

Monthly Coverage Dossier

June 2022

Future Generali India Life Insurance Company Limited

Index

| Overview of Activities | Spokesperson | Publications | Journalist | Timeline | Media Type | Category | |
|---|-------------------|-----------------------|---------------|----------------|---------------|----------|-------|
| ETMarkets Smart Talk: Easy liquidity days over; have a contra buy on auto: Niraj Kumar, Future Generali India | Mr. Niraj Kumar | ET Markets | Kshitij Anand | June 07, 2022 | Online | CAT A | |
| How does Life Insurance Claims settlement work in India | Mr. Nilesh Parmar | Financial Express | Sanjeev Sinha | June 14, 2022 | Online | CAT A | |
| Upgrading Indian Insurance Regulatory Framework | Mr. CL Bhara dwaj | Asia Insurance Post | Sita nshu | June 07, 2022 | Online | CAT B | |
| Future Generali India Life Insurance unveils 'Trust Campaign 2.0' | Mr. Ashish Tiwari | ET BrandEquity | Mass Issue | June 13, 2022 | Online | CAT A | |
| Future Generali India Life Insurance unveils 'Trust Campaign 2.0' | Mr. Ashish Tiwari | Financial Express | | June 13, 2022 | Online | CAT A | |
| Future Generali India Life Insurance unveils 'Trust Campaign 2.0' | Mr. Ashish Tiwari | Adgully | | June 13, 2022 | Online | CAT A | |
| Future Generali India Life Insurance unveils 'Trust Campaign 2.0' | Mr. Ashish Tiwari | Afaqs | | June 13, 2022 | Online | CAT A | |
| Future Generali India Life Insurance unveils 'Trust Campaign 2.0' | Mr. Ashish Tiwari | Exchange4Media | | June 13, 2022 | Online | CAT A | |
| Future Generali India Life Insurance unveils 'Trust Campaign 2.0' | Mr. Ashish Tiwari | Media Infoline | | June 13, 2022 | Online | CAT B | |
| Future Generali India Life Insurance unveils 'Trust Campaign 2.0' | Mr. Ashish Tiwari | Business Fortnight | | June 13, 2022 | Online | CAT B | |
| After 21 years of privatization and extensive effort, how has India's Insurance sector evolved | Mr. Niraj Kumar | ET BFSI | | Sheersh Kapoor | June 28, 2022 | Online | CAT A |
| RBI hikes repo rate by 50 bps: Here's how market analysts, economist, experts reacted | Mr. Niraj Kumar | The Indian Express | | Mass Issue | June 8, 2022 | Online | CAT A |
| Comment on RBI MPC announcement by Niraj Kumar, Future Generali Life Insurance Company Ltd | Mr. Niraj Kumar | Investment Guru India | June 8, 2022 | | Online | CAT B | |

Interview

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|---|---------------|--------------|------------|
| Date: | June 07, 2022 | Publication: | ET Markets |
| Media: | Online | Page No: | NA |
| Link: https://economictimes.indiatimes.com/markets/expert-view/etmarkets-smart-talk-easy-liquidity-days-over-have-a-contra-buy-on-auto-niraj-kumar-future-general-india/articleshow/92040951.cms | | | |

ETMarkets Smart Talk: Easy liquidity days over; have a contra buy on auto: Niraj Kumar, Future Generali India

By Kshitij Anand, ETMarkets.com • Last Updated: Jun 07, 2022, 08:57 AM IST

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Synopsis

"No doubt, the current markets are clouded with fear and gloom and further correction and consolidation cannot be ruled out, but we strongly urge the investors to stick to the principle of - buying when everyone is fearful and selling when everyone is greedy, as markets are strongly driven by the emotions of Greed & Fear."



"We would like to caution the investors in terms of the global backdrop of easy liquidity being behind us and tell them that they need to re-align their return expectations and not extrapolate the past 2 years of strong returns," says **Niraj Kumar, CIO, Future Generali India Life Insurance Company Ltd.**

ETMarkets
Smart Talk

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In an interview with ETMarkets, Kumar with over two decades of professional experience in the area of fund management and macroeconomics, said:

"As a contra call, we are selectively bullish on **automobiles**, where demand remains quite strong given the recovery despite significant price hikes," Edited excerpts:

Both Generali and MG-TC are down by 10%.



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Author Article

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|---|---------------|--------------|-------------------|
| Date: | June 14, 2022 | Publication: | Financial Express |
| Media: | Online | Page No: | NA |
| Link: https://www.financialexpress.com/money/insurance/how-does-life-insurance-claim-settlement-work-in-india/2560048/ | | | |

How does life insurance claim settlement work in India?

While the policyholder completes his part of the commitment by paying due premiums; fulfilment of the promise from the insurer's side is completed by payment of the rightful claims.

Written by **Guest**

Updated: June 14, 2022 2:37:50 pm



Claims pay-out is perceived to be the 'end of spectrum' and most important milestone in the life cycle of a policy.

By Nilesh Parmar

Though life insurance is primarily intended to meet the unexpected loss of income owing to the death of the life assured; with the changing times, it has also been looked upon as an instrument to cover many other events such as

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|---|---------------|--------------|---------------------|
| Date: | June 07, 2022 | Publication: | Asia Insurance Post |
| Media: | Online | Page No: | NA |
| Link: https://asiainsurancepost.com/archives/23948 | | | |

C.L. Baradhwaj

The Indian Insurance industry has crossed 20 years after privatisation.

As per IRDAI's Annual Report, insurance penetration for the financial year 2020-21 was 3.20% of gross domestic product(GDP) for life and 1% for non-life.

While non-life saw a gradual increase in the penetration over the last 2 decades, for life insurance, the penetration peaked at 4.60% in 2009-10, mainly due to focus on Unit Linked insurance policies and started sliding thereafter due to product rationalisation.

IRDAI has taken many steps to develop the life insurance industry.

New Product Regulations in 2013 and again in 2019, introduction of new distribution channels including Web Aggregators, Insurance Marketing Firms, Common Public Service Centers, Point of Sales Persons, e-commerce guidelines, amendments to the Investment regulations in 2016, recognition of branch offices of foreign reinsurers amendments to Section 45 placing 3 year time restriction for disputing policy benefits under a life insurance policy- to quote a few, with the latest being the increase in foreign investments in insurance companies to 74%.

The sector is now set for the next generation of reforms to leapfrog the industry to the next level:

1. Concessions in IRDAI registration fees & renewal fees for business done in under-penetrated areas

Press Release

| | | | |
|---|---------------|--------------|----------------|
| Date: | June 13, 2022 | Publication: | ET BrandEquity |
| Media: | Online | Page No: | NA |
| Link: https://brandequity.economictimes.indiatimes.com/news/advertising/future-general-enforces-its-role-as-a-trustworthy-brand-in-new-campaign/92179777 | | | |

Future Generali enforces its role as a trustworthy brand in new campaign

The campaign film has been released in five different languages, namely Hindi, Gujarati, Bengali, Tamil and Marathi. The brand aims to build stronger trust bonds with the customers, distributors, and partners...

BE Staff • ETBrandEquity • June 13, 2022, 16:30 IST



To build on its 'being trustworthy' narrative, **Future Generali** has launched another campaign titled 'Trust Campaign 2.0'. The brand aims to build stronger trust bonds with the customers,

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|---|---------------|--------------|-------------------|
| Date: | June 13, 2022 | Publication: | Financial Express |
| Media: | Online | Page No: | NA |
| Link: https://www.financialexpress.com/brandwagon/future-general-India-life-insurance-unveils-trust-campaign-2-0/2558889/ | | | |

Future Generali India Life Insurance unveils 'Trust Campaign 2.0'

The campaign is launched in different formats majorly in the video, translated into four languages, Gujarati, Bengali, Tamil, and Marathi

Written by [BrandWagon Online](#)

June 13, 2022 3:26:25 pm



The campaign picks up every day 'slice-of-life' moments between a father and his child and captures them in well-composed, poetic narratives.

Future Generali India Life Insurance has rolled out its 'Trust Campaign 2.0'. The aim is to build stronger trust bonds with the customers, distributors, and partners. The brand continues to adhere to 'father' as the protagonist while

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|---|---------------|--------------|---------|
| Date: | June 13, 2022 | Publication: | Adgully |
| Media: | Online | Page No: | NA |
| Link: https://www.adgully.com/future-general-India-life-insurance-launches-trust-campaign-2-0-118968.html | | | |

Future Generali India Life Insurance launches 'Trust Campaign 2.0'

ADVERTISING

2 MINUTES TO
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JUN 13, 2022

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News in the domain of



After the successful run of the earlier Brand Campaign around showcasing Future Generali India Life Insurance as a Trustworthy brand, Future Generali India Life

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|---|---------------|--------------|-------|
| Date: | June 13, 2022 | Publication: | Afaqs |
| Media: | Online | Page No: | NA |
| Link: https://www.afaqs.com/news/advertising/future-general-India-life-insurance-launches-trust-campaign-20 | | | |

By afaqs! news bureau | Published: 13 Jun 2022, 3:12 PM IST

ADVERTISING

Future Generali India Life Insurance launches 'Trust Campaign 2.0'

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The campaign is launched in different formats and translated into four languages: Gujarati, Bengali, Tamil, and Marathi.

After the successful run of the earlier Brand Campaign around showcasing Future Generali India Life Insurance as a Trustworthy brand, Future Generali India Life Insurance is back with 'Trust Campaign 2.0'. The aim is simple, i.e.,

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| Date: | June 13, 2022 | Publication: | Exchange4Media |
| Media: | Online | Page No: | NA |
| Link: https://www.exchange4media.com/advertising-news/future-general-India-life-insurance-launches-bharosapapajaisa-campaign-120791.html | | | |

After the successful run of the earlier brand campaign around showcasing Future Generali India Life Insurance as a Trustworthy brand, Future Generali India Life Insurance is back with 'Trust Campaign 2.0'. The aim is simple, i.e., to build stronger trust bonds with the customers, distributors, and partners. The brand continues to adhere to 'father' as the protagonist while imbibing and manifesting the values of #BharosaPapaJaisa (Trust like fathers) – a pure, secured, and eternal relationship.

The Trust Campaign 2.0 is launched by Future Generali India Life Insurance on 13th June 2022. The campaign beautifully picks up every day 'slice-of-life' moments between a father and his child and captures them in well-composed, poetic narratives. The campaign tries to showcase different, regular instances when having a father's

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|---|---------------|--------------|----------------|
| Date: | June 13, 2022 | Publication: | Media Infoline |
| Media: | Online | Page No: | NA |
| Link: https://www.mediainfoline.com/advertising/future-general-india-life-insurance-launches-trust-campaign-2-0 | | | |

After the successful run of the earlier Brand Campaign around showcasing Future Generali India Life Insurance as a Trustworthy brand, Future Generali India Life Insurance is back with 'Trust Campaign 2.0'. The aim is simple, i.e., to build stronger trust bonds with the customers, distributors, and partners. The brand continues to adhere to 'father' as the protagonist while imbibing and manifesting the values of #BharosaPapaJaisa (Trust like fathers) – a pure, secured, and eternal relationship.

About the Campaign:

The Trust Campaign 2.0 is launched by **Future Generali India Life Insurance** on 13th June 2022. The campaign beautifully picks up every day 'slice-of-life' moments between a father and his child and captures them in well-composed, poetic narratives. The campaign tries to showcase different, regular instances when having a father's presence makes all the difference in one's life. It reinforces the value of Trust in any relationship. The way a child Trusts his father, similarly, millions of fathers Trust **Future Generali India Life insurance** to be their Trusted Lifetime Partner, which is aptly put forward in the line – **Sabke liye papa, Papa ke liye hum.**

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|---|---------------|--------------|--------------------|
| Date: | June 13, 2022 | Publication: | Business Fortnight |
| Media: | Online | Page No: | NA |
| Link: https://businessfortnight.com/future-general-India-life-insurance-launchestrust-campaign-2-0/ | | | |

Future Generali India Life Insurance LaunchesTrust Campaign 2.0'

By BFN's Desk - June 13, 2022

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Industry Story

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|---|---------------|--------------|---------|
| Date: | June 28, 2022 | Publication: | ET BFSI |
| Media: | Online | Page No: | NA |
| Link: https://bfsi.economictimes.indiatimes.com/news/insurance/after-21-years-of-privatisation-and-extensive-effort-how-has-indias-insurance-sector-evolved/92497523 | | | |

Role of IRDAI and multi-year sectoral growth

The Insurance regulator (IRDAI) has been focusing on improving the insurance penetration in the country by way of increasing the number of insurers, widening the scope of existing distribution channels, and improving product standards and technological capabilities of all stakeholders, **Niraj Kumar**, CIO of Future Generali India Life Insurance highlighted.

"They also aim at reducing operating/commission costs to ultimately benefit consumers, along with rationalization of investment norms. These steps coupled with a huge mortality protection gap (~\$16.5tn) and inadequate retirement savings will drive multi-year growth for the industry," he explained.

According to Kumar, these structural growth drivers will lead to ~15% CAGR in Annual Premium Equivalent (APE) over the next several years. "Besides the increase in the FDI limit in the insurance sector to 74% has provided an immediate backstop in terms of capital for growth," he added.

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|---|---------------|--------------|--------------------|
| Date: | June 08, 2022 | Publication: | The Indian Express |
| Media: | Online | Page No: | NA |
| Link: https://indianexpress.com/article/business/economy/rbi-interest-rate-hiked-50-bps-here-is-how-market-analysts-economists-experts-reacted-7958849/ | | | |

- **Niraj Kumar, CIO at Future Generali India Life Insurance Company** said, “MPC has delivered a well-calibrated ‘Complementary and a Balanced Policy’ in conjunction with the supply-side fiscal measures announced earlier by the government, to rein in the persistently elevated inflation levels. The undertone of the policy and pause on CRR was reassuring with MPC reiterating its commitment to being supportive of growth recovery. Overall a realistic policy, wherein MPC has reprioritized inflation head-on and taken cognizance of the current Inflationary risks stemming from the geopolitical disruptions and higher commodity prices and has chosen to frontload the actions and play a complementary role to the government, in an effort to balance out the inflation risks.”

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|---|--------------|--------------|-----------------------|
| Date: | June 8, 2022 | Publication: | Investment Guru India |
| Media: | Online | Page No: | NA |
| Link: https://investmentguruindia.com/ExpertViews/Comment-on-RBI-MPC-Announcement-By-Niraj-Kumar-Future-Generali-India-Life-Insurance-Company-Ltd | | | |

Published on 8/06/2022 1:45:40 PM | Source: PR Agency

Comment on RBI MPC Announcement By Niraj Kumar, Future Generali India Life Insurance Company Ltd

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