

Future Generali India Life Insurance Launches 'WiN' – a Women-led Digital Sales Channel

Mumbai, 28th August 2024 – Future Generali India Life Insurance Company Ltd. has launched a new digital, women-led sales distribution channel- 'Women in Insurance' (WiN). Aimed at revolutionising the life insurance sector, the WiN channel will enlist young, digitally-savvy Gen Z women into its sales force.

Recognizing the active engagement of India's internet users with brands on social media, Future Generali India Life Insurance aims to leverage opportunities presented by digital media platforms through its WiN sales channel. Targeting young talent from MBA colleges in non-metro cities, the channel offers specialized 'Campus to Corporate' training, equipping recruits with comprehensive knowledge of the life insurance industry. Additionally, this channel has leveraged a team of young Gen Z women creators, with each creator working towards understanding customer needs, delivering insightful product guidance and further strengthen the company's digital presence. These young women leaders will subsequently leverage all digital platforms to curate content that aims to increase awareness around life insurance.

"The WiN digital sales channel pioneers an all-women approach to transforming the life insurance industry," says **Mr. Alok Rungta, MD and CEO at Future Generali India Life Insurance**. "This channel, driven by women leaders and seamlessly integrated with digital platforms, breaks traditional recruitment models. It aims to revolutionise life insurance by cultivating the next generation of women leaders while breaking barriers. By leveraging cutting-edge digital platforms, our goal is to also meet the evolving new age media landscape. With this sales channel, we strive to build lasting partnerships with our recruits and support them in building an enriching career in the insurance space. This approach not only boosts participation from young women but also promotes generational diversity within our organization, ultimately strengthening our position as a lifetime partner to our customers." he emphasized.

With the launch of this sales channel, Future Generali India Life Insurance empowers young women leaders to spearhead the transformation of the life insurance industry while enhancing the life insurer's digital presence and expanding its distribution footprint.

ABOUT FUTURE GENERALI INDIA LIFE INSURANCE

Future Generali India Life Insurance Company Ltd. is headquartered in Mumbai and was established in 2006. The company has a presence in 1300+ owned and partnered locations in India and offers total insurance solutions across both, the individual and group front. Generali is the largest shareholder in Future Generali India Life Insurance with a stake of 73.99% in the Company. Generali brings in 190+ years of insurance expertise as well as its global network's best practices, capabilities, and resources, driving sustainable and profitable growth for communities, clients, employees, and shareholders. Established in 1831, Generali is present in over 50 countries in the world, with 82 thousand employees serving 68 million customers globally.