

Monthly Coverage Dossier

February 2022

Future Generali India Life Insurance Company Limited

Index

FGILI Monthly Report - February 2022					
Overview of Activities	Spokesperson	Publications captured	Journalist	Timeline	Status
Interview					
Quote from HR for Women's Day Edition	Ms. Shwetha Ram, Head of Human Resources	Human Capital	Anushruti Singh	Quote shared with publication in February. Coverage expected in March 3rd week	Activity Open
Women's day issue on job satisfaction (<i>Await coverage</i>)	Ms. Shwetha Ram, Head of Human Resources	Banking Frontiers	Ravi Lalwani	Responses shared with publication on March 4. Await coverage	Activity Open
Industry Story					
Reaction to Union Budget 2022					
Budget 2022: Analysts from different industries cheered budget presentation – know top 5 views here	Mr. Niraj Kumar, CIO	Zee Business	Mass Issue	2-Feb-22	Activity Closed
Reaction from India Inc and industry watchers	Mr. Niraj Kumar, CIO	Deccan Herald		2-Feb-22	Activity Closed
Union Budget 22 reactions from Industry Leaders	Mr. Niraj Kumar, CIO	Financial Samachar		2-Feb-22	Activity Closed
Budget 2022 is a 'Pro-Growth and Capex oriented Budget	Mr. Niraj Kumar, CIO	Investment Guru India		2-Feb-22	Activity Closed
Reaction to MPC Announcement					

Closing Bell: Nifty ends above 17,600, Sensex gains 460 pts after RBI keeps rates unchanged	Mr. Niraj Kumar, CIO	Moneycontrol	Mass Issue	11-Feb-22	Activity Closed
RBI Monetary Policy HIGHLIGHTS: Guv Shaktikanta Das-led MPC keeps interest rates unchanged; calls private cryptocurrencies huge threat	Mr. Niraj Kumar, CIO	CNBC TV18		11-Feb-22	Activity Closed
RBI Monetary Policy HIGHLIGHTS: Guv Shaktikanta Das-led MPC keeps interest rates unchanged; calls private cryptocurrencies huge threat	Mr. Niraj Kumar, CIO	Zee Business		11-Feb-22	Activity Closed
Market Highlights: Sensex rises 460 points, Nifty end above 17,600-mark after RBI keeps rates unchanged	Mr. Niraj Kumar, CIO	The Week		11-Feb-22	Activity Closed
How do experts see interest rates panning out post RBI status quo	Mr. Niraj Kumar, CIO	Indian Express		11-Feb-22	Activity Closed
RBI maintains repo, reverse repo rate; India Inc hails it a 'welcome move'	Mr. Niraj Kumar, CIO	The Free Press Journal		11-Feb-22	Activity Closed
RBI risks falling behind the curve with a dovish stance continuing	Mr. Niraj Kumar, CIO	Social News XYZ		11-Feb-22	Activity Closed
Press Release					

Future Generali builds 'Bharosa Papa Jaisa' in its new ad	Mr. Ashish Tiwari, CMO	ET Brand Equity	Mass Issue	4-Feb-22	Activity Closed
Future Generali builds 'Bharosa Papa Jaisa' in its new ad	Mr. Ashish Tiwari, CMO	Financial Express		4-Feb-22	Activity Closed
Future Generali builds 'Bharosa Papa Jaisa' in its new ad	Mr. Ashish Tiwari, CMO	Adgully		4-Feb-22	Activity Closed
Future Generali builds 'Bharosa Papa Jaisa' in its new ad	Mr. Ashish Tiwari, CMO	MediaBrief		4-Feb-22	Activity Closed
Future Generali builds 'Bharosa Papa Jaisa' in its new ad	Mr. Ashish Tiwari, CMO	Best Media Info		4-Feb-22	Activity Closed
Author Article					
Insurance must have in 2022	Mr. Subhashish Acharya, CDO	Money9	Harsh Chauhan	16-Feb-22	Activity Closed

Industry stories

Union Budget 2022

Date:	February 02, 2022	Publication:	Zee Business
Media:	Online	Page No:	NA

<https://www.zeebiz.com/union-budget/news-budget-2022-analysts-from-different-industries-cheered-budget-presentation-know-top-5-views-here-177816>

Expert: Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance

Overall, the Budget intent and rhetoric is positive from a growth standpoint and will surely help in creating a multiplier impact to boost the overall economic growth trajectory.

Date:	February 02, 2022	Publication:	Deccan Herald
Media:	Online	Page No:	NA

<https://www.deccanherald.com/business/union-budget/reaction-from-india-inc-and-industry-watchers-1077061.html>

Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance:

Budget 2022 is a 'Pro-Growth and Capex oriented Budget' yet again exemplifying the government's unflinching resolve to nurture nascent growth and providing the coveted panacea for reeling sectors bruised due to Covid. While these pro-growth measures have entailed slightly higher than anticipated fiscal deficit and higher market borrowing, the government has clearly given more importance to growth at this juncture and has focussed on holistic infrastructure development as a key catalyst to growth. The budget has touched upon the key chords in terms of infrastructure spend, support for micro, MSMEs and hospitality sector in the form of credit guarantee schemes. However, it has indeed missed on the imperative changes on capital gains tax of FPIs on bonds for bond inclusion in global indices and housing impetus and has under-promised on the divestment front and revenue estimates. Overall, the Budget intent and rhetoric is positive from a growth standpoint and will surely help in creating a multiplier impact to boost the overall economic growth trajectory.

Date:	February 02, 2022	Publication:	Financial Samachar
Media:	Online	Page No:	NA

<https://financialsamachar.com/union-budget-22-reactions-from-industry-leaders/>

Mr. Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance

"Budget 2022 is a 'Pro-Growth and Capex oriented Budget' yet again exemplifying the government's unflinching resolve to nurture nascent growth and providing the coveted panacea for reeling sectors bruised due to Covid. While these pro-growth measures have entailed slightly higher than anticipated fiscal deficit and higher market borrowing, the government has clearly given more importance to growth at this juncture and has focussed on holistic infrastructure development as a key catalyst to growth. The budget has touched upon the key chords in terms of infrastructure spend, support for micro, MSME's and hospitality sector in the form of credit guarantee schemes. However, it has indeed missed on the imperative changes on capital gains tax of FPI's on bonds for bond inclusion in global indices and housing impetus and has under-promised on the divestment front and revenue estimates. Overall, the Budget intent and rhetoric is positive from a growth standpoint and will surely help in creating a multiplier impact to boost the overall economic growth trajectory."

Date:	February 02, 2022	Publication:	Investment Guru India
Media:	Online	Page No:	NA

[https://investmentguruindia.com/BudgetExpertViews/Budget-2022-is-a-Pro-Growth-and-Capex-oriented-Budget --- Niraj-Kumar-Future-Generali-India-Life-Insurance](https://investmentguruindia.com/BudgetExpertViews/Budget-2022-is-a-Pro-Growth-and-Capex-oriented-Budget---Niraj-Kumar-Future-Generali-India-Life-Insurance)

Mr. Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance

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MPC Announcement

Date:	February 11, 2022	Publication:	Moneycontrol
Media:	Online	Page No:	NA

<https://www.moneycontrol.com/news/business/markets/share-market-live-updates-stock-market-today-february-10-latest-news-bse-nse-sensex-nifty-covid-coronavirus-hero-motocorp-mm-hindalco-industries-zomato-acc-tata-power-power-grid-nykaa-engineers-india-8069111.html#live-blog-20220210142052>

02:20 PM IST

An ultra dovish
RBI policy with
an overarching
focus on
"Durability of
Growth": Niraj
Kumar, CIO,
Future Generali
India Life
Insurance

Date:	February 11, 2022	Publication:	CNBC TV18
Media:	Online	Page No:	NA

<https://www.cnbctv18.com/economy/rbi-monetary-policy-live-updates-shaktikanta-das-speech-reverse-repo-rate-gdp-inflation-omicron-12432712.htm>

Feb 10, 2022, 02:15 PM

Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance on the MPC announcement held today

“Overall an Ultra Dovish Policy with an overarching focus on “Durability of Growth”. The dovish verdict comes at a time when the MPC is juxtaposed with a higher than expected government borrowing in FY23 and has chosen to stay put and not react to the incumbent global and domestic pressures warranting for maneuvering of the monetary policy. Belying the market expectations of a reverse repo rate hike, MPC has continued with its effective stealth tightening by way of Variable Rate Reverse Repo (VRRR’s) and has chosen to preserve its ammunition for later, and play the waiting game for now. While the lower Inflation forecasts coupled with the accommodative status quo have imparted short-term respite to the reeling bond markets post the Union Budget, we reckon the upside risks to Inflation may have been downplayed by MPC. “

Date:	February 11, 2022	Publication:	Zee Business
Media:	Online	Page No:	NA

<https://www.zeebiz.com/india/live-updates-rbi-monetary-policy-feb-2022-announcements-live-latest-updates-on-mpc-meeting-outcome-178458>

Thu, February 10, 2022, 19:17 PM



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

"Overall an Ultra Dovish Policy with an overarching focus on "Durability of Growth". The dovish verdict comes at a time when the MPC is juxtaposed with a higher than expected government borrowing in FY23 and has chosen to stay put and not react to the incumbent global and domestic pressures warranting for maneuvering of the monetary policy. Belying the market expectations of a reverse repo rate hike, MPC has continued with its effective stealth tightening by way of Variable Rate Reverse Repo (VRRR's) and has chosen to preserve its ammunition for later, and play the waiting game for now. While the lower Inflation forecasts coupled with the accommodative status quo have imparted short-term respite to the reeling bond markets post the Union Budget, we reckon the upside risks to Inflation may have been downplayed by MPC. "

Date:	February 11, 2022	Publication:	Indian Express
Media:	Online	Page No:	NA

<https://indianexpress.com/article/business/market/equity-markets-live-updates-stocks-shares-bse-sensex-nse-nifty-rbi-monetary-policy-february-10-7765329/>

RBI monetary policy reaction | Niraj Kumar, Chief Investment Officer at Future Generali India Life Insurance

"Overall an Ultra Dovish Policy with an overarching focus on "Durability of Growth". The dovish verdict comes at a time when the MPC is juxtaposed with a higher than expected government borrowing in FY23 and has chosen to stay put and not react to the incumbent global and domestic pressures warranting for maneuvering of the monetary policy. Belying the market expectations of a reverse repo rate hike, MPC has continued with its effective stealth tightening by way of Variable Rate Reverse Repo (VRRR's) and has chosen to preserve its ammunition for later, and play the waiting game for now. While the lower Inflation forecasts coupled with the accommodative status quo have imparted short-term respite to the reeling bond markets post the Union Budget, we reckon the upside risks to Inflation may have been downplayed by MPC."

Date:	February 11, 2022	Publication:	The Week
Media:	Online	Page No:	NA

<https://www.theweek.in/news/biz-tech/2022/02/10/how-do-experts-see-interest-rates-panning-outpost-rbi-status-quo.html>

Still, he expects the central bank to raise the repo rate twice in 2022-23.

Niraj Kumar, chief investment officer at Future Generali India Life Insurance feels upside risks to inflation may have been downplayed by the MPC.

“Belying the market expectations of a reverse repo rate hike, MPC has continued with its effective stealth tightening by way of variable rate reverse repo (VRRR) and has chosen to preserve its ammunition for later, and play the waiting game for now,” said Kumar.

Date:	February 11, 2022	Publication:	Free Press Journal
Media:	Online	Page No:	NA

<https://www.freepressjournal.in/amp/business/rbi-maintains-repo-reverse-repo-rate-india-inc-hails-it-a-welcome-move>

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

Overall an Ultra Dovish Policy with an overarching focus on "Durability of Growth". The dovish verdict comes at a time when the MPC is juxtaposed with a higher than expected government borrowing in FY23 and has chosen to stay put and not react to the incumbent global and domestic pressures warranting for maneuvering of the monetary policy. Belying the market expectations of a reverse repo rate hike, MPC has continued with its effective stealth tightening by way of Variable Rate Reverse Repo (VRRR's) and has chosen to preserve its ammunition for later, and play the waiting game for now. While the lower Inflation forecasts coupled with the accommodative status quo have imparted short-term respite to the reeling bond markets post the Union Budget, we reckon the upside risks to Inflation may have been downplayed by MPC.

Date:	February 11, 2022	Publication:	Social News XYZ
Media:	Online	Page No:	NA

<https://www.socialnews.xyz/2022/02/10/rbi-risks-falling-behind-the-curve-with-a-dovish-stance-continuing/>

Niraj Kumar, Chief Investment Officer, Future Generali India Life Insurance said while the lower Inflation forecasts coupled with the accommodative status quo have imparted short-term respite to the reeling bond markets post the Union Budget, we reckon the upside risks to inflation may have been downplayed by MPC.

Press Release

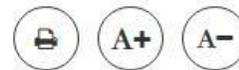
Date:	February 04, 2022	Publication:	ET BrandEquity
Media:	Online	Page No:	NA

<https://brandequity.economicstimes.indiatimes.com/news/advertising/future-general- builds-bharosa-papa-jaisa-in-its-new-ad/89297289>

Future Generali builds 'Bharosa Papa Jaisa' in its new ad

Dubbed in four languages, the campaign will be promoted on various digital channels including YouTube and Facebook to maximise the reach in relevant geographies...

ETBrandEquity • Updated: February 02, 2022, 17:49 IST



A still from the ad

Future Generali India Life Insurance (FGILI), has recently launched the 'Trust' campaign #BharosaPapaJaisa. The campaign reiterates the trust that individuals have in their fathers being the key decision-makers and believes that fathers are the ones to protect them with the #BharosaPapaJaisa campaign.

Date:	February 04, 2022	Publication:	Financial Express
Media:	Online	Page No:	NA

<https://www.financialexpress.com/brandwagon/work-that-speaks-ad-reviews-1-to-6-february-2022/2427233/>

Future Generali India Life | #BharosaPapaJaisa



Despite there being no great idea here and only a protagonist who speaks to the camera (with his kid doing yoga alongside), how does this manage to hold our attention? The film actually hooks you with the pesky insurance pitches via messages and calls right at the beginning. It's something we can naturally relate to. He goes on to spell out what else is wrong with insurance companies before pitching the brand as the solution. For something made on a visibly frugal budget, this is exceptional RoI work.

Date:	February 04, 2022	Publication:	Adgully
Media:	Online	Page No:	NA

<https://www.adgully.com/future-general-India-life-insurance-company-launches-a-new-campaign-113785.html>

Future Generali India Life Insurance Company launches a new campaign

MARKETING

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CAMPAIGN NEWS



With an aim to transform the consumer mindset concerning the insurance industry which is often bogged down by confusion and mistrust Future Generali India Life Insurance (FGILI), has recently launched the TRUST campaign: #BharosaPapaJaisa. The campaign reiterates the trust that individuals have in their fathers being the key decision-makers and believes that fathers are the ones to protect them with the #BharosaPapaJaisa campaign. Further, through the 360-degree campaign, Future Generali India Life Insurance wants to convey its offering of being the most trusted advisor and solution provider helping consumers secure their financial future.

Highlighting the challenges such as the hiding of critical terms & conditions, challenges in getting returns, the promise of high returns, and more, Future Generali India Life Insurance showcases how consumers can overcome these hurdles and educates them through this campaign. The campaign with 3 digital films will be launched in 3 phases with different storylines, revolving around the challenges faced by customers while they interact and transact with the insurance category. Dubbed in 4 languages the campaign will be promoted on

various digital channels including YouTube and Facebook to maximise the reach in relevant geographies.

The 3 films will roll out on a periodic basis. Each film will be covered in 3 phases - 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. There will be an on-ground engagement around the Campaign at Future Generali India Life Insurance offices as well. Each phase will encapsulate various activities. The film has been shot by leading director Manish Sharma from P Se Picture.

Date:	February 04, 2022	Publication:	Best Media Info
Media:	Online	Page No:	NA

<https://bestmediainfo.com/2022/02/future-general-India-life-insurance-launches-bharosapapajaisa-campaign/>

Future Generali India Life Insurance launches ‘#BharosaPapaJaisa’ campaign

The campaign focuses on educating customers towards the need for taking advice from trusted financial advisors, who are trained by FGILI to look after consumer’s interest

BestMediaInfo Bureau
Delhi, February 03, 2022

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Advertisement



Date:	February 04, 2022	Publication:	MediaBrief
Media:	Online	Page No:	NA

<https://mediabrief.com/future-general-India-life-insurance-company-bharosapapajaisa/>

Future Generali India Life Insurance Company launches a new campaign ‘#BharosaPapaJaisa’

By The News Desk - February 3, 2022



Author Article

Date:	February 16, 2022	Publication:	Money9
Media:	Online	Page No:	NA

<https://www.money9.com/news/insurance/insurance-must-have-in-2022-98254.html>

Insurance must have in 2022

Protecting your most important assets is an important step in creating a solid personal financial plan

Money9 • Publish Date - February 15, 2022 / 07:03 PM IST



A well-insured household is always better equipped to deal with economic uncertainties. (Photo credit: Pixabay)

By Mr. Subhasish Acharya, Chief Distribution Officer, Future Generali India Life Insurance Co. Ltd

The Covid-19 pandemic took the world by storm in 2020 coming as it did a century after the Spanish flu of 1918. If one goes through history 5000+ years of chronicled history, one realizes that this is just one of many pandemics and will perhaps not be the last. The pandemic brought to the fore the need to plan ones' finances and build a secure future. With 2022 just around the corner, it is time for one to understand not only personal finance but also plan.