

# Reimagining Life Insurance

Alok Rungta steering Generali Central Life Insurance towards a personalised, technology-driven future built on trust and empathy

**Q How do you view the future of India's life insurance industry, and what role does Generali Central Life Insurance aim to play in shaping it?**

As India accelerates towards its \$5 trillion economy ambition, the life insurance sector stands at a pivotal juncture—shifting from traditional protection models to personalised, technology-driven experiences. Drawing on 25 years of experience across global markets, I believe India's life insurance industry is at a critical inflection point where progressive regulatory reforms, growing financial literacy, and a strong push for ease of doing business are laying the foundation for sustainable growth.

At Generali Central Life Insurance (GCLI), we are uniquely positioned to lead this evolution by combining global expertise with deep local trust. We are transforming life insurance from a mere protection tool into a personalised, lifelong partnership that evolves with our customers' needs. I am convinced that insurers who successfully combine regulatory agility with customer education and trusted partnerships will define the next phase of growth in our industry. That belief shapes our mission—and it is the path we are committed to pursuing.

**Q How does technology act as a catalyst for transformation at GCLI?**

Technology will be the key driver of customer experience and operational efficiency in the years to come. At Generali Central Life Insurance, we

are leveraging Artificial Intelligence (AI) to deliver hyper-personalised solutions across onboarding, servicing, and claims. This approach moves the Company from reactive responses to proactive engagement, ensuring real-time interactions that customers increasingly expect. Intelligent automation is also reshaping operations—streamlining underwriting, risk assessment, and policy servicing to improve speed, accuracy, and decision-making quality. These advancements free frontline teams from routine processing, enabling them to focus on advisory roles and value-added activities that truly elevate customer experience.

**Q How has GCLI's people management philosophy evolved?**

Transformation begins with people. Our philosophy of empathy-driven leadership and trust-based empowerment underpins GCLI's talent strategy. We've shifted from managing employees to unleashing human potential. This means creating a people-first workplace where flexibility, cross-functional opportunities, and ownership drive performance. By aligning career development with the company's Lifetime Partner vision, GCLI ensures that its workforce is future-ready and deeply engaged.

**Q How is GCLI driving innovation in products and distribution to build long-term, trust-based customer relationships?**

At GCLI, our innovation agenda is



**Alok Rungta**  
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anchored in a single guiding principle: building long-term, trust-based relationships with our customers. We have moved beyond traditional, siloed offerings to develop integrated solutions such as ULIP-plus-protection product called Generali Central Sampoorna Samadhaan Plan that seamlessly combine wealth creation with life cover. As India's demographics evolve, we are also stepping into the retirement segment with sustainable income solutions designed to support longevity and financial security.

On the distribution side, we have expanded our reach through strategic partnerships, including our collaboration with the Central Bank of India, enabling us to serve customers across both urban and semi-urban markets. At the same time, our digital and hybrid distribution models are equipping intermediaries with advanced tools and actionable insights, empowering them to engage in more meaningful, relevant conversations with customers.