Generali Group and Central Bank of India announce new brand identity for their life and general insurance joint venture

- Revamped **Generali Central brand identity** and new logo further solidify Generali's 'Lifetime Partner' proposition
- **Generali Central Life Insurance Company Limited** is the new name of the life insurance business, while **Generali Central Insurance Company Limited** is the new name of the general insurance business
- Shareholding structure remains unchanged with Generali Group holding a 74% stake and Central Bank of India holding up to 26%

Mumbai, Aug 4: 2025: Generali Group and the Central Bank of India today announced a new brand identity for their life and general insurance joint venture – **Generali Central**. The new brand names - **Generali Central Life Insurance** and **Generali Central Insurance** – represent the coming together of Generali Group's global expertise and the Central Bank of India's trusted heritage to protect what customers value most: their family, their health, their assets, and their future.

Rob Leonardi, Asia Regional Officer, Generali, said, "India has long been a strategic market for Generali and our joint venture with the Central Bank of India reflects the potential we see today and for the future. The synergies between our two organisations are clear and I have every confidence that we'll be able to deliver on our joint vision to provide accessible solutions that reflect the real needs of Indian families and businesses across the country. This collaboration supports us in fulfilling our Lifetime Partner ambition in the country, as we lay the groundwork for future innovation and growth."

The **Generali Central** brand launch includes a new visual identity, including a new logo and typography, as well as a new website and revamped social media presence. It reinforces the company's core values of protection and reliability, while signaling digital strength and a renewed focus on accessibility across India. This rebranding also puts an emphasis on digital innovation and expanded distribution, further strengthening the company's long-term commitment to customers, partners, and stakeholders.

Aligning with the Generali Group's 'Lifetime Partner' proposition, the Generali Central brand aims to address the real needs of individuals, families and businesses with life and general insurance solutions designed to safeguard Indian lives and livelihoods.

Mr. Alok Rungta, MD and CEO, Generali Central Life Insurance Company Limited, said, "With our new brand identity, Generali Central Life Insurance marks a defining moment in our journey to becoming a future-ready, customer-first life insurer. Our strategic partnership with Central Bank of India unlocks transformative potential to reshape the landscape of protection and insurance in India. By combining Generali Group's global

heritage and insurance expertise across 50+ countries with the Central Bank of India's deep-rooted trust and expansive network of over 4,500 branches, we are poised to democratise access to life insurance like never before. Our joint focus is clear: to deepen protection in underserved and rural segments through innovative, accessible, and inclusive products. This new identity reflects our shared commitment to transparency, sustainability, and disciplined execution—anchored in strong governance and a purpose-driven approach."

Mr. Anup Rau, MD and CEO, Generali Central Insurance Company Limited, said, "Our new brand identity reflects the powerful synergy between two iconic institutions—Generali Group, with nearly 200 years of global insurance expertise, and the Central Bank of India, with over a century of deep-rooted presence in India's financial and geographical landscape. This is more than a collaboration; it's a strategic alliance aimed at redefining general insurance in India. By harnessing the Bank's extensive branch network and community trust, we are uniquely positioned to bridge the protection gap, enhance insurance awareness, and deliver comprehensive, customer-centric solutions. This transformation is not just visual—it's a reaffirmation of our purpose: to be a Lifetime Partner, empowering individuals with confidence and security at every stage of life."

Generali Central Life Insurance Company Limited

Generali Central Life Insurance Company Limited (formerly Future Generali India Life Insurance Co. Ltd.), headquartered in Mumbai, is one of the leading insurance companies in India. It brings together the global leadership and legacy of Generali and the strength of Central Bank of India, one of the oldest nationalized banks in India.

Founded in 1831, Generali Group is the majority shareholder with a stake of 73.99%. It brings deep insurance expertise along with best practices from its global network, driving sustainable and profitable growth for its stakeholders. Central Bank of India, established in 1911, holds a 25.18% stake in the company. Its extensive distribution network of over 4,500 branches, along with a wide array of financial products and services, is designed to meet diverse customer needs.

With a strong presence across India, Generali Central Life Insurance Company Limited provides comprehensive life insurance solutions for both individuals and groups. Reflecting a strengthened commitment to be your Lifetime Partner, the life insurance offerings span across various categories, including Term, Savings, Child, Retirement, Wealth Creation, and Group life insurance plans.

Generali Central Insurance Company Limited

Generali Central Insurance Company Limited (formerly, Future Generali India Insurance Company Limited Co. Ltd.) is a strategic joint venture between two distinguished financial institutions: the Generali Group, a global insurance enterprise with 193 years of operational heritage holding a 74% majority stake, and the Central Bank of India, India's first commercial bank with 113 years of established banking excellence.

Established in 2006, the company was set up with a clear mandate to offer retail, commercial, personal, and rural insurance solutions, enabling individuals and businesses to effectively manage and mitigate risks. Generali Central Insurance broke even in FY 2013-14 - a landmark achievement in just six years of operations.
As of FY 2024-25, the organisation maintains robust financial fundamentals with ₹7,938 crore of assets under management and gross written premium of ₹5,547.5 crore. Generali Central Insurance has established itself as a formidable presence in India's insurance landscape, securing a position among the nation's top 10 private general insurance companies.

Generali Central Insurance has consistently demonstrated excellence in organisational culture and operational performance - receiving the 'Great Place to Work' certification six times in a row. The company has also earned numerous industry accolades including the Emvies Awards 2025, The Economic Times Brand Disruption Awards 2025, ET Trendies 2025, ET Now Global Innovation Network Awards, and the Di-Verse Certification for Disability Inclusion in 2025.

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