

Monthly coverage Dossier
October 2019

FGILI

SR NO	Publication	Headline	Date	Coverage appeared
National Press Release				
1	Dainik Jagran	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	31 st October 2019	Print
2	Chautha Sansar	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	28 th October 2019	Print
3	Indore Samachar	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	28 th October 2019	Print
4	Navbharat	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	27 th October 2019	Print
5	Dabang Dunia	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	27 th October 2019	Print
6	Raj Express	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	27 th October 2019	Print
7	Estate Express	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	27 th October 2019	Print
8	Hamara Mahanagar	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign	26 th October 2019	Print
9	The Hindu Business Line	Premium Tracker	21 st October 2019	Print
10	Lucknow News	Future Generali India Life Insurance Company Limited Launches ‘Assured Wealth Plan’	08 th October 2019	Print
11	Jan Express	Future Generali India Life Insurance Company Limited Launches ‘Assured Wealth Plan’	08 th October 2019	Print
12	Business Standard	More clarity for the insured	07 th October 2019	Print
13	The Hindu Business Line	Premium Tracker	07 th October 2019	Print
14	Tarun Mitra	Future Generali India Life Insurance Company Limited Launches ‘Assured Wealth Plan’	06 th October 2019	Print
15	Exchange 4 Media	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	23 rd October 2019	Online

16	Best Media Info	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	23 rd October 2019	Online
17	Business Standard	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
18	Financial Express	New rules in place for Ulips, other life insurance products: Know the impact	22 nd October 2019	Online
19	PTI	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
20	IANS	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
21	The Week	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
22	Business Today	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
23	India Today	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
24	Business Views	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
25	Banking Frontiers	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
26	Business Fortnight	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
27	Investment Guru India	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
28	New Delhi Times	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
29	The Speak Today	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
30	Dkoding	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
31	Web India 123	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online

32	VAR India	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
33	Uttarakhand News Network	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
34	Update Odisha	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
35	Times Tech	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
36	Thinking Tech	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
37	The Times of Bengal	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
38	The Tech Portal	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
39	The Hawk	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
40	Telangana Today	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
41	Tech Genyz	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
42	Tech Ent	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
43	Style Gods	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
44	Startup to Standout	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
45	Social News.xyz	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
46	SME Street	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
47	Smart Tech Today	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online

48	R News1	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
49	Review Street	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
50	Report Odisha	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
51	Web Ptc	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
52	PR Newswire	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
53	Pharma Tutor	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
54	One News Page	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
55	Ohsem	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
56	Odisha 360	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
57	Odisha Suntimes	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
58	Odisha Bytes	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
59	NRI News24x7	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
60	Newz New	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
61	News R	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
62	News Blaze	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
63	News Superfast	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online

64	Nasheman	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
65	MTI News	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
66	Medi Circle	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
67	Medicin Man	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
68	Mangalorean	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
69	Insuranc News Net	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
70	Infra Buddy	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
71	Indore Dilse	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
72	Indian Spectator	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
73	Indian Nerve	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
74	India Online	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
75	India Infoline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
76	AP Herald	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
77	IBTN9	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
78	Hello Mumbai News	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
79	Green Lichen	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online

80	Estrade	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
81	Creative Bharat	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
82	Core Communique	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
83	Cry Bytes	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
84	Business Sandesh	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
85	Business News this Week	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
86	Biz News	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
87	Biz Wire Express	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
88	Bihar Prabha	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
89	Bangalore Waves	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
90	Asian Buck	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
91	Accommodation Times	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
92	Abhitak News	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
93	5 dariya News	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign	22 nd October 2019	Online
94	MXM India	Future Generali rolls out 'Nayi Diwali Naya Rivaaj' ad campaign	18 th October 2019	Online
95	Economic Times (Brandequity)	Brands eye share of festive spending with dedicated campaigns	16 th October 2019	Online
96	Ad Gully	Future Generali India Life Insurance	15 th October 2019	Online

		Company Limited rolls new campaign		
97	Bloomberg Quint	Life Insurance Premium Income Contracts For First Time In Over Two Years In September	14 th October 2019	Online
98	Exchange 4 Media	Future Generali India Life Insurance unveils 'Nayi Diwali Naya Rivaaj' campaign	14 th October 2019	Online
99	Agency Reporter	FUTURE GENERALI INDIA LIFE INSURANCE UNVEILS 'NAYI DIWALI NAYA RIVAAJ' CAMPAIGN	14 th October 2019	Online
100	Pitchon Net	FUTURE GENERALI INDIA LIFE INSURANCE UNVEILS 'NAYI DIWALI NAYA RIVAAJ' CAMPAIGN	14 th October 2019	Online
101	India Infoline	RBI Policy Review: Comments from industry experts	04 th October 2019	Online
102	Cogencis	India Stocks Review:Worry of NPAs, demand drag Nifty 50 below 11200	04 th October 2019	Online

PRINT COVERAGE

Date	31 st October 2019
Publication	Dainik Jagran
Headline	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign



फ्युचर जनराली इंडिया लाइफ इंश्योरेंस ओर से नई दिवाली नया रिवाज मुहिम की शुरुआत

मुंबई, जेएनएन। अपने पिता की सेहत के बारे में अपने संभाषण को जारी रखते हुए फ्युचर जनराली इंडिया लाइफ इंश्योरेंस कंपनी लिमिटेड की ओर से 360 डिग्री ब्रान्ड मुहिम की शुरुआत की है। नई दिवाली, नया रिवाज नामक यह मुहिम है। इस मुहिम के माध्यम से एफजीआईएलआई नए ‘रिवाज’- मतलब सेहतमंद रहने की रस्म साथ यह दिवाली मनाना चाहती है। इस 360 डिग्री मार्केटिंग मुहिम की शुरुआत 11 अक्टूबर से समाज माध्यमों पर एक छोटी फिल्म की शुरुआत से की गई।

मुहिम के बारे में अधिक जानकारी : एफजीआईएलआई की पिछली मुहिमों को आगे बढ़ाते हुए इस फिल्म ने भी अपना ध्यान पिता की सेहत पर केंद्रित किया है। ब्रान्ड की ओर से फादर्स डे और रक्षाबंधन के अवसर पर भी पिता की सेहत के बारे में जानकारी दी थी। पहली दो मुहिम में भी घर चलाने वाले पिता को केवल उनके लिए ही सेहतमंद ही नहीं बल्कि सारे परिवार के लिए सेहतमंद रहने की जरूरत पर जोर दिया गया है। एफजीआईएलआई ने पिता की सेहत के विषय पर अधिक ध्यान दिया है। अक्सर यह देखा गया है की परिवार को सबसे अच्छी सुविधाएं देने की अपनी जिम्मेदारियों को निभाते हुए वे अपनी सेहत की अनदेखी करते हैं, जिनसे उनकी सेहत को खतरा बढ़ जाता है। इस विषय को ध्यान में रखकर और ब्रान्ड मुहिम का संदेश पापास हेल्थ असली वेल्थ को आगे बढ़ाया गया है। एफजीआईएलआई अब पिताओं से बात करते हुए उन्हें उनके सेहतमंद कल के लिए इस दिवाली सेहतमंद आदतों में से एक का चुनाव करने की बिनती करेंगे।

Date	28 th October 2019
Publication	Chautha Sansar
Headline	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign

चौथा संसार

फ्यूचर जनराली इंडिया लाइफ इन्शुरन्स का ब्रान्ड मुहिम का संदेश

अपने पिता की सेहत के बारे में अपने संभाषण को जारी रखते हुए फ्यूचर जनराली इंडिया लाइफ इन्शुरन्स कंपनी लिमिटेड (एफजीआईएलआई) की ओर से ३६० डिग्री ब्रान्ड मुहिम की शुरुआत की है. नई दिवाली, नया रिवाज नामक यह मुहिम है.

मुंबई
इस मुहिम के माध्यम से एफजीआईएलआई नए रिवाज - मतलब सेहतमंद रहने की रस्म साथ यह दिवाली मनाना चाहती है. एफजीआईएलआई की पिछली मुहिमों को आगे बढ़ाते हुए इस फिल्म ने भी अपना ध्यान पिता की सेहत पर केंद्रित किया है. ब्रान्ड की ओर से फादर्स डे और रक्षाबंधन के अवसर पर भी पिता की सेहत के बारे में जानकारी दी थी. पहली दो मुहिमों में भी घर चलाने वाले पिता को केवल उनके लिए ही सेहतमंद ही नहीं बल्कि सारे परिवार के लिए सेहतमंद रहने



की जरूरत पर जोर दिया गया है. एफजीआईएलआई ने दुसरे विषयों को अनदेखा करते हुए पिता की सेहत के विषय पर अधिक ध्यान दिया है. अक्सर यह देखा गया है की परिवार को सबसे अच्छी सुविधाएं देने की अपनी जिम्मेदारियों को निभाते हुए वे अपनी सेहत की अनदेखी करते हैं, जिनसे उनकी सेहत को खतरा बढ़ जाता है. इस विषय को ध्यान में रखकर और ब्रान्ड मुहिम का संदेश को आगे बढ़ाया गया है. एफजीआईएलआई

अब पिताओं से बात करते हुए उन्हें उनके सेहतमंद कल के लिए इस दिवाली सेहतमंद आदतों में से एक का चुनाव करने की बिनाती करेंगे. दिवाली एक नयी शुरुआत होती है, इसी अवसर का लाभ उठाते हुए एफजीआईएलआई पिताओं को अपनी सेहत का खयाल रखने की नई रस्म शुरू करने की बिनाती कर रही है, इस फिल्म की शुरुआत आकर्षक रंगोली से होती है, चाँस ओवर (चीओ) कहता है नयी दिवाली.... नयी दिवाली कैसे बनती

है. फिर फिल्म में पिता किस तरह से दिवाली से संबंधित रस्मों को अपने परिजन और दोस्तों के साथ किस तरह से निभाते है यह दिखाया गया है. एक सीन में लड़की नटखट अंदाज में लड्डू चुना कर भाग जाती है और पिता उसे पकड़ने के लिए आधे रास्ते तक भागते है. यहा असली संदेश फिल्म में दिखाया गया है की पिता को अपनी जीवनशैली में बदलाव लाने की जरूरत है. फिल्म का अंत मुख्य संकल्पना दिवाली बनती है खुबसूरत रिवाजों से, आए इस दिवाली एक नया रिवाज अपनाएं. अपनी सेहत का खयाल रखने का रिवाज इस नए उपक्रम के बारे में जानकारी देते हुए फ्यूचर जनराली इंडिया लाइफ इन्शुरन्स प्रा. लि. के चीफ मार्केटिंग ऑफिसर और कस्टमर ऑफिसर श्री राकेश वाधवा ने कहा दिवाली का त्योहार नयी शुरुआत के साथ सत्य की असत्य पर विजय के उपलक्ष्य में मनाया जाता है. फ्यूचर जनराली इंडिया लाइफ में हम भारतीय पिताओं में सेहत का

प्रसार करने पर लक्ष्य केंद्रित कर रहे है. हमारी यह नयी मुहिम इसी संदेश को आगे बढ़ा रही है. यह मुहिम उन्हें त्योहारों को मनाते हुए फिट रहने तथा सेहतमंद रहने का चनया रिवाज शुरू को प्रोत्साहित कर रही है. हमारा यश विश्वास है की पिता कटोर परिश्रम करते हुए अपने परिवार के लिए सबसे अच्छा देने की कोशिश करते है, उनकी सेहत सचमुच एक जायदाद है. इस मुहिम की शुरुआत सभी डिजिटल माध्यमों के चैनल्स के साथ सभी ऑन ग्राउंड प्रमोशन्स के जरिए की जाएगी. ३६० डिग्री मुहिम तीन चरणों में शुरू की जाएगी. हर एक चरण में विविध उपक्रमों का आयोजन किया जाएगा. पहलें चरण में समाज माध्यमों पर टिजर प्रकाशित किया जाएगा. दुसरे चरण में ब्राण्ड फिल्म की शुरुआत होगी तथा इनके साथ ग्राहक/कर्मचारीयों के कार्यक्रम होंगे. तिसरे चरण में सामाजिक माध्यमों का उपयोग कर मुहिम को आगे बढ़ाया जाएगा।

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इन्दौर समाचार

फ्युचर जनराली इंडिया लाइफ इन्शुरन्स की ओर से नयी दिवाली नया रिवाज़ मुहिम

मुम्बईए . अपने पिता की सेहत के बारे में अपने संभाषण को जारी रखते हुए फ्युचर जनराली इंडिया लाइफ इन्शुरन्स कंपनी लिमिटेड ,एफजीआईएलआईडब्ल्यू की ओर से 360 डिग्री ब्रान्ड मुहिम की शुरुआत की है नई दिवाली नया रिवाज नामक यह मुहिम है इस मुहिम के माध्यम से एफजीआईएलआई नए भ्रिवाजः मतलब सेहतमंद रहने की रस्म साथ यह दिवाली मनाना चाहती है इस 360 डिग्री मार्केटिंग मुहिम की शुरुआत छोटी फिल्म की शुरुआत से की गई एफजीआईएलआई की पिछली मुहिमों को आगे बढ़ाते हुए इस फिल्म ने भी अपना ध्यान पिता की सेहत पर केंद्रित किया हैण् ब्रान्ड की ओर से फादर्स डे और रक्षाबंधन के अवसर पर भी पिता की सेहत के बारे में जानकारी दी थीण् पहली दो मुहिम में भी घर चलाने वाले पिता को केवल उनके लिए ही सेहतमंद ही नहीं बल्कि सारे परिवार के लिए सेहतमंद रहने की जरूरत पर जोर दिया गया है एफजीआईएलआई ने दुसरे विषयों को अनदेखा करते हुए पिता की सेहत के विषय पर अधिक ध्यान दिया हैण् अक्सर यह देखा गया है की परिवार को सबसे अच्छी सुविधाए देने की अपनी जिम्मेदारियों को निभाते हुए वे अपनी सेहत की अनदेखी करते हैं जिनसे उनकी सेहत को खतरा बढ़ जाता है ।

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नवभारत

फ्यूचर लाइफ इंश्योरेंस की नई दिवाली नया रिवाज मुहिम

मुम्बई, 26 अक्टूबर. पिता की सेहत के लिए फ्यूचर जनरली इंडिया लाइफ इंश्योरेंस कंपनी लि.(एफजीआईएलआई) की ओर से 360 डिग्री ब्रान्ड मुहिम की शुरुआत की है. नई दिवाली नया रिवाज नामक यह मुहिम है इस मुहिम के माध्यम से एफजीआईएलआई नए रिवाज मतलब सेहतमंद रहने की रस्म साथ यह दिवाली मनाना चाहती है. इस 360 डिग्री मार्केटिंग मुहिम की शुरुआत समाज माध्यमों पर एक छोटी फिल्म की शुरुआत से की गई.

एफजीआईएलआई की पिछली मुहिमों को आगे बढ़ाते हुए इस फिल्म ने भी अपना ध्यान पिता की सेहत पर केंद्रित किया है. ब्रान्ड की ओर से फ़र्स्ट डे और रक्षाबंधन के अवसर पर भी पिता की सेहत के बारे में जानकारी दी थी. पहली दो मुहिम में भी घर चलाने वाले पिता को केवल उनके लिए ही सेहतमंद ही नहीं बल्कि सारे परिवार के लिए सेहतमंद रहने की जरूरत पर जोर दिया गया है. देखा गया है कि परिवार को सबसे अच्छी सुविधा देने की अपनी



जिम्मेदारियों को निभाते हुए वे अपनी सेहत की अनदेखी करते हैं, जिनसे उनकी सेहत को खतरा बढ़ जाता है. इस विषय को ध्यान में रखकर और ब्रान्ड मुहिम का संदेश आगे बढ़ाया है. एफजीआईएलआई अब पिताओं से बात करते हुए उन्हें उनके सेहतमंद कल के लिए इस दिवाली सेहतमंद आदतों में से एक का चुनाव करने की बिनती करेंगे.

दिवाली एक नयी शुरुआत होती है इसी अवसर का लाभ उठाते हुए एफजीआईएलआई पिताओं को सेहत का खयाल रखने की नई रस्म शुरू करने की बिनती कर रही है. इस फिल्म की शुरुआत आकर्षक रंगोली से होती है. वॉईस ओवर कहता है. नयी दिवाली ण्ण्ण् नयी दिवाली कैसे बनती है. फिर फिल्म में पिता किस तरह से दिवाली से संबंधित रस्मों को अपने

परिजन और दोस्तों के साथ किस तरह से निभाते हैं यह दिखाया है. एक सीन में लड़की नटखट अंदाज में लड्डू चुरा कर भाग जाती है और पिता उसे पकड़ने के लिए आधे रास्ते तक भागते हैं. यहां असली संदेश फिल्म में दिखाया है कि पिता को अपनी जीवनशैली में बदलाव लाने की जरूरत है. फिल्म का अंत मुख्य संकल्पना दिवाली बनती है खुबसूरत रिवाजों से आए इस दिवाली एक नया रिवाज अपनाएं. चीफ मार्केटिंग ऑफिसर और कस्टमर ऑफिसर राकेश वाधवा ने कहा श् दिवाली का त्योहार नयी शुरुआत के साथ सत्य की असत्य पर विजय के उपलक्ष्य में मनाया जाता है.

फ्यूचर जनरली इंडिया लाइफ में हम भारतीय पिताओं में सेहत का प्रसार करने पर लक्ष्य केंद्रित कर रहे हैं. यह नयी मुहिम इसी संदेश को आगे बढ़ा रही है. इस का निर्माण एडवर्टाईजिंग एजेन्सी एलएन्डके साची एन्ड सातची एन्ड सातची द्वारा उनके क्रिएटिव हेड चेतन कपूर के नेतृत्व में किया गया है.

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फ्यूचर जनराली इंडिया लाइफ इंश्योरेंस की 'नई दीवाली नया रिवाज' मुहिम शुरू

एजेंसी ▶ मुंबई

अपने पिता की सेहत के बारे में अपने संभाषण को जारी रखते हुए फ्यूचर जनराली इंडिया लाइफ इंश्योरेंस कंपनी लिमिटेड (एफजीआईएलआई) की ओर से 360 डिग्री ब्रान्ड मुहिम की शुरुआत की है। 'नई दीवाली, नया रिवाज' नामक यह मुहिम है। इस मुहिम के माध्यम से एफजीआईएलआई नए रिवाज- मतलब सेहतमंद रहने की रस साथ यह दीवाली मनाना चाहती है। इस 360 डिग्री मार्केटिंग मुहिम की शुरुआत 11 अक्टूबर से समाज माध्यमों पर एक छोटी फिल्म की शुरुआत से की गई। एफजीआईएलआई की मिछली मुहिमों को आगे बढ़ाते हुए इस फिल्म ने भी अपना ध्यान पिता

की सेहत पर केंद्रित किया है। पहली दो मुहिम में भी घर चलाने वाले पिता को केवल उनके लिए ही सेहतमंद ही नहीं बल्कि सारे परिवार के लिए सेहतमंद रहने की जरूरत पर जोर दिया गया है। एफजीआईएलआई ने दुसरे विषयों को अनेदेखा करते हुए पिता की सेहत के विषय पर अधिक ध्यान दिया है। अक्सर यह देखा गया है की परिवार को सबसे अच्छी सुविधाएं देने की अपनी जिम्मेदारियों को निभाते हुए वे अपनी सेहत की अनदेखी करते हैं, जिन्हें से उनकी सेहत को खतरा बढ़ जाता है। इस विषय को ध्यान में रखकर और ब्रान्ड मुहिम का संदेश 'पापा हेल्थ असली वेल्थ' को आगे बढ़ाया गया है। एफजीआईएलआई अब पिताओं से बात करते हुए उन्हें उनके सेहतमंद



एलएफके साची एन्ड सातवी द्वारा उनके कल के लिए इस दीवाली सेहतमंद आदतों में से एक का चुनाव करने की बिनती करेंगे। इस नए उपक्रम के बारे में जानकारी देते हुए

मुहिम का प्रारंभ

360 डिग्री मुहिम तीन चरणों में शुरू की जाएगी। हर एक चरण में विविध उपक्रमों का आयोजन किया जाएगा। पहले चरण में समाज माध्यमों पर टिप्पण प्रकाशित किया जाएगा। दूसरे चरण में ब्रांड फिल्म की शुरुआत होगी तथा इनके साथ ग्राहक/कर्मचारियों के कार्यक्रम होंगे। तीसरे चरण में सामाजिक माध्यमों का उपयोग कर मुहिम को आगे बढ़ाया जाएगा। इस फिल्म का निर्माण मशहूर एडवर्टाईजिंग एजेंसी किरियटिव हेंड वेंचर कापू के नेतृत्व में किया गया है।

फ्यूचर जनराली इंडिया लाइफ इंश्योरेंस प्रा. लि. के चीफ मार्केटिंग ऑफिसर और कस्टमर ऑफिसर राकेश वाघवा ने कहा दीवाली का

त्योहार नई शुरुआत के साथ सत्य की असत्य पर विजय के उपलक्ष्य में मनाया जाता है। फ्यूचर जनराली इंडिया लाइफ में हम भारतीय पिताओं में सेहत का प्रसार करने पर लक्ष्य केंद्रित कर रहे हैं। हमारी यह नई मुहिम इसी संदेश को आगे बढ़ा रही है, यह मुहिम उन्हें त्योहारों को मनाते हुए फिट रहने तथा सेहतमंद रहने का 'नया रिवाज' शुरू को प्रोत्साहित कर रही है। हमारा यथा विश्वास है की पिता कठोर परिश्रम करते हुए अपने परिवार के लिए सबसे अच्छा देने की कोशिश करते हैं, उनकी सेहत सन्तान एक जवाबदाद है। इस मुहिम की शुरुआत सभी डिजिटल माध्यमों के चैनल्स के साथ सभी ऑन ग्राउंड प्रमोशन्स के जरिए की जाएगी।

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राज एक्सप्रेस

फ्युचर जनराली की नई दिवाली नया रिवाज मुहिम शुरू

मुंबई। अपने पिता की सेहत के बारे में अपने संभाषण को जारी रखते हुए फ्युचर जनराली इंडिया लाईफ इंश्योरेंस कंपनी एफजीआईएलआई की ओर से 360 डिग्री ब्रांड मुहिम की शुरुआत की है। नई दिवाली, नया रिवाज नामक यह मुहिम है। मुहिम के माध्यम से एफजीआईएलआई नए रिवाज मतलब सेहतमंद रहने की रस्म साथ यह दिवाली मनाना चाहती है। इस मार्केटिंग मुहिम की शुरुआत 11 अक्टूबर से समाज माध्यमों पर एक छोटी फिल्म की शुरुआत से की गई। एफजीआईएलआई की पिछली मुहिमों को आगे बढ़ाते हुए इस फिल्म ने भी अपना ध्यान पिता की सेहत पर केंद्रित किया है। ब्रांड की ओर से फादर्स डे और रक्षाबंधन पर भी पिता की सेहत के बारे में जानकारी दी थी। पहली दो मुहिम में भी पिता को केवल उनके लिए ही सेहतमंद ही नहीं, बल्कि सारे परिवार के लिए सेहतमंद रहनेकी जरूरत पर जोर दिया गया है। अक्सर यह देखा गया है की परिवार को सबसे अच्छी सुविधाएं देने की अपनी जिम्मेदारियों को निभाते हुए पिता अपनी सेहत की अनदेखी करते हैं, जिनसे उनकी सेहत को खतरा बढ़ जाता है। इस विषय को ध्यान में रखकर और ब्रांड मुहिम का संदेश पापजहेल्यअसलीवेलथ को आगे बढ़ाया गया है। दिवाली एक नयी शुरुआत होती है। इसी अवसर का लाभ उठाते हुए एफजीआईएलआई पिताओं को अपनी सेहत का खयाल रखने की नई रस्म शुरू करने की बिनती कर रही है। फिल्म की शुरुआत आकर्षक रंगोली से होती है, वॉईस ओवर कहता है नई दिवाली, नई दिवाली कैसे बनती है। फिर फिल्म में पिता किस तरह से दिवाली से संबंधित रस्मों को अपने परिजन और दोस्तों के साथ किस तरह से निभाते हैं यह दिखाया गया है। एक सीन में लड़की नटखट अंदाज में लड्डू चुरा कर भाग जाती है और पिता उसे पकड़ने के लिए आधे रास्ते तक भागते हैं। यहां असली संदेश फिल्म में दिखाया गया है की पिता को अपनी जीवनशैली में बदलाव लाने की जरूरत है। फिल्म का अंत मुख्य संकल्पना दिवाली बनती है खुबसूरत रिवाजों से, आप इस दिवाली एक नया रिवाज अपनाएं। अपनी सेहत का खयाल रखने का रिवाज। फ्युचर जनराली इंडिया लाईफ इंश्योरेंस के चीफ मार्केटिंग ऑफिसर और कस्टमर ऑफिसर राकेश वाघवा ने कहा, फ्युचर जनराली इंडिया लाईफ में हम भारतीय पिताओं में सेहत का प्रसार करने पर लक्ष्य केंद्रित कर रहे हैं। यह मुहिम उन्हें त्योहारों को मनाते हुए सेहतमंद रहने का नया रिवाज शुरू को प्रोत्साहित कर रही है। मुहिम की शुरुआत डिजिटल माध्यमों के चैनल्स के साथ सभी ऑन ग्राऊंड प्रमोशंस से की जाएगी। मुहिम तीन चरणों में शुरू की जाएगी। पहले चरण में समाज माध्यमों पर टिजर प्रकाशित होगा, दूसरे चरण में ब्रांड फिल्म की शुरुआत तथा ग्राहक-कर्मचारियों के कार्यक्रम होंगे। तीसरे चरण में सामाजिक माध्यमों का उपयोग कर मुहिम को आगे बढ़ाया जाएगा। फिल्म का निर्माण मशहूर एडवर्टाईजिंग एजेंसी एलएंडके साची एंड सातची एंड सातची के क्रिएटिव हेड चेतन कपूर के नेतृत्व में किया गया है।

Date	27 th October 2019
Publication	Estate Express
Headline	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign

फ्युचर जनराली इंडिया लाईफ इन्शुरन्स कंपनी लिमिटेड की ओर से नयी दिवाली नया रिवाज़ मुहिम की शुरुआत

मुम्बई। अपने पिता को सेहत के बारे में अपने संभाषण को जारी रखते हुए फ्युचर जनराली इंडिया लाईफ इन्शुरन्स कंपनी लिमिटेड (एफजीआईएलआई) को ओर से 360 डिग्री ब्रान्ड मुहिम की शुरुआत की है। नई दिवाली, नया रिवाज नामक यह मुहिम है। इस मुहिम के माध्यम से एफजीआईएलआई नए 'रिवाज'- मतलब सेहतमंद रहने की रस्म साथ यह दिवाली मनाना चाहती है। इस 360 डिग्री मार्केटिंग मुहिम की शुरुआत 11 अक्टूबर 2019 से समाज माध्यमों पर एक छोटी फिल्म की शुरुआत से की गई।

मुहिम के बारे में अधिक जानकारी- एफजीआईएलआई की पिछली मुहिमों को आगे बढ़ते हुए इस फिल्म ने भी अपना ध्यान पिता को सेहत पर केंद्रित किया है। ब्रान्ड की ओर से फादर डे और रक्षाबंधन के अवसर पर भी पिता को सेहत के बारे में जानकारी दी थी। पहली दो मुहिम में भी घर चलाने वाले पिता को केवल उनके लिए ही सेहतमंद हो नहीं बल्कि सारे परिवार के लिए सेहतमंद रहने की जरूरत पर जोर दिया गया है। एफजीआईएलआई ने दुसरे विषयों को अनदेखा करते हुए पिता को सेहत के विषय पर अधिक ध्यान दिया है। अक्सर यह देखा गया है कि परिवार को सबसे अच्छी सुविधाएं देने को अपनी जिम्मेदारियों को निभाते हुए वे अपनी सेहत को अनदेखा करते हैं, जिनसे उनको सेहत को खतरा बढ़ जाता है। इस विषय को

ध्यान में रखकर और ब्रान्ड मुहिम का संदेश #PapashHealthAsliWealth को आगे बढ़ाया गया है। एफजीआईएलआई अब पिताओं से बात करते हुए उन्हें उनके सेहतमंद कल के लिए इस दिवाली सेहतमंद आदर्शों में से एक का चुनाव करने को बिनती करेगी।

मुहिम की कहानी- दिवाली एक नयी शुरुआत होती है, इसी अवसर का लाभ उठाते हुए एफजीआईएलआई पिताओं को अपनी सेहत का खयाल रखने को नई रस्म शुरू करने को बिनती कर रही है। इस फिल्म की शुरुआत आकर्षक रंगीली से होती है, वॉइस ओवर (वीओ) कहता है नयी दिवाली... नयी दिवाली कैसे बनती है। फिर फिल्म में पिता किस तरह से दिवाली से संबंधित रस्मों को अपने परिजन और दोस्तों के साथ किस तरह से निभाते हैं यह दिखाया गया है। एक सीन में लड़की नटखट अंदाज में लड्डू चुरा कर भाग जाती है और पिता उसे पकड़ने के लिए आधे रास्ते तक भागते हैं। यहाँ असली संदेश फिल्म में दिखाया गया है कि पिता को अपनी जीवनशैली में बदलाव लाने की जरूरत है। फिल्म का अंत मुख्य संकल्पना दिवाली बनती है खूबसूरत रिवाजों से, आएं इस दिवाली एक नया रिवाज अपनाएं, अपनी सेहत का खयाल रखने का रिवाज।

इस नए उपक्रम के बारे में जानकारी देते हुए फ्युचर जनराली इंडिया लाईफ इन्शुरन्स प्रा. लि. के चीफ मार्केटिंग

ऑफिसर और कस्टमर ऑफिसर श्री राकेश वाघवा ने कहा दिवाली का त्यौहार नयी शुरुआत के साथ सत्य की असत्य पर विजय के उपलक्ष्य में मनाया जाता है। फ्युचर जनराली इंडिया लाईफ में हम भारतीय पिताओं में सेहत का प्रसार करने पर लक्ष्य केंद्रित कर रहे हैं। हमारी यह नयी मुहिम इसी संदेश को आगे बढ़ा रही है, यह मुहिम उन्हें त्यौहारों को मनाते हुए फिट रहने तथा सेहतमंद रहने का नया रिवाज शुरू की प्रोत्साहित कर रही है। हमारा यश विश्वास है कि पिता कठोर परिश्रम करते हुए अपने परिवार के लिए सबसे अच्छा देने को कोशिश करते हैं, उनको सेहत सचमुच एक ज़ायदाद है। इस मुहिम की शुरुआत सभी डिजिटल माध्यमों के चैनल के साथ सभी ऑन ग्राउंड प्रमोशन के जरिए की जाएगी।

मुहिम का प्रारंभ- 360 डिग्री मुहिम तीन चरणों में शुरू की जाएगी। हर एक चरण में विविध उपक्रमों का आयोजन किया जाएगा। पहलें चरण में समाज माध्यमों पर टिज़र प्रकाशित किया जाएगा। दूसरे चरण में ब्राण्ड फिल्म की शुरुआत होगी तथा इनके साथ ग्राहक/कर्मचारियों के कार्यक्रम होंगे। तिसरे चरण में सामाजिक माध्यमों का उपयोग कर मुहिम को आगे बढ़ाया जाएगा।

इस फिल्म का निर्माण मराहूर एडवर्टीजिंग एजेंसी एलएचके सातवीं एच सातवीं द्वारा उनके क्रिएटिव हेड चेतन कपूर के नेतृत्व में किया गया है।

Date	26 th October 2019
Publication	Hamara Mahanagar
Headline	Future Generali India Life Insurance Company Limited rolls out “Nayi Diwali Naya Rivaaj” campaign

हमारा महानगर

फ्युचर जनराली इंडिया लाइफ इंशुरेंस की नई पेशकश

मुंबई। अपने पिता की सेहत के बारे में अपने संभाषण को जारी रखते हुए फ्युचर जनराली इंडिया लाइफ इंशुरेंस कंपनी लिमिटेड (एफजीआईएलआई) की ओर से 360 डिग्री ब्रांड मुहिम की शुरुआत की है। नई दिवाली, नया रिवाज नामक यह मुहिम है। इस मुहिम के माध्यम से एफजीआईएलआई नए 'रिवाज' - मतलब सेहतमंद रहने की रस्म साथ यह दिवाली मनाना चाहती है। इस 360 डिग्री मार्केटिंग मुहिम की शुरुआत 11 अक्टूबर 2019 से समाज माध्यमों पर एक छोटी फिल्म की शुरुआत से की गई। एफजीआईएलआई की पिछली मुहिमों को आगे बढ़ाते हुए इस फिल्म ने भी अपना ध्यान पिता की सेहत पर केंद्रित किया है। ब्रांड की ओर से फादर्स डे और रक्षाबंधन के अवसर पर भी पिता की सेहत के बारे में जानकारी दी थी। पहली दो मुहिम में भी घर चलाने वाले पिता को केवल उनके लिए ही सेहतमंद ही नहीं बल्कि सारे परिवार के लिए सेहतमंद रहने की जरूरत पर जोर दिया गया है। एफजीआईएलआई ने दूसरे विषयों को अनदेखा करते हुए पिता की सेहत के विषय पर अधिक ध्यान दिया है। इस नए उपक्रम के बारे में जानकारी देते हुए फ्युचर जनराली इंडिया लाइफ इंशुरेंस प्रालि के चीफ मार्केटिंग ऑफिसर और कस्टमर ऑफिसर राकेश वाघवा ने कहा कि दिवाली का त्यौहार नई शुरुआत के साथ सत्य की असत्य पर विजय के उपलक्ष्य में मनाया जाता है। फ्युचर जनराली इंडिया लाइफ में हम भारतीय पिताओं में सेहत का प्रसार करने पर लक्ष्य केंद्रित कर रहे हैं। हमारी यह नई मुहिम इसी संदेश को आगे बढ़ रही है, यह मुहिम उन्हें त्यौहारों को मनाते हुए फिट रहने तथा सेहतमंद रहने का 'नया रिवाज' शुरू को प्रोत्साहित कर रही है।

Date	21 st October 2019
Publication	The Hindu Business Line
Headline	Premium Tracker

THE HINDU
BusinessLine

Premium Tracker					
Company	Plan Name	Max Cover-age (years)	Max Policy term (years)	Annual Premium (incl.GST) (₹)	Claim Settlement ratio (%)
For a 30-yr old male, non-smoker, for sum assured of ₹ 1 crore upto 70 years					
Aditya Birla Capital	Ultima Term	85	50	10270	96.4
Aegon Life	iTerm	100	82	8331	95.7
Aviva Life	iTerm Smart	80	62	9007	94.5
Bajaj Allianz	eTouch	75	40	14607	92.0
Bharti AXA	Flexi Term Plan	85	67	9440	96.9
Canara HSBC OBC Life	iSelect	80	40	9491	95.2
DHFL Pramerica Life	Flexi e-Term	75	57	9403	96.6
Edelweiss Tokio Life	Zindagi+	80	62	9206	95.2
Exide Life	Smart Term Plan	75	30	8572	96.8
Future Generali	Flexi Online Term	75	57	9427	93.1
HDFC Life	Click2Protect 3D Plus life	100	74	12478	97.8
ICICI Prudential	iProtect Smart	99	81	12502	97.9
IDBI Federal Life	iSurance Flexi Term	80	62	12402	92.0
India First Life	e-Term Plan	80	40	8260	89.8
Kotak Life	Kotak e-Term Plan	75	57	9558	93.7
LIC	eTerm	75	35	18672	98.0
Max Life	Online Term Plan Plus	85	50	10148	98.3
PNB Met Life	Mera Term Plan	99	81	10146	91.1
Reliance Nippon Life	Digi Term	80	40	11012	95.2
SBI Life	eShield New	80	62	15070	96.8
For a 30-yr female, non-smoker, for sum assured of ₹ 1 crore coverage upto 70 years					
Aditya Birla Capital	Ultima Term	85	50	8,733	96.4
Aegon Life	iTerm	100	82	6861	95.7
Aviva Life	iTerm Smart	80	62	7741	94.5
Bajaj Allianz	eTouch	75	40	10896	92.0
Bharti AXA	Flexi Term Plan	85	67	8260	96.9
Canara HSBC OBC Life	iSelect	80	40	8022	95.2
DHFL Pramerica Life	Flexi e-Term	75	57	8025	96.6
Edelweiss Tokio Life	Zindagi+	80	62	7522	97.8
Exide Life	Smart Term Plan	75	30	7346	96.8
Future Generali	Flexi Online Term	75	57	8184	93.1
HDFC Life	Click2Protect 3D Plus life	100	74	11004	97.8
ICICI Prudential	iProtect Smart	99	81	11028	97.9
IDBI Federal Life Insurance	iSurance Flexi Term	80	62	10136	92.0
India First Life	e-Term Plan	80	40	7080	89.8
Kotak Life	Kotak e-Term Plan	75	57	8260	93.7
LIC	eTerm	75	35	18672	98.0
Max Life	Online Term Plan Plus	85	50	7670	98.3
PNB Met Life	Mera Term Plan	99	81	8675	91.1
Reliance Nippon Life	Digi Term	80	40	8719	95.2
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Source: www.policybazaar.com and individual companies
Claim Settlement Ratio- as per IRDAI Report 2017-18
LIC coverage is up to 65-yr for age group of 30-yr; Exide coverage up to 60-yr for age group of 30-yr

Date	08 th October 2019
Publication	Lucknow News
Headline	Future Generali India Life Insurance Company Limited Launches ‘Assured Wealth Plan’

Future Generali India Life Insurance company limited launches ‘Assured Wealth Plan’

Mumbai : Future Generali India Life Insurance Company Limited (FGILI) announced the launch of its latest product offering called ‘Future Generali Assured Wealth Plan’. The product is designed to meet one’s life goals and secure their family’s financial well-being.

‘Future Generali Assured Wealth Plan’ is an endowment plan that provides a guaranteed lumpsum benefit at maturity. This means at the end of the policy term, the policyholder receives a lumpsum payout equal to the Sum Assured along with Ac-

cumulated Guaranteed Additions. The guaranteed additions accumulate every year as a percentage of the sum assured and gets added to the maturity benefit. Because of this accumulation, the death benefit under the policy increases every year thus providing dual benefits to the policyholder.

‘Future Generali Assured Wealth Plan’ is in line with the company’s philosophy of providing customers with a simple yet smart life insurance solution that takes care of life’s specific needs. The plan is particularly ben-

eficial for couples aged between 30-40 years who are planning to save money for their children’s education or marriage. The policy will also appeal to 40-50 year age group, looking for lump sum benefits.

Under this plan, policy holders can choose the premium payment term and policy term. Also, the plan allows the following two options to ensure ideal protection that is best suited to a customer’s saving goals.

Announcing the launch of the plan, Rakesh Wadhwa, Chief Marketing Officer,

Future Generali India Life Insurance Company Limited said, “Life insurance plans offer a distinct assurance of long term security, stable saving returns and peace of mind.

We are happy to announce the addition of Assured Wealth Plan to our existing portfolio of Simple and Value for money products. This is an endowment plan that offers the dual benefit of sum assured along with accumulated guaranteed additions on maturity to help our customers meet their financial goals.”

Date	08 th October 2019
Publication	Jan Express
Headline	Future Generali India Life Insurance Company Limited Launches 'Assured Wealth Plan'

फ्यूचर जनराली इंडिया लाइफ इंस्योरेंस कंपनी लि. ने एशोर्ड वेल्थ योजना लॉन्च किया

मुंबई। फ्यूचर जनराली इंडिया लाइफ इंस्योरेंस कंपनी लिमिटेड (एफजीआईएल आई) ने 'फ्यूचर जनराली एशोर्ड वेल्थ प्लान' नामक अपने नए उत्पाद प्रस्ताव के लॉन्च की घोषणा की। इस प्रोडक्ट को पॉलिसीधारकों के जीवन के लक्ष्यों को पूरा करने और उनके परिवार की बेहतर वित्तीय स्थिति सुनिश्चित करने के लिए तैयार किया गया है। 'फ्यूचर जनराली एशोर्ड वेल्थ प्लान' एक इन्डोवमेंट योजना है, जो परिपक्वता पर सुनिश्चित एकमुश्त लाभ प्रदान करता है। इसका आशय है कि पॉलिसी की अवधि पूर्ण होने पर पॉलिसीधारक को संचित गारंटेड रकमके साथ बीमित रकम के बराबर एकमुश्त रकम प्राप्त होती है। गारंटेड रकम की बीमित रकम के प्रतिशत के रूप में हर वर्ष गणना की जाती है तथा परिपक्वता लाभ में जोड़ी जाती है। इस संग्रह के कारण पॉलिसी के तहत मृत्यु लाभ हर वर्ष बढ़ता है जिससे पॉलिसी धारक को दोहरा लाभ मिलता है। फ्यूचर जनराली एशोर्ड वेल्थ प्लान कंपनी के ग्राहक को ऐसा

सरल लेकिन स्मार्ट जीवन बीमा सल्यूशन प्रदान करने के कंपनी के दर्शन के अनुरूप है, जो उनके जीवन की विशेष जरूरतों का ध्यान रखता है। यह योजना विशेष रूप से 30-40 वर्ष उम्र के बीच के जोड़ों के लिए लाभदायक है, जो अपने बच्चों की शिक्षा या विवाह के लिए बचत करने की योजना बना रहे हैं। पॉलिसी एकमुश्त लाभों को देखते हुए 40-50 वर्ष उम्र समूह के लोगों को भी आकर्षित करेगी। योजना के तहत पॉलिसी धारक प्रीमियम भुगतान अवधि और पॉलिसी की अवधि का चयन कर सकते हैं। साथ ही प्लान आदर्श सुरक्षा जो ग्राहक के बचत लक्ष्यों के सर्वथा उपयुक्त हो, सुनिश्चित करने के लिए निःलिखित दो विकल्पों की भी अनुमति देता है।

विकल्प: यह मानक इन्डोवमेंट योजना है। पॉलिसी की अवधि पूरी होने या बीमित व्यक्ति की मृत्यु होने पर पॉलिसी समाप्त हो जाती है। मृत्यु की स्थिति में सभी लाभ अदा किए जाते हैं।

विकल्प: पॉलिसी बीमित व्यक्ति की मृत्यु

होने के बाद भी पॉलिसी की अवधि समाप्त होने तक जारी रहती है। बीमित व्यक्ति की मृत्यु होने के बाद कोई और प्रीमियम अदा नहीं करना पड़ता है। प्लान के लॉन्च की घोषणा करते हुए, राकेश वाधवा, चीफ मार्केटिंग ऑफिसर, फ्यूचर जनराली इंडिया लाइफ इंस्योरेंस कंपनी लि. ने कहा, 'ज्जीवन बीमा योजनाएं दीर्घकालीन सुरक्षा का विशिष्ट भरोसा, स्थिर बचत प्रतिफल और मन की शांति ऑफर करती हैं। हम सहर्ष हमारे सरल और भुगतान के मूल्यों से जुड़े उत्पाद के मौजूदा पोर्टफोलियो में वृद्धि की घोषणा करते हैं। यह एक इन्डोवमेंट प्लान है, जो हमारे ग्राहकों की उनके वित्तीय लक्ष्यों को पूरा करने में मदद करने के लिए परिपक्वता पर संचित गारंटेड वृद्धि के साथ बीमित रकम का दोहरा लाभ प्रदान करता है। फ्यूचर ग्रुप द्वारा भारत के कुछ अति लोकप्रिय रिटेल चेन जैसे सेन्ट्रल, बिग बाजार, फूड बाजार, होम टाउन और ईजोन का संचालन किया जाता है। जीवन एवं सामान्य बीमा में अपने संबंधित

कारोबारों के अतिरिक्त ग्रुप की लॉजिस्टिक्स इंफ्रास्ट्रक्चर और सप्लाय चेन और ब्रांड डेवलपमेंट के क्षेत्र में भी उपस्थिति है। ग्रुप देश के 90 से अधिक शहरों एवं टाउनों और 60 ग्रामीण स्थलों पर 17 मिलियन वर्गफीट से अधिक रिटेल स्पेस का संचालन करता है। ग्रुप का रिटेल फार्मेट 300 मिलियन से अधिक ग्राहकों को 30,000 से ज्यादा लघु, मध्यम और बड़े उद्योगों से जोड़ता है, जो उसके रिटेल चेनों को प्रोडक्ट एवं सेवाओं की आपूर्ति करते हैं। फ्यूचर ग्रुप भारतीय ग्राहकों के बारे में बेहतर जानकारी विकसित करने तथा भारतीय विचारों के आधार पर कारोबार खड़े करने में विश्वास करता है। ग्रुप का कोर वैल्यू भारतीयता है। ग्रुप का कारपोरेट मंत्र है, चिन्मय फिर से बनाना, वैल्यू बरकरार रखना है।

आईआईटीएल ग्रुप : आईआईटीएल की वर्ष 1933 में निवेश ट्रस्ट कंपनी के रूप में स्थापना हुई थी। उसने तीन बार बोनास इश्यू किया है तथा वर्षों से शेयर धारकों को लाभांश अदा कर रही है।

Date	07 th October 2019
Publication	Business Standard
Headline	More clarity for the insured

Business Standard

More clarity for the insured

Irdai's latest guidelines focus on removing grey areas, which are often the cause of disputes between policyholders and insurers

SANJAY KUMAR SINGH

The Insurance Regulatory and Development Authority of India (Irdai) has come out with a number of guidelines on health, life and travel insurance. These are mostly aimed at bringing in greater clarity in spheres where there was ambiguity earlier. Hopefully, this will lead to fewer disputes between insurers and customers.

HEALTH INSURANCE

Permanent exclusions: One major change that has come in pertains to permanent exclusions. An example will help explain this better. Suppose that a customer, who has had Parkinson's for some time, wants to buy health insurance. One option before the insurance company is to treat Parkinson's as a pre-existing disease, impose a waiting period of, say, four years, and then issue the policy. While insurers are ready to take this route for diseases like diabetes and hypertension, they are reluctant to do so for more serious ailments like Parkinson's. They are afraid that once the waiting period gets over, they could be hit by heavy claims from such customers. So, insurers usually reject the proposals from such customers.

The regulator has now put out a specified list of 16 ailments as permanent exclusions. Insurers will not have to make pay-outs for these conditions. "Now that the list of permanent exclusions has been limited and specified, insurers will be

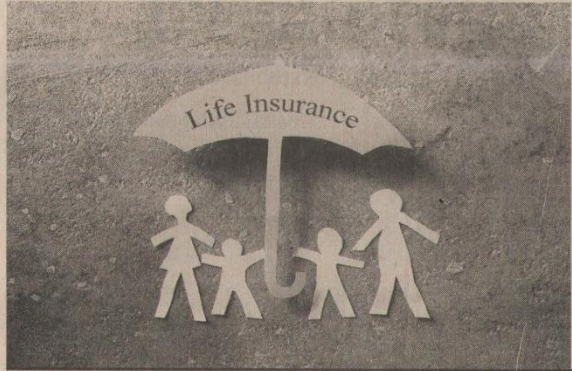
able to accept applications from customers and give them an opportunity to get covered under health insurance for other ailments," says Shanai Ghosh, CEO designate, Edelweiss General Insurance.

The regulator has also standardised other (non-permanent) exclusions. "It provides greater clarity about what is included or excluded from their health insurance, and for how long, and will help them take an informed decision," adds Shanai.

The regulator has also provided a list of things that cannot be excluded from coverage (*see table*). "If somebody works for an industry where conditions are hazardous, he could be excluded in the past. But now the regulator has specified that such a person cannot be excluded. Similarly, those undergoing treatment for mental ailments and psychological disorders cannot be excluded," says Yashish Dahiya, CEO and co-founder, Policybazaar.com.

Pre-existing diseases: Suppose that a customer is diagnosed with a serious ailment within three months of buying a policy. The regulator has said this will be treated as a pre-existing disease and insurers will be allowed to apply a waiting period to it. "Customers will henceforth have to be more honest in declaring their pre-existing diseases," says Dahiya.

Another point that Irdai has clarified is that the waiting period for temporary exclusions cannot exceed 48 months.



Also, suppose that a customer is porting from one insurer to another. Of the total waiting period of 48 months, if he has already completed 24 months, then the new insurer cannot impose a waiting period of more than 24 months.

Optional covers: Consumables and incidental expenses associated with treatments often cause disputes. Often insurers don't cover them, so customers get billed separately for them. Now, the regulator has created an exhaustive list of four categories. The first list includes optional covers for which insurers may offer coverage if they like (includes 68 items, including baby foods, food charges for patient's companions, etc). The second list includes items whose costs have to be subsumed in room charges. The third list includes items whose costs have

to be borne as part of procedure charges, and the fourth has items that will be taken to be part of treatment cost (registration fee, hospitalisation and others).

LIFE INSURANCE

Benefit illustration: Irdai has mandated that insurers will have to provide benefit illustrations to customers at the time of sale. The illustration will have to be signed by both the buyer and the sales intermediary, and will form a part of the policy document. All illustrations will in future have to be approved by the insurer's CEO and the appointed actuary. The regulator has specified the format for different product categories in which benefit illustrations have to be presented. The illustrations must specify clearly which portions of the benefits are guaranteed and which are not. For non-guaranteed

Business Standard

MINIMISING CONFUSION	
Conditions that can be permanently excluded	What can't be excluded
Sarcoidosis	Diseases contracted after buying policy
Malignant neoplasms	Injury/illness from hazardous activities
Epilepsy	Impairment of faculties by drugs prescribed by medical practitioner
Congenital heart disease and valvular heart disease	Artificial life maintenance (unless in vegetative state)
Cerebrovascular disease (stroke)	Mental illness, stress, psychological and neurodegenerative disorders
Inflammatory bowel diseases	Puberty and menopause-related disorders
Chronic liver, chronic kidney and pancreatic diseases	Age-related macular degeneration
Hepatitis B	Behavioural and neuro developmental disorders
Alzheimer's, Parkinson's	Admission primarily for eternal feedings
Demyelinating disease	If aetiology (cause) of medical condition not known
HIV & AIDS	Failure to seek, follow medical advice

(variable) benefits, two rates of return—4 per cent and 8 per cent—have to be assumed, and it has to be clearly stated that these are not guaranteed, nor are they the upper and lower limits of the return. “By simplifying and standardising the format, the regulator is trying to ensure that customers fully understand the benefits they will get from the insurance product they are purchasing,” says Rakesh Wadhwa, chief marketing and customer Officer, Future Generali India Life Insurance.

Product suitability: Any agent or distributor selling an insurance product will henceforth have to carry out a board-approved procedure for financial need analysis. The purpose is to ensure that the product sold is suited to the customer's needs.

TRAVEL INSURANCE

Travel portals often put insurance as a pre-selected or default option. Unless a customer actively de-selects it, he ends up buying insurance along with his ticket, even though he may not want to. IRDAI has stipulated that travel portals should not have insurance as a pre-selected option.

“Henceforth, customers will have to actively select the option to buy travel insurance. Travel policies have many features. Customers who exercise active choice will be able to decide which ones they want and which ones they don't,” says Rakesh Goyal, director, Probud Insurance Brokers.

For domestic travel, the regulator has also stipulated that customers cannot buy travel insurance more than 90 days prior to the date of journey.

Date	07 th October 2019
Publication	The Hindu Business Line
Headline	Premium Tracker

BusinessLine

Premium Tracker					
Company	Plan Name	Max Cover-age (years)	Max Policy term (years)	Annual Premium (incl.GST) (₹)	Claim Settlement ratio (%)
For a 30-yr old male, non-smoker, for sum assured of ₹ 1 crore upto 70 years					
Aditya Birla Capital	Ultima Term	85	50	10270	96.4
Aegon Life	iTerm	100	82	8331	95.7
Aviva Life	iTerm Smart	80	62	9007	94.5
Bajaj Allianz	eTouch	75	40	14607	92.0
Bharti AXA	Flexi Term Plan	85	67	9440	96.9
Canara HSBC OBC Life	iSelect	80	40	9491	95.2
DHFL Pramerica Life	Flexi e-Term	75	57	9403	96.6
Edelweiss Tokio Life	Zindagi+	80	62	9206	95.2
Exide Life	Smart Term Plan	75	30	8572	96.8
Future Generali	Flexi Online Term	75	57	9427	93.1
HDFC Life	Click2Protect 3D Plus life	100	74	12478	97.8
ICICI Prudential	iProtect Smart	99	81	12502	97.9
IDBI Federal Life	iSurance Flexi Term	80	62	12402	92.0
India First Life	e-Term Plan	80	40	8260	89.8
Kotak Life	Kotak e-Term Plan	75	57	9558	93.7
LIC	eTerm	75	35	18672	98.0
Max Life	Online Term Plan Plus	85	50	10148	98.3
PNB Met Life	Mera Term Plan	99	81	10146	91.1
Reliance Nippon Life	Digi Term	80	40	11012	95.2
SBI Life	eShield New	80	62	15070	96.8
For a 30-yr female, non-smoker, for sum assured of ₹ 1 crore coverage upto 70 years					
Aditya Birla Capital	Ultima Term	85	50	8,733	96.4
Aegon Life	iTerm	100	82	6861	95.7
Aviva Life	iTerm Smart	80	62	7741	94.5
Bajaj Allianz	eTouch	75	40	10896	92.0
Bharti AXA	Flexi Term Plan	85	67	8260	96.9
Canara HSBC OBC Life	iSelect	80	40	8022	95.2
DHFL Pramerica Life	Flexi e-Term	75	57	8025	96.6
Edelweiss Tokio Life	Zindagi+	80	62	7522	97.8
Exide Life	Smart Term Plan	75	30	7346	96.8
Future Generali	Flexi Online Term	75	57	8184	93.1
HDFC Life	Click2Protect 3D Plus life	100	74	11004	97.8
ICICI Prudential	iProtect Smart	99	81	11028	97.9
IDBI Federal Life Insurance	iSurance Flexi Term	80	62	10136	92.0
India First Life	e-Term Plan	80	40	7080	89.8
Kotak Life	Kotak e-Term Plan	75	57	8260	93.7
LIC	eTerm	75	35	18672	98.0
Max Life	Online Term Plan Plus	85	50	7670	98.3
PNB Met Life	Mera Term Plan	99	81	8675	91.1
Reliance Nippon Life	Digi Term	80	40	8719	95.2
SBI Life	eShield New	80	62	12898	96.8

Source: www.policybazaar.com and individual companies
Claim Settlement Ratio - as per IRDAI Report 2017-18
LIC coverage is up to 65-yr for age group of 30 yr; Exide coverage up to 60-yr for age group of 30-yr

Date	06 th October 2019
Publication	Tarun Mitra
Headline	Future Generali India Life Insurance Company Limited Launches 'Assured Wealth Plan'

फ्यूचर लाया एश्योर्ड वेल्थ योजना

मुंबई। फ्यूचर जनराली इंडिया लाइफ इंश्योरेंस कंपनी लिमिटेड ने फ्यूचर जनराली एश्योर्ड वेल्थ प्लान नामक अपने नए उत्पाद प्रस्ताव के लॉन्च की घोषणा की।

इस प्रोडक्ट को पॉलिसीधारकों के जीवन के लक्ष्यों को पूरा करने और उनके परिवार की बेहतर वित्तीय स्थिति सुनिश्चित करने के लिए तैयार किया गया है। फ्यूचर जनराली एश्योर्ड वेल्थ प्लान एक इन्डोवमेंट योजना है जो परिपक्वता पर सुनिश्चित एकमुश्त लाभ प्रदान करता है। इसका आशय है कि पॉलिसी की अवधि पूर्ण होने पर पॉलिसीधारक को संचित गारंटेड रकमके साथ बीमित रकम के बराबर एकमुश्त रकम प्राप्त होती है। गारंटेड रकम की बीमित रकम के प्रतिशत के रूप में हर वर्ष गणना की जाती है तथा परिपक्वता लाभ में जोड़ी जाती है। इस संग्रह के कारण पॉलिसी के तहत मृत्यु लाभ हर वर्ष बढ़ता है जिससे पॉलिसी धारक को दोहरा लाभ मिलता है।

ONLINE COVERAGE

Date	23 rd October 2019
Publication	Exchange 4 Media
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.exchange4media.com/marketing-news/user-generated-content-a-tool-for-brands-to-build-trust-recall-100320.html



User Generated Content: A tool for brands to build trust & recall

Industry experts share insights on how User Generated Content on digital platforms can serve as word-of-mouth for brands and how they should manage such conversations to create an impact

Social media has thrown open for brands the option to leverage User Generated Content (UGC), most of which is interactions around businesses and brands. With platforms like Facebook, Twitter and Instagram becoming a mainstream source of news content, UGC has become crucial as a multi-channel marketing medium that creates an impact for brands.

According to experts, UGC can help brands create more positive consideration for their products (reviews). This will lead to a better impact, brand recall and even a good ROI.

Talking about the impact that UGC creates for brands, Prashant Deorah, Managing Director, Puretech Digital, said: “UGC is the digital equivalent of word-of-mouth advertising but is a tough nut to crack. Users have to see a lot of value in sharing content about a brand before they can be encouraged to do so. Brands must have a clear-cut strategy and objective behind seeking UGC and a compelling incentive. Some brands will automatically be able to generate ‘talk ability’ by their personality, others will have to try harder. It is important that wherever the user is going online today to converse, the brand is present there to support, participate and engage.”

Mandeep Singh, VP, Marketing, Aegon Life shed light on user generated content being key for brand recall. “UGC impacts brand recall and creates some great content for brands. It establishes authenticity, credibility, and trust for the brand. Such content serves as great promotional material for brands and should be leveraged to its maximum potential.”

According to Ashish Tiwari, SVP, Marketing and Digital, Future Generali India Life Insurance, a brand’s real users help in creating brand trust. “In today’s age and time, it’s more important than ever that brands earn user trust and UGC is one certain way to do that.”

Date	23 rd October 2019
Publication	Best Media Info
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://bestmediainfo.com/2019/10/this-diwali-brands-spread-the-light-of-happiness-and-hope/



Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

MUMBAI, Oct. 22, 2019 /PRNewswire/ -- Taking the conversation ahead on Father's Health, Future Generali India Life Insurance company Ltd (FGILI), launched its 360-degree brand campaign titled 'Nayi Diwali Naya Rivaaj'. Through this campaign FGILI aims at urging fathers to celebrate Diwali this year with a new 'Rivaaj' - which is to stay healthy. The 360-degree marketing campaign was launched through a short video film on social media on October 11, 2019.

Campaign background

In line with FGILI's previous brand campaigns, this campaign film is also focused on the theme of 'Father's Health'. The brand through its earlier campaigns - Father's Day and Rakshabandhan - has been pushing fathers to take care of their health. Both earlier campaigns worked towards driving home the realization that fathers need to stay healthy not only for themselves but also for their families. FGILI aims to move away from the clutter and focus the conversation on the important topic of father's health. Insights show that fathers neglect their health in the process of providing the best to their families, which exposes them to a health risk. Going with this thought and connecting it to the core brand campaign message i.e. #PapasHealthAsliWealth, FGILI will be talking to fathers, urging them to adopt one healthy habit this Diwali, for their healthier tomorrow.

Campaign storyboard

Using the occasion of Diwali which is about new beginnings, FGILI wants to encourage fathers to start a new ritual i.e. to take care of their health. The film starts with a visual of a beautiful Rangoli, the Voice Over (VO) says - 'Nayi Diwali... Nayi Diwali kaise banti hai'. The film then goes to show the father of the family being involved in various Diwali related rituals with his family and friends. At one scene the daughter playfully steals a laddu and runs off and the father runs after her only to give up half way. This is where the main message of the film is brought to light and the father is forced to rethink his lifestyle. The film ends with the central idea 'Diwali banti hai khoobsurat rivaajon se, aaiye iss Diwali ek naya rivaaj apnaayein, apni sehat ka khayal rakhne ka rivaaj'.

Commenting on the new initiative **Mr. Rakesh Wadhwa, Chief Marketing & Customer Officer, Future Generali India Life Insurance Pvt Ltd**, said, "The festival of Diwali celebrates new beginnings and triumph of good over evil. At Future Generali India Life, we are focused at promoting healthy living amongst Indian fathers. Our new campaign takes the narrative forward by encouraging them to enjoy the festivities while starting a 'Naya Rivaaj' to stay fit and healthy. We believe that for fathers who work hard to provide best for their families, health is their true wealth. The campaign will be launched on all digital channels and will be supported by exciting on-ground promotions."

Date	22 nd October 2019
Publication	Business Standard
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.business-standard.com/article/pti-stories/future-general-India-life-insurance-company-limited-rolls-out-nayi-diwali-naya-rivaaj-campaign-119102200759_1.html

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Date	22 nd October 2019
Publication	Financial Express
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.financialexpress.com/money/insurance/new-rules-in-place-for-ulips-other-life-insurance-products-know-the-impact/1742830/



New rules in place for Ulips, other life insurance products: Know the impact

By Rakesh Wadhwa

The Insurance Regulatory and Development Authority of India (IRDAI) on July 8, 2019, has brought in significant changes to regulations related to non-linked life insurance products and unit-linked life insurance products (ULIPs). Designed to make life insurance more favourable to customers, the new rules offer substantial benefits and flexibility to policy-holders. In terms of the revival of policies; minimum guarantee on surrender, partial withdrawals from unit-linked pension policies and life cover, among others these rules certainly make it easier for the policyholders.

New rule: The revival period has been increased to three years in case of unit-linked life insurance plans and five years in case of non-linked products from the date of first unpaid premium. A policy lapses or becomes paid-up with reduced benefits when a policyholder fails to pay a premium on time.

Impact: For insurance customers who may find themselves facing a lapsed policy, the new norm offers a bigger window of opportunity to revive the policy during the revival period. Additionally, the move will help insurers spruce up renewal premiums and retain good customers.

2. Partial withdrawal in ULIP pension plans:

Old rule: IRDAI regulations allow for partial withdrawal in ULIP plans. However, partial withdrawal from pension products was kept out of the ambit.

New rule: The regulator has now allowed for withdrawal of up to 25% of the fund value from pension ULIP policies. The withdrawal is allowed only after completing the mandatory lock-in period of five years and is permitted for specified purposes such as higher education and marriage of children or treatment of self or spouse or for the purpose of buying or constructing a residential house. Besides, a policy-holder can withdraw the amount three times during the entire term of the policy.

Date	22 nd October 2019
Publication	PTI
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.ptinews.com/pressrelease/37694_press-subFuture-Generali-India-Life-Insurance-Company-Limited-Rolls-Out--Nayi-Diwali-Naya-Rivaaj--Campaign



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Commenting on the new initiative **Mr. Rakesh Wadhwa, Chief Marketing & Customer Officer, Future Generali India Life Insurance Pvt Ltd**, said, "The festival of Diwali celebrates new beginnings and triumph of good over evil. At Future Generali India Life, we are focused at promoting healthy living amongst Indian fathers. Our new campaign takes the narrative forward by encouraging them to enjoy the festivities while starting a 'Naya Rivaaj' to stay fit and healthy. We believe that for fathers who work hard to provide best for their families, health is their true wealth. The campaign will be launched on all digital channels and will be supported by exciting on-ground promotions."

Campaign rollout

The 360 campaign roll out will be in three phases. Each phase will encapsulate various activities. Phase one will see the teaser campaign on social media. Phase two will see the launch of the brand film and customer/employee engagement activities. In phase three, social media will be used to sustain the campaign.

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Publication	IAN S
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://ians.in/index.php?param=prnewswiredetail/PRN-1053226



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Date	22 nd October 2019
Publication	The Week
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.theweek.in/wire-updates/business/2019/10/22/pwr14-future%20general%20india%20life%20insurance%20pvt%20ltd.html



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(Eds: Disclaimer: The following press release comes to you under an arrangement with PR Newswire. PTI takes no editorial responsibility for the same.)

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Date	22 nd October 2019
Publication	Business Today
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.businesstoday.in/prnewswire/?rkey=20191022EN11526&filter=2418

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Date	22 nd October 2019
Publication	India Today
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.indiatoday.in/pr-newswire?rkey=20191022EN11526&filter=4315



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Commenting on the new initiative **Mr. Rakesh Wadhwa, Chief Marketing & Customer Officer, Future Generali India Life Insurance Pvt Ltd**, said, "*The festival of Diwali celebrates new beginnings and triumph of good over evil. At Future Generali India Life, we are focused at promoting healthy living amongst Indian fathers. Our new campaign takes the narrative forward by encouraging them to enjoy the festivities while starting a 'Naya Rivaaj' to stay fit and healthy. We believe that for fathers who work hard to provide best for their families, health is their true wealth. The campaign will be launched on all digital channels and will be supported by exciting on-ground promotions.*"

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Publication	Business Views
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://businessviews.in/business-views-press-release-news/?rkey=20191022EN11526&filter=908

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Publication	Banking Frontiers
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://bankingfrontiers.com/pr-newswire/?rkey=20191022EN11526&filter=3021



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Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://businessfortnight.com/pr-newswire/?rkey=20191022EN11526&filter=5117



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Publication	Investment Guru India
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://investmentguruindia.com/prn1.php?rkey=20191022EN11526&filter=6830

Investment **GURU** india.com

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Date	22 nd October 2019
Publication	New Delhi Times
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.newdelhitimes.com/news-release/?rkey=20191022EN11526&filter=5147



NEW DELHI TIMES

Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

MUMBAI, Oct. 22, 2019 /PRNewswire/ -- Taking the conversation ahead on Father's Health, **Future Generali India Life Insurance company Ltd** (FGILI), launched its 360-degree brand campaign titled '*Nayi Diwali Naya Rivaaj*'. Through this campaign FGILI aims at urging fathers to celebrate Diwali this year with a new 'Rivaaj' - which is to stay healthy. The 360-degree marketing campaign was launched through a short video film on social media on October 11, 2019.

Campaign background

In line with FGILI's previous brand campaigns, this campaign film is also focused on the theme of 'Father's Health'. The brand through its earlier campaigns - Father's Day and Rakshabandhan - has been pushing fathers to take care of their health. Both earlier campaigns worked towards driving home the realization that fathers need to stay healthy not only for themselves but also for their families. FGILI aims to move away from the clutter and focus the conversation on the important topic of father's health. Insights show that fathers neglect their health in the process of providing the best to their families, which exposes them to a health risk. Going with this thought and connecting it to the core brand campaign message i.e. #PapasHealthAsliWealth, FGILI will be talking to fathers, urging them to adopt one healthy habit this Diwali, for their healthier tomorrow.

Date	22 nd October 2019
Publication	The Speak Today
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://thespeaktoday.com/2019/10/17/future-general-India-life-insurance-company-limited-rolls-out-nayi-diwali-nayarivaaj-campaign/



Future Generali India Life Insurance Company Limited Rolls Out “Nayi Diwali NayaRivaaj” Campaign

Taking the conversation ahead on Father’s Health, Future Generali India Life Insurance company Ltd (FGILI), launched its 360-degree brand campaign titled “Nayi Diwali NayaRivaaj”. Through this campaign FGILI aims at urging fathers to celebrate Diwali this year with a new “Rivaaj” – which is to stay healthy. The 360-degree marketing campaign will be launched.

Campaign storyboard Using the occasion of Diwali which is about new beginnings, FGILI wants to encourage fathers to start a new ritual i.e. to take care of their health. The film starts with a visual of a beautiful Rangoli, the Voice Over (VO) says – “Nayi Diwali... Nayi Diwali kaise bantihai”.

The film then goes to show the father of the family being involved in various Diwali related rituals with his family and friends. At once scene the daughter playfully steals a laddu and runs off and the father runs after her only to give up half way.

This is where the main message of the film is brought to light and the father is forced to rethink his lifestyle. The film ends with the central idea “Diwali bantihai khoobsurat rivaajon se, aaiye iss Diwali ek nayarivaaj japaayein, apni sehat ka khayal rakhne ka rivaaj”.

Commenting on the new initiative Mr. Rakesh Wadhwa, Chief Marketing & Customer Officer, Future Generali India Life Insurance Pvt Ltd, said, “The festival of Diwali celebrates new beginnings and triumph of good over evil. At Future Generali India Life, we are focused at promoting healthy living amongst Indian fathers.

Our new campaign takes the narrative forward by encouraging them to enjoy the festivities while starting a ‘NayaRivaaj’ to stay fit and healthy. We believe that for fathers who work hard to provide best for their families, health is their true wealth. The campaign will be launched on all digital channels and will be supported by exciting on-ground promotions.”

Date	22 nd October 2019
Publication	Dkoding
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.dkoding.in/press-release/future-general-India-life-insurance-company-limited-rolls-out-nayi-diwali-naya-rivaaj-campaign/



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Date	22 nd October 2019
Publication	Web India 123
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://news.webindia123.com/news/press_showdetailsPR.asp?id=1171789



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Campaign storyboard

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Date	22 nd October 2019
Publication	VAR India
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.varindia.com/news/press--pr-news-wire?rkey=20191022EN11526&filter=537



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Date	22 nd October 2019
Publication	Uttarakhand News Network
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://uttarakhandnewsnetwork.com/press-release-pr-news-wire/?rkey=20191022EN11526&filter=14497

Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

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Date	22 nd October 2019
Publication	Update Odisha
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://updateodisha.com/pr-corner/?rkey=20191022EN11526&filter=1911

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Date	22 nd October 2019
Publication	Times Tech
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://timestech.in/trends-forecast/?rkey=20191022EN11526&filter=15939



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Date	22 nd October 2019
Publication	Thinking Tech
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.thinkingtech.in/pr-newswire/?rkey=20191022EN11526&filter=17106



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Date	22 nd October 2019
Publication	The Times of Bengal
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.thetimesofbengal.com/newswire/?rkey=20191022EN11526&filter=17730

TIMES OF BENGAL

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Campaign rollout

The 360 campaign roll out will be in three phases. Each phase will encapsulate various activities. Phase one will see the teaser campaign on social media. Phase two will see the launch of the brand film and customer/employee engagement activities. In phase three, social media will be used to sustain the campaign.

Date	22 nd October 2019
Publication	The Tech Portal
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://thetechportal.com/press-releases-pr-newswire/?rkey=20191022EN11526&filter=1985



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Date	22 nd October 2019
Publication	The SME
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.thesme.co.in/news-wire/?rkey=20191022EN11526&filter=18812



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Date	22 nd October 2019
Publication	The Hawk
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.thehawk.in/news/prnewswire?rkey=20191022EN11526&filter=4853



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Date	22 nd October 2019
Publication	Telangana Today
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://telanganatoday.com/pr-newsire?rkey=20191022EN11526&filter=11682

Telangana Today

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Date	22 nd October 2019
Publication	Tech Genyz
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.techgenyz.com/pr-newswire/?rkey=20191022EN11526&filter=6463

TechGenyz

Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

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Date	22 nd October 2019
Publication	Tech Ent
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://techent.tv/newswire?rkey=20191022EN11526&filter=5758



Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

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Date	22 nd October 2019
Publication	Style Gods
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.stylegods.com/pr-newsire/?rkey=20191022EN11526&filter=17108



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Date	22 nd October 2019
Publication	Startup to Standout
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://startuptostandout.com/pr-news-wire/?rkey=20191022EN11526&filter=17982



Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

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Date	22 nd October 2019
Publication	Social News.xyz
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.socialnews.xyz/pr-newswire/?rkey=20191022EN11526&filter=15405

SOCIALNEWS.XYZ *The Millennial Media*

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Date	22 nd October 2019
Publication	Smart Tech Today
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.smarttechtoday.com/prnews/?rkey=20191022EN11526&filter=2496

SMART TECH

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Date	22 nd October 2019
Publication	R News1
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.rnews1.com/p/pr-newsire.html?rkey=20191022EN11526&filter=7546



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Date	22 nd October 2019
Publication	Review Street
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://reviewstreet.in/news-reviews-mobiles-gadgets-pcs-automobile/prnewswireindia/?rkey=20191022EN11526&filter=15937



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Date	22 nd October 2019
Publication	Report Odisha
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://reportodisha.com/press-releases/?rkey=20191022EN11526&filter=19014



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Date	22 nd October 2019
Publication	Web Ptc
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.webptc.com/prnewswire.html?rkey=20191022EN11526&filter=4936

Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

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Date	22 nd October 2019
Publication	PR Newswire
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.prnewswire.com/in/news-releases/future-general-India-life-insurance-company-limited-rolls-out-nayi-diwali-naya-rivaaj-campaign-811745862.html

PR Newswire

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Date	22 nd October 2019
Publication	Pharma Tutor
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.pharmatutor.org/pharma-news/prnewswire?rkey=20191022EN11526&filter=7468



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Date	22 nd October 2019
Publication	One News Page
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.onenewspage.com/prnewswire.php?rkey=20191022EN11526&filter=3968

One News Page

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Date	22 nd October 2019
Publication	Ohsem
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.ohsem.me/pr-newswire/?rkey=20191022EN11526&filter=5817



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Date	22 nd October 2019
Publication	Odisha 360
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.odisha360.com/prn/?rkey=20191022EN11526&filter=4962



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Date	22 nd October 2019
Publication	Odisha Sountimes
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://sambadenglish.com/prnews/?rkey=20191022EN11526&filter=4968

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Date	22 nd October 2019
Publication	Odisha Bytes
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.odishabytes.com/pr-newsire/?rkey=20191022EN11526&filter=18897



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Date	22 nd October 2019
Publication	NRI News24x7
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://nrinews24x7.com/pr-news/?rkey=20191022EN11526&filter=4972



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Date	22 nd October 2019
Publication	Newz New
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.newznew.com/press-releases/?rkey=20191022EN11526&filter=16908



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Date	22 nd October 2019
Publication	News R
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.newsr.in/prnewswire.php?rkey=20191022EN11526&filter=5070



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Date	22 nd October 2019
Publication	News Blaze
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://newsblaze.in/pr-newswire?rkey=20191022EN11526&filter=12696

NewsBlaze India

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Campaign rollout

The 360 campaign roll out will be in three phases. Each phase will encapsulate various activities. Phase one will see the teaser campaign on social media. Phase two will see the launch of the brand film and customer/employee engagement activities. In phase three, social media will be used to sustain the campaign.

Date	22 nd October 2019
Publication	News Superfast
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://media.newswire.ca/newssuperfastblog.html?rkey=20191022EN11526&filter=10033



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Date	22 nd October 2019
Publication	Nasheman
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://nasheman.in/newswire/?rkey=20191022EN11526&filter=11016



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Date	22 nd October 2019
Publication	MTI News
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://mtinews.in/press-releases/?rkey=20191022EN11526&filter=1971



FUTURE GENERALI INDIA LIFE INSURANCE COMPANY LIMITED ROLLS OUT 'NAYI DIWALI NAYA RIVAAJ' CAMPAIGN

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Date	22 nd October 2019
Publication	Medi Circle
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://medicircle.in/wirenews?rkey=20191022EN11526&filter=18740



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Date	22 nd October 2019
Publication	Medicin Man
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://medicinman.net/pr-newswire/?rkey=20191022EN11526&filter=5136



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Date	22 nd October 2019
Publication	Mangalorean
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.mangalorean.com/pr-newswire/?rkey=20191022EN11526&filter=17665



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Date	22 nd October 2019
Publication	Insuranc News Net
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://insurancenewsnet.com/oarticle/future-general-India-life-insurance-company-limited-rolls-out-nayi-diwali-naya-rivaaj-campaign#.Xbu-bugzaUk



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Date	22 nd October 2019
Publication	Infra Buddy
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.infrabuddy.com/pr-news/?rkey=20191022EN11526&filter=14749

Infrabuddy.com

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Date	22 nd October 2019
Publication	Indore Dilse
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://indoredilse.com/english-news/?rkey=20191022EN11526&filter=10474



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Date	22 nd October 2019
Publication	Indian Spectator
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://indianspectator.com/prnewswire/?rkey=20191022EN11526&filter=17431



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Date	22 nd October 2019
Publication	Indian Nerve
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://indiannerve.com/in-press/?rkey=20191022EN11526&filter=6492



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Date	22 nd October 2019
Publication	India Online
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://news.indiaonline.in/prnewswire?rkey=20191022EN11526&filter=4991



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Date	22 nd October 2019
Publication	India Infoline
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.indiainfoline.com/prnewswire?rkey=20191022EN11526&filter=4993



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Date	22 nd October 2019
Publication	AP Herald
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.apherald.com/prnewswire?rkey=20191022EN11526&filter=18307

India herald.com

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Campaign rollout

The 360 campaign roll out will be in three phases. Each phase will encapsulate various activities. Phase one will see the teaser campaign on social media. Phase two will see the launch of the brand film and customer/employee engagement activities. In phase three, social media will be used to sustain the campaign. The film has been shot by leading advertising agency L&K Saatchi & Saatchi under their creative Head Chetan Kapoor.

Campaign video can be viewed here: <https://youtu.be/ZAdQbJlcXig>

Generali Group

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016. With over 74,000 employees in the world, and 55 million clients, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia. In 2017 Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

Future Group

Future Group operates some of India's most popular retail chains including Central, Big Bazaar, Food Bazaar, Home Town and eZone. Apart from its allied businesses in Life and General insurance, the Group is also present in the domain of logistics infrastructure and supply chain and brand development. The group operates over 17 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group's retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values'.

Date	22 nd October 2019
Publication	IBTN9
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://ibtn9.com/pr-newswire/?rkey=20191022EN11526&filter=12202



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Date	22 nd October 2019
Publication	Hello Mumbai News
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.hellomumbainews.com/hello-business/?rkey=20191022EN11526&filter=12313



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Date	22 nd October 2019
Publication	Green Lichen
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://greenlichen.com/pr-newswire/?rkey=20191022EN11526&filter=15918



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Date	22 nd October 2019
Publication	Estrade
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.estrade.in/news/pr-newswire/?rkey=20191022EN11526&filter=4950



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Date	22 nd October 2019
Publication	Creative Bharat
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://creativebharat.com/pr-news-wire/?rkey=20191022EN11526&filter=17984



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Date	22 nd October 2019
Publication	Core Communique
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://corecommunique.com/prnewswire/?rkey=20191022EN11526&filter=4754



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Date	22 nd October 2019
Publication	Cry Bytes
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://crybytes.com/pr-newswire-releases/?rkey=20191022EN11526&filter=887



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Date	22 nd October 2019
Publication	Business Sandesh
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.businesssandesh.in/breaking-news/?rkey=20191022EN11526&filter=7621

Business Sandesh

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Date	22 nd October 2019
Publication	Business News this Week
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://businessnewsthisweek.com/prnews/?rkey=20191022EN11526&filter=601

BUSINESS NEWS THIS WEEK

Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign

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Date	22 nd October 2019
Publication	Biz News
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.biznews.in/article/future-general-India-life-insurance-company-limited-rolls-out-nayi-diwali-naya-rivaaj-campaign



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PR.NEWSWIRE EUROPE-

DT:2019-10-22T05:36:00-0400

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Date	22 nd October 2019
Publication	Biz Wire Express
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.bizwireexpress.com/showstoryPRN.php?rkey=20191022EN11526&filter=2276

BizWire Express

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Campaign rollout

The 360 campaign roll out will be in three phases. Each phase will encapsulate various activities. Phase one will see the teaser campaign on social media. Phase two will see the launch of the brand film and customer/employee engagement activities. In phase three, social media will be used to sustain the campaign.

Date	22 nd October 2019
Publication	Bihar Prabha
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://news.biharprabha.com/prnewswire/?rkey=20191022EN11526&filter=270



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Date	22 nd October 2019
Publication	Bangalore Waves
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.bangalorewaves.com/news/bangalorewaves-business-news.php?rkey=20191022EN11526&filter=2267



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Date	22 nd October 2019
Publication	Asian Buck
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.asianbuck.com/asianbuck-prnews/?rkey=20191022EN11526&filter=8421



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Date	22 nd October 2019
Publication	Accommodation Times
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://accommodationtimes.com/pr-newswire/?rkey=20191022EN11526&filter=18279



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Date	22 nd October 2019
Publication	Abhitak News
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	http://www.abhitaknews.com/english/news/press-releases.aspx?rkey=20191022EN11526&filter=1889



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Date	22 nd October 2019
Publication	5 dariya News
Headline	Future Generali India Life Insurance Company Limited Rolls Out 'Nayi Diwali Naya Rivaaj' Campaign
Link	https://www.5dariyanews.com/Full-Story-Latest-from-PR-NewsWire.aspx?rkey=20191022EN11526&filter=3325



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Date	18 th October 2019
Publication	MXM India
Headline	Future Generali rolls out 'Nayi Diwali Naya Rivaaj' ad campaign
Link	https://www.mxmindia.com/2019/10/future-general-rolls-out-nayi-diwali-naya-rivaaj-ad-campaign/



Future Generali rolls out 'Nayi Diwali Naya Rivaaj' ad campaign

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Date	16 th October 2019
Publication	Economic Times (Brandequity)
Headline	Brands eye share of festive spending with dedicated campaigns
Link	https://brandequity.economictimes.indiatimes.com/news/marketing/brands-eye-share-of-festive-spending-with-dedicated-campaigns/71612554

ET BRANDEQUITY.com

Brands eye share of festive spending with dedicated campaigns

From offers to customised combos, brands are employing multiple devices to encourage spending amidst the anticipated slowdown...



Brands have upped the ante on advertising as festival season sets in.

The tradition of exchanging gifts, and sweets is a quintessential part of the festival of lights. Diwali is also an opportunity for brands to urge consumer spending through festive sales and promotions. Keeping with the tradition of robust festive season advertising, leading brands have come up with campaigns this year too. This festive season, the promotional activities are expected to be more aggressive in an effort to

further sales amid a slowdown across sectors.

Taking the conversation ahead on father's health, **Future Generali** India Life Insurance company Ltd (FGILI), launched its 360-degree brand campaign titled 'Nayi Diwali Naya Rivaaj'. Through this campaign FGILI aims at urging fathers to celebrate Diwali this year with a new 'Rivaaj' - which is to stay healthy. The 360-degree marketing campaign will be launched through a short video film on social media. In line with FGILI's previous brand campaigns, this campaign film is also focused on the theme of 'Father's Health'.

Date	15 th October 2019
Publication	Ad Gully
Headline	Future Generali India Life Insurance Company Limited rolls new campaign
Link	https://www.adgully.com/future-general-India-life-launches-360-degree-brand-campaign-88872.html



Future Generali India Life launches 360 degree brand campaign



Taking the conversation ahead on Father's Health, Future Generali India Life Insurance company Ltd (FGILI), launched its 360-degree brand campaign titled "Nayi Diwali Naya Rivaaj". Through this campaign FGILI aims at urging fathers to celebrate Diwali this year with a new "Rivaaj" - which is to stay healthy. The 360-degree marketing campaign will be launched through a short video film on social media on October 11, 2019.

In line with FGILI's previous brand campaigns, this campaign film is also focused on the theme of 'Father's Health'. The brand through its earlier campaigns - Father's Day and Rakshabandhan - has been pushing fathers to take care of their health. Both earlier campaigns worked towards driving home the realization that fathers need to stay healthy not

only for themselves but also for their families. FGILI aims to move away from the clutter and focus the conversation on the important topic of father's health. Insights show that fathers neglect their health in the process of providing the best to their families, which exposes them to a health risk. Going with this thought and connecting it to the core brand campaign message i.e. #PapasHealthAsliWealth, FGILI will be talking to fathers, urging them to adopt one healthy habit this Diwali, for their healthier tomorrow.

Using the occasion of Diwali which is about new beginnings, FGILI wants to encourage fathers to start a new ritual i.e. to take care of their health. The film starts with a visual of a beautiful Rangoli, the Voice Over (VO) says - "Nayi Diwali... Nayi Diwali kaise banti hai". The film then goes to show the father of the family being involved in various Diwali related rituals with his family and friends. At once scene the daughter playfully steals a laddu and runs off and the father runs after her only to give up half way. This is where the main message of the film is brought to light and the father is forced to rethink his lifestyle.

The film ends with the central idea "Diwali banti hai khoobsurat rivaajon se, aaiye iss Diwali ek naya rivaaj apnaayein, apni sehat ka khayal rakhne ka rivaaj".

Commenting on the new initiative **Rakesh Wadhwa, Chief Marketing & Customer Officer, Future Generali India Life Insurance Pvt Ltd, said**, "The festival of Diwali celebrates new beginnings and triumph of good over evil. At Future Generali India Life, we are focused at promoting healthy living amongst Indian fathers. Our new campaign takes the narrative forward by encouraging them to enjoy the festivities while starting a 'Naya Rivaaj' to stay fit and healthy. We believe that for fathers who work hard to provide best for their families, health is their true wealth. The campaign will be launched on all digital channels and will be supported by exciting on-ground promotions."

Date	14 th October 2019
Publication	Bloomberg Quint
Headline	Life Insurance Premium Income Contracts For First Time In Over Two Years In September
Link	https://www.bloomberquint.com/markets/life-insurance-premium-income-contracts-for-first-time-in-over-two-years-in-september

Bloomberg | Quint

Life Insurance Premium Income Contracts For First Time In Over Two Years In September

Premium income of Indian life insurers contracted in September as performance of private insurers moderated.

The individual annual premium equivalent—sum of annualised first-year premiums on regular policies and 10 percent on single premiums—contracted by 3 percent year-on-year last month, according to data compiled by BloombergQuint from the Insurance Regulatory and Development Authority of India. That compares with 8 percent growth in September 2018 and 14 percent growth in August 2019.

The top two private insurers weren't immune from the slowdown, with the APE of [HDFC Standard Life Insurance Co. Ltd.](#) and [ICICI Prudential Life Insurance Co. Ltd.](#) contracting 20 percent and 7 percent, respectively.

[SBI Life Insurance Co. Ltd.](#)'s APE, however, grew 11 percent last month, though it came at a lower pace than 14 percent in August.

Continued stress in sales of unit-linked insurance policies may have led to the situation for ICICI Prudential and HDFC Standard Life, according to Emkay Global. The brokerage said growth at SBI Life was driven by large fund flows from the group portfolio, which is a low-margin business.

The APEs of other private unlisted players like IndiaFirst Life, Future Generali Life, Star Union Dai-ichi and TATA AIA grew in September.

Date	14 th October 2019
Publication	Exchange 4 Media
Headline	Future Generali India Life Insurance unveils 'Nayi Diwali Naya Rivaaj' campaign
Link	https://www.exchange4media.com/advertising-news/future-general-India-life-insurance-unveils-nayi-diwali-naya-rivaaj-campaign-100160.html



Future Generali India Life Insurance unveils 'Nayi Diwali Naya Rivaaj' campaign

The 360-degree marketing campaign was created by L&K Saatchi & Saatchi

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Date	14 th October 2019
Publication	Agency Reporter
Headline	FUTURE GENERALI INDIA LIFE INSURANCE UNVEILS ‘NAYI DIWALI NAYA RIVA AJ’ CAMPAIGN
Link	https://agencyreporter.com/fgili-rolls-out-nayi-diwali-naya-rivaaj-campaign/

FUTURE GENERALI INDIA LIFE INSURANCE COMPANY LIMITED ROLLS OUT “NAYI DIWALI NAYA RIVA AJ” CAMPAIGN

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Campaign background

In line with FGILI’s previous brand campaigns, this campaign film is also focused on the theme of ‘Father’s Health’. The brand through its earlier campaigns – Father’s Day and Rakshabandhan – has been pushing fathers to take care of their health. Both earlier campaigns worked towards driving home the realization that fathers need to stay healthy not only for themselves but also for their families. FGILI aims to move away from the clutter and focus the conversation on the important topic of father’s health. Insights show that fathers neglect their health in the process of providing the best to their families, which exposes them to a health risk. Going with this thought and connecting it to the core brand campaign message i.e. #PapasHealthAsliWealth, FGILI will be talking to fathers, urging them to adopt one healthy habit this Diwali, for their healthier tomorrow.

Campaign storyboard

Using the occasion of Diwali which is about new beginnings, FGILI wants to encourage fathers to start a new ritual i.e. to take care of their health. The film starts with a visual of a beautiful Rangoli, the Voice Over (VO) says – “Nayi Diwali... Nayi Diwali kaise banti ha?”. The film then goes to show the father of the family being involved in various Diwali related rituals with his family and friends. At once scene the daughter playfully steals a laddu and runs off and the father runs after her only to give up halfway. This is where the main message of the film is brought to light and the father is forced to rethink his lifestyle.

Date	14 th October 2019
Publication	Pitchon Net
Headline	FUTURE GENERALI INDIA LIFE INSURANCE UNVEILS 'NAYI DIWALI NAYA RIVA AJ' CAMPAIGN
Link	http://www.pitchonnet.com/blog/2019/10/14/future-general-india-life-insurance-unveils-nayi-diwali-naya-rivaaj-campaign/

Pitch

FUTURE GENERALI INDIA LIFE INSURANCE UNVEILS 'NAYI DIWALI NAYA RIVA AJ' CAMPAIGN

The 360-degree marketing campaign was created by L&K Saatchi & Saatchi

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Commenting on the new initiative Rakesh Wadhwa, Chief Marketing & Customer Officer, Future Generali India Life Insurance Pvt Ltd, said, "The festival of Diwali celebrates new beginnings and triumph of good over evil. At Future Generali India Life, we are focused on promoting healthy living amongst Indian fathers. Our new campaign takes the narrative forward by encouraging them to enjoy the festivities while starting a 'Naya Rivaaj' to stay fit and healthy. We believe that for fathers who work hard to provide best for their families, health is their true wealth. The campaign will be launched on all digital channels and will be supported by exciting on-ground promotions."

Date	04 th October 2019
Publication	India Infoline
Headline	RBI Policy Review: Comments from industry experts
Link	https://www.indiainfoline.com/article/general-editors-choice/rbi-policy-review-comments-from-industry-experts-119100400379_1.html



The **RBI**, in its bi-monthly policy review in October, has slashed the repo rate by 25bps to 5.15%. The reverse repo rate under the LAF stands reduced to 4.90%, and the marginal standing facility (MSF) rate and the Bank Rate to 5.40%.

The MPC decided to continue with an accommodative stance as long as it is necessary to revive growth while ensuring that inflation remains within the target. These decisions are in consonance with the objective of achieving the medium-term target for consumer price index (CPI) inflation of 4% within a band of +/- 2% while supporting growth.

“MPC has yet again exemplified its proactiveness by complementing the fiscal initiatives of the government with monetary policy easing in order to more effectively revive the economy. MPC’s emphasis on maintaining the accommodative stance as long as it’s imperative to resuscitate the growth; rightly sets the stage for more rate cuts in the future. Albeit the policy could have been more appealing with some counter-cyclical measures. While the MPC has delivered with a long series of rate cuts, ensuring policy efficacy in terms of transmission in lending rates and pick up in growth should be the way forward”.

-Ms. Jyoti Vaswani, Chief Investment Officer, Future Generali India Life Insurance

Date	04 th October 2019
Publication	Cogencis
Headline	India Stocks Review:Worry of NPAs, demand drag Nifty 50 below 11200
Link	http://www.cogencis.com/newssection/india-stocks-reviewworry-of-npas-demand-drag-nifty-50-below-11200/



India Stocks Review:Worry of NPAs, demand drag Nifty 50 below 11200

MUMBAI – Concerns of defaults by more stressed corporates reignited the worry over the health of the Indian banking industry, unnerving investors who were perturbed by the sharp cut in India's growth forecast by the Reserve Bank of India and the central bank's comments that consumer demand is still weak, said dealers and analysts.

Not taking comfort from the repo rate cut of 25 basis points, equity investors sold shares as the RBI cut its GDP growth forecast for the current financial year to 6.1% from 6.9%. The RBI's comments that its consumer confidence survey showed weak consumer sentiment and tepid consumption demand, especially relating to non-essential items, also weighed.

The banking sector was the worst hit for the third straight day, as investors remain spooked by fresh defaults by companies such as Altico Capital, crisis at Punjab and Maharashtra Co-operative Bank and issues at Indiabulls Group, dealers said.

The worry is that there may be fresh set of defaults from new companies, especially in the housing finance and real-estate sector, and that the situation at beleaguered corporates such as Dewan Housing Finance Corp and Coffee Day Enterprises may also worsen, said a research analyst.

Developments related to Punjab and Maharashtra Co-operative Bank have sparked a worry over corporate misgovernance and sustainability of other co-operative banks, dealers said.

The Nifty 50 closed lower for the fifth straight day at 11174.75, down 139.25 points or 1.2% from the previous close. The Sensex closed at 37673.31, down 433.56 points or 1.1%.

The Nifty Bank index fell 2.4% while the Nifty Financial Services index lost 2%.

Within banks, retail-focussed ones fell the maximum as the RBI's comments only cemented the view that consumer demand in India may not revive meaningfully anytime soon. On the Nifty 50, ICICI Bank, Kotak Mahindra Bank and HDFC Bank fell 3% each, while the Nifty India Consumption index slumped 1.5%.

While the RBI has delivered long series of rate cuts, "ensuring policy efficacy in terms of transmission in lending rates" and a pick up in growth will be key for the equity market, said Jyoti Vaswani, chief investment officer at Future Generali India Life Insurance.