

## **Monthly Coverage Dossier**

**September 2022**

**Future Generali India Life Insurance Company Limited**

FGILI Monthly Report - September 2022						
Overview of Activities	Spokesperson	Publications captured	Journalist	Timeline	Media Type	Category
<b>Interview</b>						
DailyVoice   Next leg of earnings growth to be driven by domestic investment and consumption, says this chief investment officer	Mr. Niraj Kumar	Moneycontrol	Sunil Matkar	September 19, 2022	Online	CAT A
DailyVoice   Next leg of earnings growth to be driven by domestic investment and consumption, says this chief investment officer	Mr. Niraj Kumar	Moneycontrol (Hindi)	Sunil Matkar	September 19, 2022	Online	CAT A
<b>Author Article</b>						
How Insurance Can Help Heart Conditions in India	Mr. Bikash Choudary	BW Healthcare world	Shivam Tyagi	September 29, 2022	Online	CAT A
<b>Industry Story</b>						
IRDAI eases annuities purchasing rules for NPS retirees, allows digital life certificate	Mr. Conjeevaram Baradhvaj	Mint	Navneet Dubey	September 13, 2022	Online	CAT A
NPS exit form to be treated as proposal to purchase annuity products: Irdai	Mr. Conjeevaram Baradhvaj	Business Standard	Bureau	September 13, 2022	Online	CAT A
National Pension System: New rules for Jeevan Pramaan, Immediate Annuity form submission. Details	Mr. Conjeevaram Baradhvaj	Financial Express	Rajeev Kumar	September 14, 2022	Online	CAT A

Now pensioners have to fill one less form under new NPS rule	Mr. Conjeevaram Baradhvaj	CNBC TV18	Anshul	September 14, 2022	Online	CAT A
<b>MPC Announcement</b>						
RBI MPC meeting: BFSI leaders react to policy announcement	Mr. Niraj Kumar	ET BFSI	Anushka Sengupta	September 30, 2022	Online	CAT A
RBI Monetary Policy Live Updates: Repo rate hiked 50 bps to 5.9%; 2022-23 growth forecast cut to 7%	Mr. Niraj Kumar	The Indian Express	Dipak Mondal	September 30, 2022	Online	CAT A
Repo Rate Hike   Experts React	Mr. Niraj Kumar	BW Businessworld	NA	September 30, 2022	Online	CAT A
RBI's 'Mai Hoon Na' policy gives Sensex 1,000 points lift. Here's how	Mr. Niraj Kumar	Business Today	Amit Mudgill	September 30, 2022	Online	CAT A
RBI Monetary Policy Announcement: future course of rate hikes appears to be very shallow Says Niraj Kumar, Future Generali India Life Insurance	Mr. Niraj Kumar	Investment Guru India	NA	September 30, 2022	Online	CAT B
<b>Testimonial Story</b>						
Future Generali India Life Insurance demonstrates how customer satisfaction is their biggest reward	Mr. Bikash Choudary	Arthik Lipi	NA	September 22, 2022	Print	CAT A
Future Generali India Life Insurance demonstrates how customer satisfaction is their biggest Reward	Mr. Bikash Choudary	Sambad Prabha		September 22, 2022	Print	CAT A
<b>Press Release</b>						

Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign	Mr. Bruce de Broize	Financial Express		September 28, 2022	Online	CAT A
Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign	Mr. Bruce de Broize	Mad Over Marketing		September 29, 2022	Online	CAT A
Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign	Mr. Bruce de Broize	MSN India		September 28, 2022	Online	CAT A
Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign	Mr. Bruce de Broize	Adgully	Mass Issue	September 28, 2022	Online	CAT A
Brands reiterate the importance of a healthy life on World Heart Day 2022	Mr. Bruce de Broize	MediaNews4U		September 30, 2022	Online	CAT A
Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign	Mr. Bruce de Broize	Media Brief		September 28, 2022	Online	CAT B
Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign	Mr. Bruce de Broize	Media Infoline		September 28, 2022	Online	CAT B
<b>Product Review</b>						
Future Generali India Life Insurance Review	NA	Forbes	Rashi Maheshwari	September 30, 2022	Online	CAT A

Event Coverage						
The Economic Times Surge, 2022	Mr. Byju Joseph	The Economic Times	NA	September 13, 2022	Event	CAT A

## **Interview**

Date:	September 19, 2022	Publication:	Moneycontrol
Media:	Online	Page No:	NA
Link: <a href="https://www.moneycontrol.com/news/business/markets/daily-voice-next-leg-of-earnings-growth-to-be-driven-by-domestic-investment-and-consumption-says-this-chief-investment-officer-9196221.html">https://www.moneycontrol.com/news/business/markets/daily-voice-next-leg-of-earnings-growth-to-be-driven-by-domestic-investment-and-consumption-says-this-chief-investment-officer-9196221.html</a>			



## Daily Voice | Next leg of earnings growth to be driven by domestic investment and consumption, says this chief investment officer

*Niraj Kumar of Future Generali says the narrative could soon turn towards growth fears versus inflation fears, which will likely lower the US Fed's hawkishness. This is likely to happen around the end of 2022.*

SUNIL SHANKAR MATKAR | SEPTEMBER 19, 2022 / 07:06 AM IST



Niraj Kumar is the Chief Investment Officer at Future Generali Life Insurance India

While the US Fed's hawkishness and recent August Inflation print at 8.3 percent have led to a lot of clamour in markets around aggressive rate hikes in the ensuing policy meetings, Niraj Kumar of Future Generali India Life Insurance Company believes it's unlikely that the Fed would take the rates aggressively beyond four percent. "We are closer to the peak of Fed hawkishness and inflation fears."

The chief investment officer at Future Generali India Life Insurance Company, with nearly 20 years of professional experience in the area of fund management and macroeconomics, says he expects the next leg of earnings growth to be driven by domestic investment and consumption with sectors such as BFSI (banking, financial services, and insurance), consumption and capital goods likely to be prime beneficiaries.

Kumar says they continue to remain optimistic on the capital goods space with multiple levers playing out that provides earnings visibility. "We are on the cusp of the government's capex upcycle which has largely led to strength in order books for most companies in this space."

Date:	September 19, 2022	Publication:	Moneycontrol
Media:	Online	Page No:	NA
Link: <a href="https://hindi.moneycontrol.com/news/markets/daily-voice-says-future-general-cio-says-next-leg-of-earnings-growth-to-be-driven-by-domestic-investment-782891.html">https://hindi.moneycontrol.com/news/markets/daily-voice-says-future-general-cio-says-next-leg-of-earnings-growth-to-be-driven-by-domestic-investment-782891.html</a>			



## Daily Voice | घरेलू निवेश और कंजम्पशन आधारित होगी अगले दौर की अर्निंग ग्रोथ, BFSI-कैपिटल गुड्स को मिलेगा फायदा : Future Generali के नीरज कुमार

फ्यूचर जनरली के सीआईओ ने कहा कि नए जिओपॉसिटिव सेटअप में मौजूदा घरेलू माहौल खासा अनुकूल नजर आता है

MONEYCONTROL NEWS | अपडेटेड SEP 19, 2022 AT 5:31 PM



नीरज कुमार, सीआईओ, FUTURE GENERALI INDIA

Future Generali India Life Insurance Company के चीफ इन्वेस्टमेंट ऑफिसर नीरज कुमार ने कहा कि यूएस फेड के चार परिसदी से ऊपर आक्रामक रूप से ब्याज दरें बढ़ाने की उम्मीदें कम हैं। उन्होंने उम्मीद जताई कि घरेलू निवेश और कंजम्पशन आधारित अर्निंग ग्रोथ के अगले दौर से बीएफएसआई (यानी banking, financial services, and insurance), कंजम्पशन और कैपिटल गुड्स जैसे सेक्टर लाभान्वित होंगे।

### सरकारी सुधारों का मिलेगा फायदा

इसके अलावा आत्मनिर्भर भारत और प्रोडक्शन लिंकड इंसेंटिव पॉलिसी जैसी सरकारी सुधारों, इन्फ्रास्ट्रक्चर को प्रोत्साहन से इनवेस्टमेंट का एक नया साइकिल शुरू होगा, जिससे भारत के अर्निंग ग्रोथ के आउटलुक में सुधार होगा।

उन्होंने कहा कि अब क्मोडिटी की कीमतों में नरमी से इनपुट कॉस्ट का दबाव कम होगा और कई सेक्टरों में मार्जिन में सुधार होगा। उन्होंने भरोसा जताया कि विपरीत वैश्विक हालात के बावजूद भारत मीडियम टर्म में एक उपयुक्त अर्निंग साइकिल की ओर बढ़ रहा है।

उन्होंने कहा, भारतीय बाजारों ने इमर्जिंग मार्केट्स में अच्छा प्रदर्शन किया है और हमें भरोसा है कि यह तेजी वास्तव में स्ट्रक्चरल है, जो मीडियम से लॉन्ग टर्म में बनी रहेगी।

डिस्कलेमर - मनीकंट्रोल कॉम पर दिए गए विचार एक्सपर्ट के अपने निजी विचार होते हैं। वेबसाइट या मैनेजमेंट इसके लिए उत्तरदायी नहीं है। यूजर्स को मनीकंट्रोल की सलाह है कि कोई भी निवेश निर्णय लेने से पहले सर्टिफाइड एक्सपर्ट की सलाह लें।

## **Author Article**

Date:	September 29, 2022	Publication:	BW Healthcare world
Media:	Online	Page No:	NA
Link: <a href="http://bwhealthcareworld.businessworld.in/article/How-Insurance-Can-Help-Heart-Conditions-In-India/29-09-2022-448583/">http://bwhealthcareworld.businessworld.in/article/How-Insurance-Can-Help-Heart-Conditions-In-India/29-09-2022-448583/</a>			



## How Insurance Can Help Heart Conditions In India



According to World Health Organisation (WHO) estimates, one in every five CVD-related deaths are reported in India and Indians are susceptible to suffer from CVDs at least a decade earlier than those from other western countries



29 September, 2022  
by Bikash Choudhary

Print this article  
Font size 16

For most Indians, the COVID-19 pandemic served as a wake-up call to live a healthy life and imbibe basic hygiene habits to ward off communicable diseases. However, non-communicable diseases like various cancers, chronic respiratory illnesses, diabetes, and cardiovascular disease (CVD) amongst many others still account for more than 60 per cent of all deaths in India. In fact, our country has a higher CVD death rate than the global average, earning India the ill repute of being the heart disease capital of the world.

According to World Health Organisation (WHO) estimates, one in every five CVD-related deaths are reported in India and Indians are susceptible to suffer from CVDs at least a decade earlier than those from other western countries. Both misinformation and a lack of understanding about the causes of CVDs can make matters even worse and it is, therefore, important to educate oneself and follow simple rules to reduce the risk of CVDs.

The increased risk of CVDs amongst Indians can be attributed to a combination of conventional risk factors that include obesity, smoking, alcohol consumption, and leading a sedentary lifestyle. Even amongst the population that does not indulge in such vices, factors such as consumption of foods high in cholesterol, leading a sedentary lifestyle, and a general lack of physical exercise can lead to early onset and rapid progression of CVDs.

While it is critical to get timely medical attention in case of a heart attack or stroke, it is important to recognize early signs of heart disease and take urgent action to treat it accordingly. Shortness of breath during normal physical activity, fatigue or weakness, irregular heartbeat, and/or high blood pressure can be some of the symptoms of suffering from poor heart health. It is essential to consult a general physician on experiencing any of the above symptoms and conduct all necessary tests to arrive at a proper medical evaluation.

In case a heart ailment hits you, the cost of treatment can be from few thousands to a few lakhs, depending upon the severity of the ailment and treatment required, and in such cases, an insurance plan can come handy. Insurance plans can help you deal with the expenses needed for the treatment of such ailments as well as for the post-treatment costs. Medical insurance and critical illness plan with specific conditions like heart cover can be evaluated. There are heart insurance plans available in India that will pay if one needs to undergo as minor as Angioplasty to as major as heart transplant.

## Industry Story

Date:	September 13, 2022	Publication:	Mint
Media:	Online	Page No:	NA
Link: <a href="https://www.livemint.com/money/personal-finance/irdai-eases-annuities-purchasing-rules-for-nps-retirees-allows-digital-life-certificate-11663076979054.html">https://www.livemint.com/money/personal-finance/irdai-eases-annuities-purchasing-rules-for-nps-retirees-allows-digital-life-certificate-11663076979054.html</a>			



### **IRDAI eases annuities purchasing rules for NPS retirees, allows digital life certificate**

Conjeevaram Baradhwaj, executive vice president (Legal & Compliance) & company secretary at Future Generali India Life Insurance Company Ltd said, "Under the NPS, the subscriber who superannuates is required to purchase an immediate annuity (excluding the commuted value) from any life insurance company. At the time of purchasing immediate annuities, a separate Application form is collected by life insurance companies. Since the information required in the Application form is already available under NPS, in order to avoid duplication, IRDAI has advised life insurance companies to treat the Exit form as the Proposal form for NPS retirees purchasing annuities – instead of again collecting information from customers. Since under annuity policies, the annuity amount is payable only as long as the annuitant survives, life insurance companies take an annual "survival certificate" from the annuitant. IRDAI has now clarified that the "survival certificate" signature can be taken through biometric-based digital means. Both the above clarifications are welcome steps intended to facilitate ease of servicing annuity policies purchased by annuitants."

Date:	September 13, 2022	Publication:	Business Standard
Media:	Online	Page No:	NA
Link: <a href="https://www.business-standard.com/article/pf/nps-exit-form-to-be-treated-as-proposal-to-purchase-annuity-products-irdai-122091301120_1.html">https://www.business-standard.com/article/pf/nps-exit-form-to-be-treated-as-proposal-to-purchase-annuity-products-irdai-122091301120_1.html</a>			

## Business Standard

### NPS exit form to be treated as proposal to purchase annuity products: Irdai

“Since under annuity policies, the annuity amount is payable only as long as the annuitant survives, life insurance companies take an annual “survival certificate” from the annuitant. Irdai has now clarified that the signature to the “survival certificate” can be taken through biometric based digital means. Both the above clarifications are welcome steps intended to facilitate ease of servicing annuity policies purchased by annuitants,” said Conjeevaram Baradhvaj, executive vice president, Future Generali India Life Insurance.

Date:	September 13, 2022	Publication:	Financial Express
Media:	Online	Page No:	NA
Link: <a href="https://www.financialexpress.com/money/national-pension-system-new-rules-for-jeevan-pramaan-immediate-annuity-form-submission-details/2666100/">https://www.financialexpress.com/money/national-pension-system-new-rules-for-jeevan-pramaan-immediate-annuity-form-submission-details/2666100/</a>			



## **National Pension System: New rules for Jeevan Pramaan, Immediate Annuity form submission. Details**

“The information required in the Application form is already available under NPS. In order to avoid duplication, IRDAI has advised life insurance companies to treat the Exit form as the Proposal form for NPS retirees purchasing annuities – instead of again collecting information from customers,” Conjeevaram Baradhwaj, Executive Vice President (Legal & Compliance) & Company Secretary at Future Generali India Life Insurance said.

“Since under annuity policies, the annuity amount is payable only as long as the annuitant survives, life insurance companies take an annual “survival certificate” from the annuitant. IRDAI has now clarified that the signature to the “survival certificate” can be taken through biometric based digital means. Both the above clarifications are welcome steps intended to facilitate ease of servicing annuity policies purchased by annuitants,” he added.

Date:	September 13, 2022	Publication:	CNBC TV18
Media:	Online	Page No:	NA
Link: <a href="https://www.cnbcv18.com/personal-finance/nps-new-withdrawal-rule-irdai-exit-annuities-retirement-fund-pension-14720571.htm">https://www.cnbcv18.com/personal-finance/nps-new-withdrawal-rule-irdai-exit-annuities-retirement-fund-pension-14720571.htm</a>			



## Now pensioners have to fill one less form under new NPS rule

### How will it impact subscribers?

According to Conjeevaram Baradhwaj, Executive Vice President (Legal & Compliance) & Company Secretary at Future Generali India Life Insurance Company Ltd, the move will facilitate ease of servicing annuity policies purchased by annuitants.

This will further reduce the time and effort of senior citizens as well as insurers.

## **MPC Announcement**

Date:	September 30, 2022	Publication:	ET BFSI
Media:	Online	Page No:	NA
Link: <a href="https://bfsi.economicstimes.indiatimes.com/news/policy/rbi-mpc-meeting-bfsi-leaders-react-to-policy-announcement/94554759">https://bfsi.economicstimes.indiatimes.com/news/policy/rbi-mpc-meeting-bfsi-leaders-react-to-policy-announcement/94554759</a>			



# RBI MPC meeting: BFSI leaders react to policy announcement



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

MPC continues to do a fine balancing act, despite the adverse global backdrop of chaos in rates and FX markets due to the hyper-aggressive stance of central banks to rein in the elevated Inflation. RBI has stuck to its overarching focus of nurturing the nascent recovery of growth and has avoided any sort of collateral damage so far and continues to bubble wrap the economy. Clearly, with today's frontloading of rate hikes, the future course of rate hikes appears to be very shallow, given the imminent softer patches of global growth and receding Inflation trajectory. Overall 'well thought out and a balanced policy'.

Date:	September 30, 2022	Publication:	The Indian Express
Media:	Online	Page No:	NA
Link: <a href="https://indianexpress.com/article/business/economy/rbi-monetary-policy-committee-mpc-live-updates-september-2022-meeting-outcome-shaktikanta-das-key-announcements-repo-rate-hike-inflation-economy-gdp-8181768/">https://indianexpress.com/article/business/economy/rbi-monetary-policy-committee-mpc-live-updates-september-2022-meeting-outcome-shaktikanta-das-key-announcements-repo-rate-hike-inflation-economy-gdp-8181768/</a>			



## RBI Monetary Policy Highlights: Repo rate hiked 50 bps to 5.9%; 2022-23 growth forecast cut to 7%

- *Niraj Kumar, Chief Investment Officer at Future Generali India Life Insurance Company* said, “MPC continues to do a fine balancing act, despite the adverse global backdrop of chaos in rates and FX markets due to hyper-aggressive stance of central banks to rein in the elevated Inflation. RBI has stuck to its overarching focus of nurturing the nascent recovery of growth and has avoided any sort of collateral damage so far and continues to bubble wrap the economy. Clearly, with today’s frontloading of rate hikes, the future course of rate hikes appears to be very shallow, given the imminent softer patches of global growth and receding Inflation trajectory. Overall ‘well thought out and a balanced policy”

Date:	September 30, 2022	Publication:	BW Businessworld
Media:	Online	Page No:	NA
Link: <a href="https://www.businessworld.in/article/Repo-Rate-Hikes-To-5-90-Experts-React/30-09-2022-448769/">https://www.businessworld.in/article/Repo-Rate-Hikes-To-5-90-Experts-React/30-09-2022-448769/</a>			

**BW BUSINESSWORLD**

## Repo Rate Hike | Experts React

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

MPC continues to do a fine balancing act, despite the adverse global backdrop of chaos in rates and FX markets due to hyper-aggressive stance of central banks to rein in the elevated Inflation. RBI has stuck to its overarching focus of nurturing the nascent recovery of growth and has avoided any sort of collateral damage so far and continues to bubble wrap the economy. Clearly, with today's frontloading of rate hikes, the future course of rate hikes appears to be very shallow, given the imminent softer patches of global growth and receding Inflation trajectory. Overall 'well thought out and a balanced policy.

Date:	September 30, 2022	Publication:	Business Today
Media:	Online	Page No:	NA
Link: <a href="https://www.businesstoday.in/markets/story/rbis-mai-hoon-na-policy-gives-sensex-1000-points-lift-here-how-348655-2022-09-30">https://www.businesstoday.in/markets/story/rbis-mai-hoon-na-policy-gives-sensex-1000-points-lift-here-how-348655-2022-09-30</a>			

## **BusinessToday.In**

### **RBI's 'Mai Hoon Na' policy gives Sensex 1,000 points lift. Here's how**

Niraj Kumar, CIO at Future Generali India Life Insurance Company said the RBI has stuck to its overarching focus of nurturing the nascent recovery of growth and has avoided any sort of collateral damage so far and continues to bubble wrap the economy.



Niraj Kumar, CIO at Future Generali India Life Insurance Company said the RBI has stuck to its overarching focus of nurturing the nascent recovery of growth and has avoided any sort of collateral damage so far and continues to bubble wrap the economy.

Date:	September 30, 2022	Publication:	Investment Guru India
Media:	Online	Page No:	NA
Link: <a href="https://investmentguruindia.com/EconomyNews/RBI-Monetary-Policy-Announcement--future-course-of-rate-hikes-appears-to-be-very-shallow-Says-Niraj-Kumar-Future-Generali-India-Life-Insurance">https://investmentguruindia.com/EconomyNews/RBI-Monetary-Policy-Announcement--future-course-of-rate-hikes-appears-to-be-very-shallow-Says-Niraj-Kumar-Future-Generali-India-Life-Insurance</a>			



### **RBI Monetary Policy Announcement : future course of rate hikes appears to be very shallow Says Niraj Kumar, Future Generali India Life Insurance**



Below is quote on RBI Monetary Policy Announcement By Mr. Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance Co. Ltd

"MPC continues to do a fine balancing act, despite the adverse global backdrop of chaos in rates and FX markets due to hyper-aggressive stance of central banks to rein in the elevated Inflation. RBI has stuck to its overarching focus of nurturing the nascent recovery of growth and has avoided any sort of collateral damage so far and continues to bubble wrap the economy. Clearly, with today's frontloading of rate hikes, the future course of rate hikes appears to be very shallow, given the imminent softer patches of global growth and receding Inflation trajectory. Overall 'well thought out and a balanced policy"

## Testimonial Story

Date:	September 22, 2022	Publication:	Arthik Lipi
Media:	Print	Page No:	08
Link:	NA		

# লিপি

## ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স দেখায় কিভাবে গ্রাহক সন্তুষ্টি তাদের সবচেয়ে বড় পুরস্কার

কলকাতা: ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কোম্পানির দীর্ঘস্থায়ী লাইফটাইম পার্টনার প্রতিশ্রুতি তাদের গ্রাহকদের তাদের সবকিছুর কেন্দ্রবিন্দুতে রাখে। কোম্পানী একটি সহজ এবং ঝামেলামুক্ত পদ্ধতিতে গ্রাহকদের তাদের সমস্ত প্রয়োজনের জন্য সমর্থন করতে প্রতিশ্রুতিবদ্ধ। গ্রাহকের প্রয়োজনীয়তা সমস্ত উল্লুখ জুড়ে সন্তুষ্ট হয়েছে, এইভাবে কোম্পানির প্রতি গ্রাহকের আস্থা তৈরি করেছে। ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স পরিবারে একটি দুর্ভাগ্যজনক ঘটনার কারণে গ্রাহক যে সমস্যার সম্মুখীন হয় তা উপলব্ধি করে এবং প্রাথমিক দাবি নিষ্পত্তির মূল্য বোধে। এ রকমে একটি গল্প মিসেস মন্ডলের জিনি হটাত করে নিজের স্বামী কে হারান এবং জারু সাথে অর দুটো ছোটো বাচ্চা রয়েছে। পশ্চিমবঙ্গের নদীয়ার, মিসেস বর্নালি মন্ডল যিনি তার ভবিষ্যত জেনারেলি অ্যাসিউরড ইনকাম প্ল্যানের জন্য পরিষেবা পেয়েছিলেন তিনি বলেন " আমার স্বামীর আকস্মিক মৃত্যুতে আমি এবং আমার দুই সন্তান খুবই অসহায় হয়ে পড়েছিলাম। এই সময়েই ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কোম্পানি আমার পাশে দাঁড়িয়েছিল ঠিক যেমন একজন বিশ্বস্ত বন্ধু আপনার পাশে দাঁড়ায় কঠিন সময়ে। তারা আমাকে খুব অল্প সময়ের মধ্যে আমার স্বামীর মৃত্যুর দাবি পেতে সাহায্য করেছে। পরিষেবাতে সন্তুষ্ট, আমি আরেকটি নতুন ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স পলিসিতে পুনঃবিনিয়োগ করেছি। আমাদের প্রয়োজনের সময়ে তাদের সমর্থনের জন্য আমি অত্যন্ত কৃতজ্ঞ।" ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স তার গ্রাহকদের তাদের আর্থিক চাহিদাগুলি পরিচালনা এবং মেটাতে সহায়তা করার জন্য তাদের জীবন বীমা সমাধানের একটি পরিসীমা প্রদান করে। প্রস্তাবিত বিকল্পগুলির পরিসরের মধ্যে এমন পরিকল্পনা রয়েছে যা পরিবারকে আর্থিকভাবে রক্ষা করে এবং সঞ্চয় রক্ষা করে। এটি শিশুদের শিক্ষা, স্বাস্থ্য কভার এবং অবসর পরিকল্পনার যত্ন নেওয়ার জন্য বিভিন্ন বিনিয়োগের বিকল্পও অফার করে। কোম্পানির পণ্য পোর্টফোলিও শিল্প-নেতৃত্বান্বিত পণ্য সঙ্গে লোড করা হয়, এটি একটি নিরাপদ আর্থিক ভবিষ্যতের জন্য গ্রাহকদের তাদের জীবনের পর্যায় জুড়ে সমস্ত বিভাগকে পরিবেশন করে।

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পশ্চিমবঙ্গের বহুল প্রচারিত বাংলা সংবাদপত্রে

## সংবাদ প্রবাহ

### ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স দেখায় কিভাবে গ্রাহক সন্তুষ্টি তাদের সবচেয়ে বড় পুরস্কার

ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কোম্পানির দীর্ঘস্থায়ী লাইফটাইম পার্টনার প্রতিশ্রুতি তাদের গ্রাহকদের তাদের সবকিছুর কেন্দ্রবিন্দুতে রাখে। কোম্পানী একটি সহজ এবং বামেলামুক্ত পদ্ধতিতে গ্রাহকদের তাদের সমস্ত প্রয়োজনের জন্য সমর্থন করতে প্রতিশ্রুতিবদ্ধ। গ্রাহকের প্রয়োজনীয়তা সমস্ত উল্লহ জুড়ে সন্তুষ্ট হয়েছে, এইভাবে কোম্পানির প্রতি গ্রাহকের আস্থা তৈরি করেছে। ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স পরিবারে একটি দুর্ভাগ্যজনক ঘটনার কারণে গ্রাহক যে সমস্যার সম্মুখীন হয় তা উপলব্ধি করে এবং প্রাথমিক দাবি নিষ্পত্তির মূল্য বোঝে। এ রকমে একটি গল্প মিসেস মন্ডলের জিনি হটাত করে নিজের স্বামী কে হারান এবং জানু সাথে তার দুটো ছোটো বাচ্চা

রয়েছে। পশ্চিমবঙ্গের নদীয়ার মিসেস বর্নালি মন্ডল যিনি তার ভবিষ্যত জেনারেলি অ্যাসিউরড ইনকাম প্ল্যানের জন্য পরিশ্রম পেয়েছিলেন তিনি বলেন", আমার স্বামীর আকস্মিক মৃত্যুতে আমি এবং আমার দুই সন্তান খুবই অসহায় হয়ে পড়েছিলাম। এই সময়েই ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স কোম্পানি আমার পাশে দাঁড়িয়েছিল ঠিক যেমন একজন বিশ্বস্ত বন্ধু আপনাদের পাশে দাঁড়ায় কঠিন সময়ে। তারা আমাকে খুব অল্প সময়ের মধ্যে আমার স্বামীর মৃত্যুর দাবি পেতে সাহায্য করেছে। পরিশ্রমেতে সন্তুষ্ট, আমি আরেকটি নতুন ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স পলিসিতে পুনঃবিনিয়োগ করেছি। আমাদের প্রয়োজনের সমস্ত তাদের সমর্থনের জন্য আমি অত্যন্ত

কৃতজ্ঞ।" ফিউচার জেনারেলি ইন্ডিয়া লাইফ ইন্স্যুরেন্স তার গ্রাহকদের তাদের আর্থিক চাহিদাগুলি পরিচালনা এবং মেটাতে সহায়তা করার জন্য তাদের জীবন বীমা সমাধানের একটি পরিসীমা প্রদান করে। প্রস্তাবিত বিকল্পগুলির পরিসরের মধ্যে এমন পরিকল্পনা রয়েছে যা পরিবারকে আর্থিকভাবে রক্ষা করে এবং সংরক্ষণ রক্ষা করে। এটি শিশুদের শিক্ষা, স্বাস্থ্য কভার এবং অবসর পরিকল্পনার যত্ন নেওয়ার জন্য বিভিন্ন বিনিয়োগের বিকল্পও অফার করে। কোম্পানির পণ্য পোর্টফোলিও শিল্প-নেতৃত্বান্বীত পণ্য সঙ্গে লোড করা হয়, এটি একটি নিরাপদ আর্থিক ভবিষ্যতের জন্য গ্রাহকদের তাদের জীবনের পর্যায় জুড়ে সমস্ত বিভাগকে পরিবেশন করে।

## Press Release

Date:	September 28, 2022	Publication:	Financial Express
Media:	Online	Page No:	NA
Link: <a href="https://www.financialexpress.com/brandwagon/span-iddocs-internal-guid-2c3ecc76-7fff-a90f-70cd-6406c4c707e2-stylefont-weightnormalp-dirltr-styleline-height1-38margin-top0ptmargin-bottom0ptspan-stylefont-size-11pt-font-family-georgia-background-c/2693785/">https://www.financialexpress.com/brandwagon/span-iddocs-internal-guid-2c3ecc76-7fff-a90f-70cd-6406c4c707e2-stylefont-weightnormalp-dirltr-styleline-height1-38margin-top0ptmargin-bottom0ptspan-stylefont-size-11pt-font-family-georgia-background-c/2693785/</a>			



## **Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign**

*The campaign brings out the importance of keeping one's heart healthy*

“Heart health is central to overall good health. Having a healthy heart is a sign of a good lifestyle. This World Heart Day, let us promise ourselves to exercise and consume a heart-healthy diet that keeps the body fit and the mind active. A healthy father means a protected, secured, happy family. This World Heart Day, we want to remind the fathers that Future Generali India Life Insurance cares for them and stands with them, like a trusted lifetime partner, leading them towards a financially secured future, thereby making a significant difference in their lives,” Bruce de Broize, managing director and CEO, Future Generali India Life Insurance said on the launch of the campaign.

Date:	September 29, 2022	Publication:	Mad Over Marketing
Media:	Online	Page No:	NA
Link: <a href="https://mad-over-marketing.com/here-are-the-best-world-heart-day-campaigns-of-2022/">https://mad-over-marketing.com/here-are-the-best-world-heart-day-campaigns-of-2022/</a>			



# Here Are The Best World Heart Day Campaigns Of 2022

## 2. Future Generali Life Insurance | #BharosaPapaJaisa

The campaign is built around the central idea, 'Sab Ke Liye Papa, Papa Ke Liye Hum'. The narrative is touching; driving an emotional response while throwing light on some little things we can do throughout the day to ensure a healthy heart.

Using a father-son relationship to add an emotional appeal to the film, the brand does a splendid job of highlighting the importance of good health with the help of an impactful storyline.

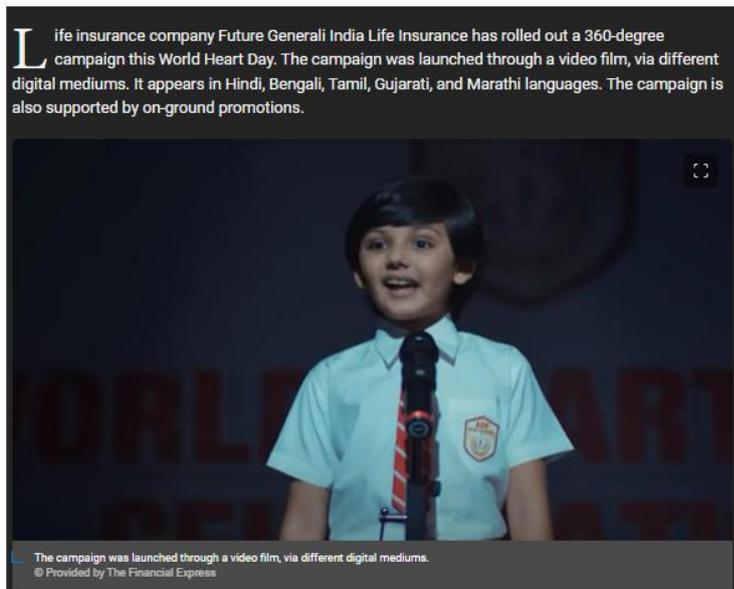


Date:	September 28, 2022	Publication:	MSN India
Media:	Online	Page No:	NA
Link: <a href="https://www.msn.com/en-in/news/other/ahead-of-world-heart-day-future-general-india-life-insurance-launches-a-new-campaign/ar-AA12kJ2m">https://www.msn.com/en-in/news/other/ahead-of-world-heart-day-future-general-india-life-insurance-launches-a-new-campaign/ar-AA12kJ2m</a>			



## Ahead of World Heart Day, Future Generali India Life Insurance launches a new campaign

BrandWagon Online - Wednesday



The campaign brings out the importance of keeping one's heart healthy. The film opens with the child narrating how his father lies to him about things that make him unhappy. The story builds further with the child discovering the secret behind these lies. It is because the father understands his responsibility of caring for his heart and health, to be there to safeguard his family. The message of the film is brought out beautifully keeping the audience hooked till the end. The storyline captures the essence of a father-son relationship. The film's main message is brought to light, on the importance of having a trusted lifetime partner by your side, and ends with the central idea 'Sabke Liye Papa, Papa Ke Liye Hum'.

Future Generali India Life Insurance Company Ltd. is headquartered in Mumbai and was established in 2006. The company claims to have a presence in over 2,000 locations in India and offers total insurance solutions across both at the individual and group front.

Date:	September 28, 2022	Publication:	Adgully
Media:	Online	Page No:	NA
Link: <a href="https://www.adgully.com/future-general-India-life-insurance-unveils-its-campaign-on-world-heart-day-123243.html">https://www.adgully.com/future-general-India-life-insurance-unveils-its-campaign-on-world-heart-day-123243.html</a>			



## Future Generali India Life Insurance unveils its campaign on World Heart Day



Re-emphasizing the brand tagline 'Bharosa Papa Jaisa' Future Generali India Life Insurance, India's trusted life insurance brand is back with its 360-degree campaign this World Heart Day. The campaign focuses on the essence of how a father is determined to keep his heart fit by leading a healthy lifestyle and living up to the trust his child bestows on him. A child's trust means the world to the father. And being with a trusted life insurance company means peace of mind and financial security for him and his family.

This World Heart Day, Future Generali India Life Insurance launched a 360-degree marketing campaign with this message to remind all fathers to take care of their Heart Health. The campaign was launched through a video film, via different digital mediums on

September 18, 2022. It appears in Hindi, Bengali, Tamil, Gujarati, and Marathi languages. The campaign is also supported by exciting on-ground promotions.

Date:	September 30, 2022	Publication:	MediaNews4U
Media:	Online	Page No:	NA
Link: <a href="https://www.medianews4u.com/brands-reiterate-the-importance-of-a-healthy-life-on-world-heart-day-2022/">https://www.medianews4u.com/brands-reiterate-the-importance-of-a-healthy-life-on-world-heart-day-2022/</a>			



## Brands reiterate the importance of a healthy life on World Heart Day 2022

### Future Generali India Life Insurance

Re-emphasizing the brand tagline 'Bharosa Papa Jaisa' Future Generali India Life Insurance is back with its 360-degree campaign this World Heart Day. The campaign focuses on the essence of how a father is determined to keep his heart fit by leading a healthy lifestyle and living up to the trust his child bestows on him. A child's trust means the world to the father. And being with a trusted life insurance company means peace of mind and financial security for him and his family.



*Sabke liye papa, Papa ke liye hum.*

Date:	September 28, 2022	Publication:	Media Brief
Media:	Online	Page No:	NA
Link: <a href="https://mediabrief.com/category/digital/">https://mediabrief.com/category/digital/</a>			



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Health Brief - Future Generali India Life Insurance unveils new campaign on World Heart Day

Mediabrief.com

## Future Generali India Life Insurance unveils new campaign on World Heart Day

By The News Desk - September 28, 2022



Re-emphasizing the brand tagline 'Bharosa Papa Jaisa' Future Generali India Life Insurance, India's trusted life insurance brand is back with its 360-degree campaign this World Heart Day.

The campaign focuses on the essence of how a father is determined to keep his heart fit by leading a healthy lifestyle and living up to the trust his child bestows on him. A child's trust means the world to the father. And being with a trusted life insurance company means peace of mind and financial security for him and his family.

This World Heart Day, Future Generali India Life Insurance launched a 360-degree marketing campaign with this message to remind all fathers to take care of their heart health. The campaign was launched through a video film, via different digital mediums on September 18, 2022. It appears in Hindi, Bengali, Tamil, Gujarati, and Marathi languages. The campaign is also supported by exciting on-ground promotions.

Date:	September 28, 2022	Publication:	Media Infoline
Media:	Online	Page No:	NA
Link: <a href="https://www.mediainfoline.com/advertising/future-general-india-life-insurance-uncovers-its-new-campaign-on-world-heart-day">https://www.mediainfoline.com/advertising/future-general-india-life-insurance-uncovers-its-new-campaign-on-world-heart-day</a>			

# media infoline

## Future Generali India Life Insurance uncovers its new campaign on World Heart Day

### About the campaign:

The campaign brings out the importance of keeping one's heart healthy with a fresh perspective and unique storyline. The film opens with the child narrating how his father lies to him about things that make him unhappy. The story builds further with the child discovering the secret behind these lies. It is because the father understands his responsibility of caring for his heart and health, to be there to safeguard his family. The message of the film is brought out beautifully keeping the audience hooked till the end. Future Generali India **Life Insurance** is taking an interesting route for its campaign from the regular, run-of-the-mill storylines that only talk about heart health.

As always, the focus comes on 'Trust' – The trust the child has in his father to take care of all his needs, and similarly the trust the father bestows on Future Generali India Life Insurance to take care of his financial needs. Hence – '**Bharosa Papa Jaisa**'. The storyline truly captures the essence of a father-son relationship with a heart-warming perspective. The film's main message is brought to light, on the importance of having a trusted lifetime partner by your side, and ends with the central idea '**Sabke Liye Papa, Papa Ke Liye Hum**'.

**Talking about the campaign, Mr. Bruce de Broize, Managing Director & CEO, Future Generali India Life Insurance said,** "Heart health is central to overall good health. Having a healthy heart is a sign of a good lifestyle. This World Heart Day, let us promise ourselves to exercise and consume a heart-healthy diet that keeps the body fit and the mind active. A healthy father means a protected, secured, happy family. This World Heart Day, we want to remind the fathers that Future Generali India Life Insurance cares for them and stands with them, like a Trusted Lifetime Partner, leading them towards a financially secured future, thereby making a significant difference in their lives."

## **Product Review**

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# Future Generali Life Insurance Review



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## Our Verdict

Future Generali Life Insurance offers various policies for saving and investments, child's future planning, retirement planning, cancer heart and critical illness insurance along with life coverage. All these plans are quite flexible in nature where the policyholder can choose the sum assured coverage, policy tenure, income payout options and premium payment mode as per their own preference. They also offer special discounts on premium rates for women policyholders.

### Future Generali Life Insurance





**3.5**  
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Claim Settlement Ratio

96.15% (FY 2021-22)

Receive annuity with 100% return of premium

Lower premium rates for women

Pros & Cons



## Event Coverage

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