Reshaping financial services for the future

Artificial Intelligence (AI) has evolved from a trend to a necessity, driving hyper-personalisation, providing data-driven insights, allowing businesses the opportunity to become more efficient.

users through simple tasks and transactions. On the other hand, individuals can enjoy personalised financial advisory services, leveraging AI-driven insights and recommendations. This hyper-personalisation not only enhances customer experience but also fosters loyalty and trust.

Data-driven decisions, personalised services, and AI-driven risk assessment enhance efficiency and customer engagement in insurance. Digital is no longer the future; it's the present, enabling faster resolution and improved retention in a competitive landscape

**GEETANJALI CHUGH KOTHARI**  
CMO, Future Generali India Life Insurance

## Press Release

Classification | Confidential



Date:	Oct 31, 2023	Publication:	Investment Guru India
Media:	Online	Page No:	NA
Link: <a href="https://investmentguruindia.com/newsdetail/future-general-ali-india-life-insurance-initiates-impactful-insurance-awareness-campaign-in-sikkim-245823">https://investmentguruindia.com/newsdetail/future-general-ali-india-life-insurance-initiates-impactful-insurance-awareness-campaign-in-sikkim-245823</a>			

31-10-2023 02:40 PM | Source: PR Agency

## Future Generali India Life Insurance Initiates Impactful Insurance Awareness Campaign in Sikkim

News By Tags | #InsuranceSector #Industry #FutureGeneralGeneralInsurance



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**Future Generali India Life Insurance Company Ltd**, a trusted life insurer in the Indian life insurance sector, is actively dedicated to increasing insurance awareness and financial security in the state of Sikkim. Appointed as the lead insurer of Sikkim, by Insurance Regulatory and Development Authority of India (IRDAI) in collaboration with fellow insurance providers, the company is determined to boost life insurance awareness and penetration in the region.

Guided by IRDAI, a committee comprising representatives from various life and general insurance companies is diligently working to enhance insurance awareness and penetration across all states in the country, with a specific focus on expanding into new markets. This initiative aligns with IRDAI's ambitious vision of 'Insurance for All' by 2047, aimed at making insurance accessible and inclusive across India's diverse regions. As of 2021, Sikkim's population stood at 702,164, with only 14,742 policies sold, resulting in a penetration rate of 0.05% only. This low insurance penetration underscores the pressing need for heightened awareness and outreach efforts in this market.

The recent launch of BTL activities by Future Generali India Life Insurance, in Sikkim across Gangtok, Pakyong and Namchi, marked a significant milestone in this journey. 'Nukkad Natak' street play performances at various locations across Sikkim, OOH installation at marque locations and explaining the benefits of life insurance to sole breadwinners of the family of the Taxi drivers Association all contributed to creating insurance awareness and generating an understanding of the essence of owning an insurance policy. The primary objective of these activities has been to gently introduce the local audience to the world of life insurance in an accessible and relatable manner. Moreover, with more upcoming initiatives such as college and school activation the company plans to sustain the momentum of knowledge of insurance and secured financial futures among the people of Sikkim. The company received positive response from the local communities, who showcased their interest in learning about life insurance with an enthusiastic turnout, reflecting the growing resonance of their mission.

Date:	Oct 31, 2023	Publication:	Mediabrief
Media:	Online	Page No:	NA
Link: <a href="https://mediabrief.com/future-general-India-life-insurance-campaign-in-sikkim/">https://mediabrief.com/future-general-India-life-insurance-campaign-in-sikkim/</a>			



## Future Generali India Life Insurance initiates insurance awareness campaign in Sikkim

By **NewsDesk** - October 31, 2023



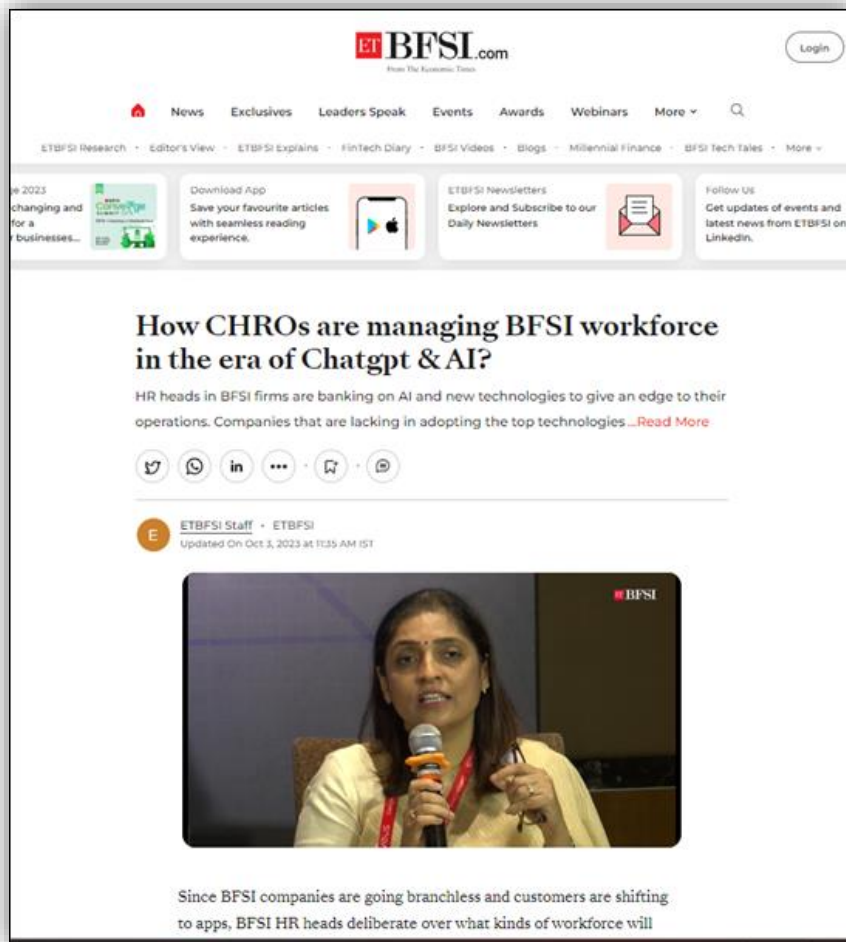
Future Generali India Life Insurance Company Ltd is actively dedicated to increasing insurance awareness and financial security in the state of Sikkim. Appointed as the lead insurer of Sikkim, by Insurance Regulatory and Development Authority of India (IRDAI) in collaboration with fellow insurance providers, the company is determined to boost life insurance awareness and penetration in the region.



**Panel Discussion**

Classification | Confidential

Date:	Oct 3, 2023	Publication:	ET BFSI
Media:	Online	Page No:	NA
Link: <a href="https://bfsi.economictimes.indiatimes.com/videos/how-chros-are-managing-bfsi-workforce-in-the-era-of-chatgpt-ai/104122614">https://bfsi.economictimes.indiatimes.com/videos/how-chros-are-managing-bfsi-workforce-in-the-era-of-chatgpt-ai/104122614</a>			



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Updated On Oct 3, 2023 at 11:35 AM IST

Since BFSI companies are going branchless and customers are shifting to apps, BFSI HR heads deliberate over what kinds of workforce will