

Press Release

Future Generali India Life Insurance Champions Financial Literacy and Expands Life Insurance Awareness Across Sikkim Through Grassroots Initiatives

Sikkim, May 15, 2025: Commemorating Sikkim on its 50th statehood anniversary, Future Generali India Life Insurance (FGILI) continues to champion financial literacy and expand life insurance accessibility across the state. Appointed as the lead life insurer for Sikkim by the Insurance Regulatory and Development Authority of India (IRDAI) to increase awareness and deepen penetration of life insurance, FGILI has promoted the importance of life insurance solutions through a series of on ground and digital outreach initiatives. By leveraging public meetings, workshops and localized outreach effort, FGILI has connected with over lakhs of citizens, educating them on the importance of financial protection. Through strategic outreach and impact-driven initiatives, FGILI has actively engaged with Sikkim's diverse communities, addressing the unique challenges of low life insurance awareness among indigenous populations.

The initiatives have aimed to promote life insurance awareness among diverse groups through impactful community engagements. Each session featured in-depth discussions on the role of life insurance in securing a family's future by highlighting the importance of government backed schemes alongside tailored life insurance solutions offered by FGILI.

True to IRDAI's vision to achieve 'Insurance for All by 2047', FGILI aims to further life insurance penetration in the state. The insurer has raised awareness about life insurance in Sikkim through street plays, outdoor installations, and local collaborations with police officers, taxi unions and dairy farmers. Significant efforts have been made to engage the youth of Sikkim through insightful discussions, effectively instilling the value of life insurance and its role in financial security.

Outlining the company's overall strategy towards achieving 'Insurance for All', **Mr. Alok Rungra, MD & CEO at Future Generali India Life Insurance said**, *"As we celebrate Sikkim's 50 years of statehood, I extend my heartfelt congratulations. Life insurance plays a crucial role in financial security, offering families a safety net against uncertainties and empowering them to plan with confidence. At Future Generali India Life Insurance, we strive shift the perception of life insurance from just a financial product to a fundamental pillar of security, stability, and long-term well-being for individuals and families alike. Aligned with IRDAI's vision of making life insurance accessible to every individual, our commitment remains to expand financial literacy, simplify processes and ensure inclusive protection for all. Through innovative initiatives and community-driven outreach, we continue to bridge gaps in awareness and accessibility, reinforcing life insurance as an essential safeguard for every household."*

Commenting on the initiative, **Mr. Dushyant Pariyar, Secretary – Panchayati Raj, Government of Sikkim**, said *"Life insurance serves as a vital safety net, ensuring financial security for the dependents of policyholders in times of unforeseen emergencies. The policies introduced by Future Generali India Life Insurance are designed to provide comprehensive and*

optimal protection for policyholders, ensuring financial security and peace of mind. To truly safeguard the future of our communities, raising awareness about these schemes is essential. In collaboration with Future Generali India Life Insurance, we are committed to expanding our outreach by actively involving more gram panchayats and zilla panchayats, strengthening our mission to build a financially secure and informed society."

Commenting on Future Generali India Life Insurance's initiatives to raise insurance awareness, **Mr. Mahendra Pradhan, Director - Finance & Nodal Officer, Govt of Sikkim said,** *"Future Generali's initiative to raise awareness about both life and general insurances in Sikkim is a commendable effort and this will hugely benefit the people of Sikkim. By focusing on educational initiatives and community engagement, they are addressing a critical need for financial literacy and security in the state. I believe this will pave the way for a more financially inclusive and secured future for our citizens. The focus of the state government is to make the government insurance schemes reach the rural masses for their holistic development. We plan to reach the goal of 'Insurance for All by 2047' set by Government of India much before than the set target. For this, government departments, banks, insurance agencies and the intended stakeholders need to work hand in hand to achieve this goal."*

FGILI's grassroots efforts aim to ensure that the benefits of financial protection reach every citizen, reinforcing its position as a customer-first and community-driven insurer. Through close collaboration with local governance bodies and community organizations, FGILI has built strong partnerships that drive meaningful change. These joint efforts have significantly expanded life insurance accessibility across Sikkim, ensuring that financial protection reaches citizens in every corner of the state. Future Generali India Life Insurance has tailored its plans to align with the unique needs of its policyholders, ensuring accessible, relevant, and comprehensive financial protection for all.

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.

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