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Generali Central Life Insurance Brings Aspirations and Action Together Through HERE.NOW. and Waiver of Premium Rider

MUMBAI – 19 Nov, 2026 26: Generali Central Life Insurance Co. Ltd. (GCLI) has launched the latest chapter of its national brand campaign, HERE.NOW., supported by an integrated Bharat-focused media strategy. Continuing its focus on children's future planning and retirement preparedness, the campaign brings the brand's 'Bada Socho for your bindass dreams' philosophy to life, inspiring consumers to dream bigger and act on their aspirations across every life stage. At a time when rising education costs are prompting parents to start planning earlier and increasing longevity is reshaping retirement needs, the campaign reinforces the importance of acting today for the future one envisions.

Generali Central Life Insurance is a joint venture between global insurance leader Generali and Central Bank of India, combining international expertise with a trusted local banking legacy.

Recognizing that long-term aspirations require continuity even in the face of life's uncertainties, the Company has introduced the Waiver of Premium Rider on eligible base plans. Designed to provide an added layer of continuity to long-term planning, the rider waives future premiums upon the occurrence of covered contingencies as specified under rider terms, conditions, exclusions and eligibility requirements while policy benefits continue as planned. Available as a pure-risk premium rider, customers can opt for waiver of future premiums in the event of Accidental Total and Permanent Disability, diagnosis of covered Critical Illnesses, and, where applicable, death of the policyholder. By helping protect long-term plans from unforeseen disruptions, the rider provides customers with greater confidence that the goals they are working towards today can continue to be pursued tomorrow.