Monthly Coverage Dossier

March 2025

Future Generali India Life Insurance Company Ltd.



Key Highlights:

- FGILI maintained a positive media presence throughout March 2025, securing **19 media coverages** across various platforms **4 in print and 15 online.**
- Among these, there was 6 Cat A+ clip, 8 Cat A clips, and 5 Cat B clips, resulting in a Monthly Advertising Value (MAV) of ₹1,61,31,383.
- The total **readership and viewership** for the coverage reached an impressive **49,86,161**.

Interviews & RBM

• Successfully facilitated an exclusive interview of **Mr. Niraj Kumar** with **Mint** journalist Ram Sahgal. The piece was published across all **print editions** and the **Mint online** portal.

Industry Stories & Thought Leadership

- Industry story featuring Ms. Geetanjali Chugh Kothari on International Women's Day special titled: "Not here to prove, here to lead: Women in male-dominated industries speak" was covered on Social Samosa
- Mr. Rajiv Chugh contributed to an industry story titled: "Govt weighs nil GST for health & life insurance, industry eyes 12%" in Mint Print and Online.
- Mr. Aditya Mall featured in a story titled: "Why and When You Need To Review Your Life Insurance Policy" on Outlook Money
- Industry trigger quote by Mr. Alok Rungta included in a financial year-end tax-saving feature on CNBC TV18,

Authored Articles

- Article by Mr. Nilesh Parmar titled: "How are data privacy standards empowering consumers in financial ecosystems" was featured on Express Computers
- Article by Mr. Alok Rungta as the monthly Sikkim activity titled: "How Life Insurance secures your family's future from market volatility during economic uncertainties" was published in Echo of India (Sikkim Edition)

Press Release / Product Note

• A product note on the Future Generali Big Dreams Plan, highlighting the theme "Empowering Women to Dream Bigger and Achieve More" – aligning with International Women's Day 2025.

Share of Voice (SOV) for January 2025:



- 1. **Future Generali Life Insurance (FGILI)** attracted media attention through active leadership participation in industry discussions and the publication of authored articles.
- 2. **Bajaj Allianz Life Insurance** received notable coverage following the announcement of its demerger from the Allianz Group, the launch of a new fund offering (NFO), and leadership involvement in key conversations.
- 3. **Reliance Nippon Life Insurance** was in the spotlight after the IIHL Group announced the acquisition of Reliance Capital, coupled with Nippon Life's consideration of acquiring a stake in IndusInd Bank. Additionally, their collaboration with TimesPro and IIM Indore to foster future leadership further amplified their media presence.
- 4. Tata AIA Life Insurance continued to feature in the media owing to their recent product launch.
- 5. **Bharti AXA Life Insurance** gained coverage following the appointment of Mr. Prerak Parmar as Chief Growth Officer, along with their participation in industry forums.

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Edition:	New Delhi, Mumbai, Hyderabad, Chennai, Kolkata & Ahmedabad	Page No:	4

'Investors would do well betting on large caps in VUCA environment'

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tive for FPI flows to return into Indian markets. The upcoming earnings sea-son will indeed be a crucial watch for markets, as it would set the narrative for FY26 earn-ings expectations. At the outset, we reckon the major domestic pivots taken in terms of supportive monetary and fiscal policy stance and favourable regulatory stance would mani-fest in the earnings growth in the ensuing quarters.



Thereview for the correction from September end to early March, have turner reasonable for large-ans mall-caps, while mid-caps reasonable for large-and while there were indeed potots of valuation excesses, historical comparison in PE is robust of structure ap space owing to structure ap space owing to structure improvement in the earnings router eff yaw of looking are ap space owing to structure or on the back of the structure ap space owing to structure on the back to space on the back to prime the structure ap space owing to structure ap space owing to structure on the back of the space owing to structure ap space owing to structure ap space and the space owing to the structure owing to the structure the structure to on the back of the space owing to the sp

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remain our preferred picks. Do you expect markets to hit firesh records or see it rangebound for the next year orso? The markets will likely remain angebound in the next term due to global uncertain-ties such as the tariff war, the US Fed's policy stance and other geopolitical develop-ments. However, in the medium term, we remain constructive

term, we remain constructive on the markets and expect them to march higher, driven by the revival in corporate carnings, stability in the geopo-litical situation, and continued domestic policy support, along with a turnaround in FPI flows. Having ead that, the news

with a turnaround in FPI flows. Having said that, the preva-lent VUCA (volatility, uncer-tainty, complexity, ambiguity) environment will continue to pose bouts of volatility.



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Published Date:	13 Mar 2025	Publication:	Mint
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Govt eyes nil GST on insurance

FROM PAGE 1

pared to peers. While out-ofpocket spending on healthcare in the country has fallen from about 69% in 2013 to around 50% by 2021, according to World Bank data, it is still higherthan large global economies.

Sharad Mathur, managing director and chief executive of Universal Sompo General Insurance Co. Ltd, said reducing GST on health insurance and term plans to 12% could boost affordability and demand, especially for essential coverage. "However, a lower rate (5% or full tax exemption) would strip insurers of input tax credit, potentially increasing their costs," he said. "The 12% rate strikes a balance, offering consumers savings while maintaining insurers' operational efficiency, ensuring a sustainable market for both.

Universal Sompo is a joint venture between Indian Bank, Indian Overseas Bank, Karnataka Bank Ltd, Dabur Investment Corp. and Sompo Japan



Out-of-pocket healthcare spending in India fell from 69% in 2013 to 50% in 2021. рт

Insurance Inc. Insurers argue that if a final service is tax exempt or subject to lower taxation than the inputsgoing into operations, then it becomes challenging to recover that tax cost, which could force businesses to increase the price of the service. This, according to them, distorts the tax system, and a rate cut beyond what is optimal offers no real benefit to the consumer.

A reduced GST rate would mean an opportunity for the insurers to provide enhanced customer value with overall pricing, inclusive of GST, becoming more efficient, said Rajeev Chugh, chief financial officerat Future Generali India Life Insurance Co. Ltd. "At the same time, the availability of input tax credits for the insurer would minimise additional cost impact to insurers and, hence, keep it broadly neutral from a cost perspective."

"The higher uptake expected by customers provides an opportunity for insurers to continue to invest in these product segments and grow the business. It may further help insurers to diversify risks and achieve better operational efficiency, thereby promoting long-term sustainable development," said Chugh.

While policymakers are aware of the economic and practical challenges of lowering the tax rate beyond a point, political pressure and public sentiment, especially on sensitive items like health insurance, could influence decision-making to a large extent, said the first person quoted above.

subhash.narayan@livemint.com

Published Date:	13 Mar 2025	Publication:	Hindustan Times
Edition:	New Delhi	Page No:	17

Govt weighs nil GST for health & life insurance

Subhash Narayan & **Gireesh Chandra Prasad** subhash.naravan@livemint.cor

NEW DELHI: There is unanimity on the need to reduce the goods and services tax (GST) on health and life insurance premia from 18%, but consensus eludes on what the final rate should be: nil, 5% or 12%

The central government is open to fully exempting health and life insurance premia from the GST, said two persons aware of the development.

But the insurance industry, at a meeting with finance ministry officials last week, proposed 12% as it would allow companies to fully claim credit against GST paid on inputs, the people said, speaking on the condition of anonymity.

Some state ministers, however, are batting for 5%, arguing that would cushion the impact on the exchequer. While a few suggested that insurers should be allowed to set off this liability against the taxes they pay on the services and goods that go into



GST cut on insurance has been a long-pending demand. MINT

their operations, others did not favour the input tax credit, said the first person cited earlier.

Federal indirect tax body GST Council has sought suggestions on GST reduction from the Insurance Regulatory and Development Authority of India (Irdai), which is expected to place the industry's view before it.

"All the proposals are likely to be placed before the GST Council when it meets next, possibly in May or June, and the council will take the final call."

said the first person quoted earlier

Queries emailed to the finance ministry, GST Council Secretariat and Irdai on Tuesday seeking comments remained unanswered at the time of publishing.

There is a broad agreement between the government and insurers to reduce the GST rate on insurance to 12% with input tax credit, according to an offi-cial of the General Insurance Council, which represents public and private general insurers.

The industry assured that any tax concession would be passed on to customers by lowering premium charges, said the official

A reduction in GST on insurance has been a long-pending demand, given India's low insurance penetration compared to peers. While out-ofpocket spending on healthcare in the country has fallen from about 69% in 2013 to around 50% by 2021, according to World Bank data, it is still higher than large global economies. Sharad Mathur, managing

director and chief executive of Universal Sompo General Insur-ance Co. Ltd, said reducing GST on health insurance and term plans to 12% could boost affordability and demand, especially for essential coverage. "However, a lower rate (5% or full tax exemption) would strip insurers of input tax credit, potentially increasing their costs," he said. "The 12% rate strikes a balance, offering consumers savings while maintaining insurers' operational efficiency, ensuring a sustainable market for both.

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Universal Sompo is a joint A reduced GST rate would

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Pul	olisł	ned	Dat	e:

26 Mar 2025

Publication:

Echo of India

Kolkata

Page No:

6

How Life Insurance secures your family's future from market volatility during economic uncertainties

FOCUS

Across the global financial landscape, market volatility has been unnerving investors, especially those having a large exposure to equities. Additionally, with exposure to equities. Additionally, with central banks pursuing quantitative tightening policies with an eye on controlling inflation, the subsequent reduction of interest rates has been dampening returns on debt investments. In such an external macro environment, any unfortunate situation such as a job loss or premature death of the primary earning member could push the entire family into extreme financial distress. Need for building protection using life

insurance products: Having a financial safety net that can financially protect one's dependents in such scenarios is extremely important. While Indian investors have shown growing interest in the country's capital markets, nelying solely on market-related instruments like stocks or mutual funds to achieve long-term financial goals or provide financial security for dependents can carry significant risks, particularly during periods of market uncertainty. Instead regularly investing in one or more life insurance savings plans to build a corpus for both long-term and short-term financial goals is highly recommended. Life insurance solutions for stable

wealth creation:

Alok Rungta Amongst the various types of life insurance savings plans available across different life insurers, endowment plans.

money back plans and retirement plans are the most popular. With the dual benefits of wealth accumulation and insurance coverage, such life insurance plans can diversify investments while safeguarding loved ones against mortality risks. This is because in case of the policyholder's death, dependents are assured of the sum assured amount, thereby ensuring that they can meet their financial commitments without

without resorting to additional borrowing. As these investment plans are not market-linked instruments, they can deliver stable returns while also providing a guaranteed payout on maturity. Thus, even in periods of extreme market volatility, investments made in such

plans grow steadily. Why ULIPs can deliver higher returns along with life protection:

However, for investors who want to participate in marketlinked investment opportunities, investment in Unit-linked Insurance Plans (ULIPs)

can be an ideal option. While they are still susceptible to market susceptible to market risks, investors can choose how much capital is allocated across one or more equity, debtor balanced mutual funds; in turn reducing their exposure to a single market

instrument. In case of a prolonged bear market cycle, policyholders can switch over from equity to debt funds, in turn protecting their investments from large drawdowns that can be common during such periods. Policyholders can change

their investment strategy multiple times during the term period so as to generate higher returns compared to traditional life insurance savings plans.

Reaping tax benefits by investing in life insurance:

Under the old tax regime, premiums paid towards life insurance plans including ULIPs are eligible for deductions up to a maximum of ?1.5 lakh under Section 80C of the Income Tax Act, 1961. Similarly, maturity proceeds and death benefits are eligible for tax deductions, subject to conditions prescribed deductions, subject to conditions prescribed under Section 10(10D) of the Income Tax Act,1961. Policyholders opting for additional health riders that provide coverage for severe medical conditions can claim deductions on the premiums paid for these riders under Section 80D of the aforementioned act. What's more, retirement plans offer tax benefits under Sections 80C, 80CCC and 80CCD, thereby ensuring stable post-retirement income and deeming life insurance savings plans as vital instruments for long-term tax planning. Considering these unique advantages

investing in life insurance savings solutions is indispensable for robust financial planning, ensuring that investors can secure their family's future during life's most uncertain situations. (Author is the MD & CEO at Future Generali India Life Insurance/Views are personal)



Publication:	HT Syndication	Edition:	Online Coverage
Published Date	31 Mar 2025	Journalist:	Ram Sahgal

Large caps best bet in VUCA environment, says Future Generali India Life's Niraj Kumar

https://www.htsyndication.com/mint/article/large-caps-best-bet-in-vuca-environment%2C-says-future-generali-india-life-s-niraj-kumar/89076582

G HT SYNDICATION Large caps best bet in VUCA environment, says Future Generali India Life's Niraj Kumar

Posted On: 2025-03-31 Posted By: Ram Sahgal

Business & Finance Cities MINT

New Delhi, March 31 -- The recent recovery suggests that markets may have found some floor even as risks from global uncertainties and tariff war persist, but investors would do better to stick to large caps amid volatility, according to Niraj Kumar, chief investment officer at Future Generali India Life Insurance.

"The prevalent VUCA (volatility, uncertainty, complexity, ambiguity) environment will continue to pose bouts of volatility," said Kumar.

Still, Kumar believes US President Donald Trump's reciprocal tariffs won't have a lasting impact on Indian trade and markets. He remains "constructive on the markets" in the medium term.

Excerpts from the interview:

Prima facie, the recent recovery in markets from the March 4th low (21,964...

Publication:	CNBC TV18	Edition:	Online Coverage
Published Date	31 Mar 2025	Journalist:	Anshul Majumdar

Income tax saving deadline for FY24-25 today: Here's your last-minute guide

https://www.cnbctv18.com/personal-finance/income-tax-saving-deadline-march-31-elss-fixed-depositinsurance-ppf-nps-guide-tips-last-minute-19581925.htm



Publication:	Outlook Money	Edition:	Online Coverage
Published Date	31 Mar 2025	Journalist:	Bureau

Why And When You Need To Review Your Life Insurance Policy

https://www.outlookmoney.com/insurance/life-insurance/why-and-when-you-need-to-review-your-lifeinsurance-policy



Publication:	Daily Hunt (Mobile)	Edition:	Online Coverage
Published Date	31 Mar 2025	Journalist:	Bureau

Large caps best bet in VUCA environment, says Future Generali India Life's Niraj Kumar

https://m.dailyhunt.in/news/india/english/mint-epaperminten/large+caps+best+bet+in+vuca+environment+says+future+generali+india+life+s+niraj+kumarnewsid-n658276233



Publication:	Minute To Know	Edition:	Online Coverage
Published Date	31 Mar 2025	Journalist:	Bureau

Large caps best bet in VUCA environment, says Future Generali India Life's Niraj Kumar

https://minutetoknow.in/large-caps-best-bet-in-vuca-environment-says-future-generali-india-lifes-nirajkumar/



Aniket Pujari • Finance • March 31, 2025 • 🖓 0 Comments

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Publication:	The Spuzz	Edition:	Online Coverage
Published Date	31 Mar 2025	Journalist:	Bureau

Large caps best bet in VUCA environment, says Future Generali India Life's Niraj Kumar | Stock Market News

https://www.thespuzz.com/large-caps-best-bet-in-vuca-environment-says-future-generali-india-lifesniraj-kumar-stock-market-news/



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Publication:	Mint	Edition:	Online Coverage
Published Date	31 Mar 2025	Journalist:	Ram Sahgal

Large caps best bet in VUCA environment, says Future Generali India Life's Niraj Kumar

https://www.livemint.com/market/markets-bottomed-liquidity-fpi-outflows-earnings-season-trumpreciprocal-tariffs-monetary-policy-valuations-large-caps-11743320105742.html



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Publication:	Mint	Edition:	Online Coverage
Published Date	13 Mar 2025	Journalist:	Gireesh Chandra Prasad, Subhash Narayan

Centre ready to exempt health and life insurance from GST. Then why is the industry pitching for 12%?

https://www.livemint.com/industry/health-life-insurance-gst-insurance-centre-medical-inflation-financeministry-irdai-prudent-insurance-brokers-11741768593022.html



Publication	on:	Express Computer	Edition:	Online Coverage
Published	d Date	12 Mar 2025	Journalist:	Bureau

How are data privacy standards empowering consumers in financial ecosystems

https://www.expresscomputer.in/guest-blogs/how-are-data-privacy-standards-empowering-consumersin-financial-ecosystems/122713/



Publication:	The Techstreet Now	Edition:	Online Coverage	
Published Date	12 Mar 2025	Journalist:	Bureau	

How are data privacy standards empowering consumers in financial ecosystems

https://www.thetechstreetnow.com/~/how-are-data-privacy-standards-empowering-consumers-in-financial-ecosystems/15393685144963863447/



	Publication:	Investment Guru India	Edition:	Online Coverage
	Published Date	9 Mar 2025	Journalist:	Bureau

Future Generali Big Dreams Plan - This Women's Day Empowering Women to Dream Bigger and Achieve More

https://investmentguruindia.com/newsdetail/future-generali-big-dreams-plan---this-women-s-dayempowering-women-to-dream-bigger-and-achieve-more187595

Investment GURU india.com

Future Generali Big Dreams Plan - This Women's Day Empowering Women to Dream Bigger and Achieve More

News By Tags | #InsuranceSector #Industry #FutureGeneraliGeneralInsurance #Women #InternationalWomensDay #ULIP



This Women's Day, **Future Generali India Life Insurance Company Limited** celebrates the unstoppable spirit of women who dream big and work relentlessly to turn their aspirations into reality. Whether you are an aspiring entrepreneur, a young professional, or a woman striving for financial independence, the Future Generali Big Dreams Plan (UIN:133L081V03) is designed to support your ambitions with a secure, goal-based financial strategy that evolves with your journey.

The Future Generali Big Dreams Plan is a Unit Linked Insurance Plan (ULIP) that helps individuals achieve long-term financial goals while ensuring life protection. With a balance of investment flexibility, wealth-

building opportunities, and comprehensive life cover, this plan is tailored for women who seek both financial security and growth.

Publication:	Social Samosa	Edition:	Online Coverage
Published Date	5 Mar 2025	Journalist:	Pranali Tawte

Not here to prove, here to lead: Women in male-dominated industries speak

https://www.socialsamosa.com/experts-speak/women-male-dominated-industries-8795054



	Publication:	Moneycontrol	Edition:	Online Coverage
	Published Date	3 Mar 2025	Journalist:	Malvika Sundaresan

IRDAI to expand distribution framework, eyes embedded insurance boom

https://www.moneycontrol.com/banking/irdai-to-expand-distribution-framework-eyes-embeddedinsurance-boom-article-12955185.html



"If you're buying from Amazon, you have instant access to insurance. Embedded insurance is going to become very big in the times to come," he said. It is crucial for IRDAI to implement this framework at the earliest, as it will significantly reduce the industry's current challenges, said Rungta.

"It could bring all the complaints down to near zero," he added.

Publication:	Daily Hunt (Mobile)	Edition:	Online Coverage	
Published Date	3 Mar 2025	Journalist:	Bureau	

IRDAI to expand distribution framework, eyes embedded insurance boom

https://m.dailyhunt.in/news/india/english/moneycontrolenglish-epapermconten/irdai+to+expand+distribution+framework+eyes+embedded+insurance+boom-newsidn654408149



1	Publication:	MSN India	Edition:	Online Coverage
I	Published Date	3 Mar 2025	Journalist:	Bureau

IRDAI to expand distribution framework, eyes embedded insurance boom

https://www.msn.com/en-in/money/topstories/irdai-to-expand-distribution-framework-eyes-embeddedinsurance-boom/ar-AAIA9wvN

