



Securing today, Empowering Tomorrow: Generali Central's *Here Now* campaign underscores the importance of insurance

- *Here Now* marks the first joint brand campaign between life and non-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 by offering financial protection for their loved ones and long-term financial security — 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*. The first-of-its-kind joint brand campaign between life and non-life businesses, following its rebranding, after the Central Bank of India joined the Generali Group as a joint venture partner earlier this year, urges individuals and families to act today and secure their future through insurance for a better tomorrow.

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. It aims to highlight the importance of timely financial protection at a time when India's insurance penetration (life and non-life put together) continues to be low hovering at below four per cent of GDP.

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.

Commenting on the launch of the campaign, **Alok Rungta, MD & CEO, Generali Central Life Insurance, said**, "At Generali Central Life Insurance, we understand that every decision made today lays the foundation for financial security for the future. Life insurance plays a vital role across all stages of life – offering protection, peace of mind, and financial stability when it matters most. We believe our responsibility goes beyond providing life cover. Every interaction is a chance to build trust, offer reassurance, and be present in the moments that shape people's lives – whether it's guiding someone through a decision or supporting them during a claim. Our *Here Now* campaign reflects this belief. It brings our Lifetime Partner philosophy to life – powered by purpose, driven by action, and rooted in care. Because a Lifetime Partner is a 'Here Now' Partner – present, engaged, and committed to every moment that matters."

Anup Rau, MD & CEO, Generali Central Insurance, said, "Insurance is a financial safety net that protects not just individuals, but the stability of families and the economy as a whole. Through our *Here Now* campaign, we aim to inspire people to take charge of their future today, because tomorrow's security depends on the decisions we make in the present. Generali Central Insurance reflects the powerful synergy between two iconic institutions — Generali Group, with nearly 200 years of global insurance expertise, and the Central Bank of India, with over a century of deep-rooted presence in India's financial and geographical landscape. Through this campaign we have tried to bring Generali's global philosophy to life through local storytelling



that resonates deeply with Indian audiences and reflects the brand's promise to be a Lifetime Partner who is always Here Now. We believe by harnessing the Bank's extensive branch network and community trust, we are uniquely positioned to bridge the protection gap, enhance insurance awareness, and deliver comprehensive, customer-centric solutions."

The campaign film highlights diverse life stages and relationships, paired with the brand's comprehensive portfolio reflecting how Generali Central is present in every life moment, with protection built on innovation and trust.

The campaign will be rolled out across digital platforms, regional media, outdoor, and customer engagement channels, reinforcing Generali Central's mission to make insurance accessible, relevant, and actionable for every Indian. 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), ensuring strong visibility and wider engagement across both physical and digital touch points. By bridging the awareness and action gap that continues to limit India's insurance coverage, the company aims to underline that planning for insurance is not just a personal safeguard, but a building block of collective economic resilience.

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.