

# A NEW ERA IN LIFE INSURANCE: GENERALI CENTRAL LIFE INSURANCE'S STRATEGIC LEAP

In a rapidly evolving insurance landscape, Generali Central Life Insurance (GCLI) is rapidly establishing itself as one of the fastest-growing life insurance players—driven with precision, purpose, and partnership. Within one quarter of onboarding the Central Bank of India as a shareholder and bancassurance distribution partner, GCLI has demonstrated remarkable momentum, positioning itself as the next life insurer to watch in the Indian market.

"We are building a future-ready brand that combines Generali's global expertise with the Central Bank of India's deep-rooted trust and reach. This partnership will enable us to break boundaries and reach new heights," says Alok Rungta, MD & CEO of Generali Central Life Insurance.

## Financial Performance: Speed Meets Scale

The numbers speak volumes. Between April and September 2025, GCLI recorded a 114% growth in First-year New Business Premiums, making it one of the fastest-growing life insurers in the region. The Company also doubled its market share, a feat that reflects not just aggressive expansion but strategic execution.

This growth has translated into a two-rank jump in the industry leaderboard—among life insurers in India. Such progress, within months of launching its refreshed identity and onboarding a major banking partner, underscores the brand's ability to match speed with finesse.

"Our strategy is not just about scale—it's about sustainable, trust-led growth. We are focused on building long-term relationships, not short-term wins," Rungta adds.

## Reimagining Bancassurance: Beyond Distribution

GCLI's bancassurance model is being redefined to embed life insurance into the customer's financial journey, rather than treating it as a product add-on. With access to over 4,500 branches and 15,000+ customer touchpoints through the Central Bank of India, Generali Central Life Insurance is working to deepen life insurance penetration across India.

This integrated approach is brought to life through the 'Here Now' brand identity, which reflects the Company's belief that present actions shape future security. It's a campaign that deepens the brand's promise of being a Lifetime Partner—not just in moments of crisis, but throughout the customer's financial life.

"'Here Now' is more than a campaign—it's a philosophy. It reflects our commitment to be present, proactive, and purposeful in every customer interaction," says Rungta.

## Technology-Led, Trust-Driven

At Generali Central Life Insurance, our growth strategy is having a digital-first approach that emphasizes speed, simplicity, and personalization. The Company has implemented AI-powered onboarding solutions, including facial recognition and video KYC, enabling customers to complete the onboarding process in under 15 minutes. Gen-AI powered Intelligent chatbots and voice assistants provide real-time, contextual support, enhance service responsiveness and reducing manual intervention.

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Alok Rungta

In addition, machine learning algorithms and AI models are used to proactively identify customer needs, flag potential risks, and tailor engagement strategies. The Company's website is also AI-enabled, offering need-based recommendations and personalized product journeys, ensuring that every customer receives solutions aligned with their life-stage and financial goals.

This human + digital model ensures that while technology drives efficiency, empathy remains central to service delivery. The result is a seamless experience that blends high-tech with high-touch, setting new benchmarks in customer engagement.

## Serving Emerging India

GCLI is primarily focused on digitally savvy customers in emerging India—a segment that values transparency, simplicity, and relevance. We offer a well-diversified product portfolio that includes guaranteed savings plans, participating policies, unit-linked solutions, and a focused approach to protection through term plans and value-added riders. The portfolio is designed to meet a wide range of customer needs across life stages—covering child planning, retirement, wealth creation, and long-term protection. By balancing traditional offerings with innovative, digital-first solutions, the company ensures broad market appeal.

Moreover, GCLI is actively contributing to the national mission of 'Insurance for All by 2047', not just through distribution, but through purposeful and responsible growth. Financial literacy initiatives, grassroots outreach, and simplified product communication are helping bridge the trust and awareness gap in underserved regions.

## Looking Ahead

With a target of 3X growth over the next three years, GCLI is focused on key metrics such as customer satisfaction, bancassurance productivity, and digital adoption. The Company's trajectory is clear: With a bold new identity, we're driving purposeful change across the life insurance landscape.

"We are not here to follow the market. We are here to redefine it—with trust, innovation, and a relentless focus on customer needs," Rungta clarifies.