

#TaxBachaoWithFGILI : Future Generali India Life Insurance Launches Tax-Saving Campaign

Or

Future Generali India Life Insurance Unveils #TaxBachaoWithFGILI Campaign for Smart Tax Planning

Mumbai, February 13, 2024: Future Generali India Life Insurance Company Limited (FGILIC), a trusted life insurer, has launched a compelling series of digital films as part of its Tax Saving Campaign, aligning with the hashtag #TaxBachaoWithFGILI. These films emphasize life insurance as a crucial tool for optimizing tax savings, particularly amidst the year-end financial rush.

In a world where financial planning is becoming increasingly crucial, Future Generali India Life Insurance reinforces the essential role of life insurance in tax saving. Navigating the intricacies of tax planning can be challenging. This campaign serves as a reminder for individuals to perceive life insurance not only as a protective measure but as a proactive and strategic choice in their comprehensive tax planning portfolio.

The first film unfolds in Rohan's living room, humorously portraying a tight spot when his hair gel runs out, cleverly linking this comical situation to the urgency of tax-saving. The second film introduces a comedic twist, featuring a thief breaking into a house, not for theft but to underscore the importance of tax savings. The films creatively weave the concept of tax planning into unexpected scenarios, featuring the overarching message: "Bachao bachao, Future Generali ke saath tax bachao".

While the engaging films convey the essence of the campaign, the overarching message encourages individuals to proactively manage their financial well-being with FGILI's innovative approach to tax savings.

In addition to the humour and creativity, this campaign holds a significant financial advantage. As per the old tax regime, a deduction under section 80C allows individuals to claim deduction up to ₹1.5 lakhs. Assuming the maximum tax slab of 30%, plus 4% cess, the total tax savings can amount to ₹46,800 on investment of ₹1.5 lakhs subject to conditions prescribed under Income Tax Act, 1961 and amendments made thereto from time to time. This not only demonstrates the immediate benefits of tax savings but also highlights the potential for individuals to secure their financial future.

Geetanjali Chugh Kothari, CMO of Future Generali India Life Insurance, commented on the campaign, stating, "With our Tax Saving Campaign, we aim to remind individuals of the tax benefits achievable through strategic life insurance investments which can contribute to their wealth portfolio. Through these quirky shorties, in this critical quarter of the year, our aim is to reinforce awareness and empower customers, making financial well-being a seamless and achievable goal."

Presented in Hindi, the campaign is actively engaging audiences on popular digital platforms such as Meta, YouTube, and LinkedIn, where the captivating films are already live, delivering the message, #TaxBachaoWithFGILI to a broader audience.

Click here to watch the campaign –

<https://www.youtube.com/watch?v=awsMHBHOohM>

<https://youtu.be/taigS2XQDvY>

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. The company is backed by Generali and Future Group. As of today, 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.

Click here to learn more - <https://www.generali.com/who-we-are/history>

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