

## Rakesh Wadhwa is Future Generali India Life Insurance's new chief marketing officer

*Wadhwa takes charge effective immediately*

ETBrandEquity | May 23, 2017, 12:06 IST



Future Generali India Life Insurance has appointed Rakesh Wadhwa as its chief marketing officer with immediate effect. As the CMO, Wadhwa will focus on steering Future Generali's brand penetration in India, drive improvements in Net Promoter Score (NPS), build strong cross-sell platforms and improve the throughput of the digital business through analytics-driven marketing strategies.

Prior to Future Generali, Wadhwa was the head of channel management (retail) for the Asia markets with Aviva's regional office in Singapore.

Commenting on the development, Munish Sharda, managing director and CEO, Future Generali India Life Insurance, said, "Rakesh has contributed in shaping Future Generali's business transformation in India by bringing significant improvements in the company's growth strategy and developing Direct to Customer and Digital sales platforms. With this additional responsibility, he will unify the company's growth vision with aggressive consumer outreach program."

Wadhwa added, "India continues to demonstrate immense growth potential and I feel fortunate to be given the opportunity to lead Future Generali's brand transformation. I am committed to innovate and deliver maximum value to our customers and build long lasting relationships."