



Generali Central launches 'Here Now' — a powerful new campaign celebrating 'New Beginnings'

- Here Now marks the first joint brand campaign between non-life and life businesses following its rebranding after Central Bank of India joined the Generali Group as a joint venture partner
- The campaign is anchored in the belief that the future is built in the present. By keeping ears to the ground and customising solutions to meet the varied requirements of people, Generali Central gives customers the courage to embrace new beginnings confidently - reinforcing the purpose of being a Lifetime Partner.

Mumbai, November 03, 2025: Generali Central Life Insurance (GCLI) and Generali Central Insurance (GCI), today announced the launch of their first brand campaign *Here Now*. This is a joint brand campaign between the non-life and life businesses, following its rebranding, after the Central Bank of India joined the Generali Group as a joint venture partner earlier this year.

In line with its commitment of being a Lifetime Partner, the campaign reflects the brand's promise of standing with its customers as they embark on new journeys, with innovative insurance solutions backed by Generali's centuries old global expertise and deep-rooted presence and trust of Central Bank of India.

From a family moving into their first home, a woman setting new benchmarks in her health and fitness journey, a father teaching his son to drive, to an entrepreneur reigniting a dream – the campaign celebrates everyday acts of courage and transformation that define a brighter future. It revolves around the idea that the future is created in the present and as 'Lifetime Partner' to its customers, the brand is Here Now to protect everything they love.

Geetanjali Chugh Kothari, Chief Marketing Officer, Generali Central Life Insurance, said, "At its heart, life insurance is personal, it's about the people you love and the life you're building. With *Here Now* campaign, we wanted to speak about life insurance in a personalised way by connecting with people on a more human level and celebrating the everyday moments that make life meaningful and worth protecting. We aim to build stronger emotional resonance and deeper brand recall, reaching audiences across platforms and languages. *Here Now* is a special campaign for us at Generali Central Life Insurance as it's our first conversation with India under our new identity. It reflects who we are — a brand that's present, empathetic, and committed to being a true Lifetime Partner through every stage of life."

Ruchika Malhan Varma, Chief Marketing, Customer & Impact Officer, Generali Central Insurance, said, "Here Now' is a celebration of new beginnings - those brave, hopeful moments when people choose to move forward with intention. At Generali Central Insurance, we believe that every new chapter deserves a partner who's truly present. Our promise of being a Lifetime Partner means standing beside our customers with empathy, protection, and unwavering support, helping them shape a future filled with possibility."

Bringing Generali's global philosophy to life through local storytelling that resonates deeply with Indian audiences, the campaign adopts a genuine, conversational, and optimistic tone, reflecting the brand's promise to be "A Lifetime Partner who is always Here Now." The creative partner for the film is VML India and the Media Partner is Dentsu Media India.



The visual identity draws from Generali's global design language — the signature red wings framing life's moments, and the bold Here Now lock-up symbolising presence, partnership, and protection.

With a powerful nationwide rollout in nine languages, the campaign will be launched across television, digital, print, outdoor and social platforms.

Taking the campaign closer to the consumers, Generali Central has partnered with Uber (Mumbai and Delhi), Mumbai metro's Ghatkopar-Versova Line 1 and the Swiggy app (Food and Instamart). The campaign also extends across digital platforms like YouTube and Meta, along with OTT integrations targeting premium viewers – ensuring strong visibility and deeper engagement across both physical and digital touchpoints.

The campaign film will be further amplified through ad spots during commercial breaks in the India-Australia T20 and India-South Africa ODI cricket matches, as well as within leading national and business news programs and popular non-fiction shows like Kaun Banega Crorepati, maximizing reach and resonance.

Watch the Brand Film for Generali Central Life Insurance Company Limited

http://youtube.com/watch?v=vdZH1ORz1_Q

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<https://www.youtube.com/watch?v=xkqKeSkwX5s>

About Generali Central Life Insurance Company Limited

Generali Central Life Insurance Company Limited (formerly Future Generali India Life Insurance Co. Ltd.), headquartered in Mumbai, is one of the leading insurance companies in India. It brings together the global leadership and legacy of Generali and the strength of Central Bank of India, one of the oldest nationalised banks in India.

Founded in 1831, Generali Group is the majority shareholder with a stake of 73.99%. It brings deep insurance expertise along with best practices from its global network, driving sustainable and profitable growth for its stakeholders. Central Bank of India, established in 1911, holds a 25.18% stake in the company. Its extensive distribution network of over 4,500 branches, along with a wide array of financial products and services, is designed to meet diverse customer needs.

With a strong presence across India, Generali Central Life Insurance Company Limited provides comprehensive life insurance solutions for both individuals and groups. Reflecting a strengthened commitment to be your Lifetime Partner, the life insurance offerings span across various categories, including Term, Savings, Child, Retirement, Wealth Creation, and Group life insurance plans.

About Generali Central Insurance Company Limited

Generali Central Insurance Company Limited (formerly known as Future Generali India Insurance Company Limited) is a strategic joint venture between two distinguished financial institutions: the Generali Group, a global insurance enterprise with 193 years of operational heritage holding a 74% majority stake, and the Central Bank of India, India's first commercial bank with 113 years of established banking excellence. Established in 2006, the Company was set up with a clear mandate to offer retail, commercial, personal, and rural insurance solutions, enabling individuals and businesses to effectively manage and



mitigate risks. Generali Central Insurance (GCI) broke even in FY 2013-14 - a landmark achievement in just six years of operations.

As of FY 2024-25, GCI maintains robust financial fundamentals with ₹7,938 crore of assets under management and Gross Written Premium of ₹5,547.5 crore. The Company has established itself as a formidable presence in India's insurance landscape, securing a position among the nation's top 10 private general insurance companies.

GCI has consistently demonstrated excellence in organisational culture and operational performance - receiving the 'Great Place to Work' certification six times in a row. The Company has also earned numerous industry accolades including the Emvies Awards 2025, The Economic Times Brand Disruption Awards 2025, ET Trendies 2025, ET Now Global Innovation Network Awards, and the Di-Verse Certification for Disability Inclusion in 2025.