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# Future Generali India Life Insurance unveils new campaign for Raksha Bandhan






*The 360-degree campaign has been released in multiple languages on digital platforms*

 by **exchange4media Staff**  
Published: Aug 14, 2022 6:00 PM | 1 MIN READ



Rakshabandhan; A Bond of Love, Trust, and Commitment!





Rakhi

Future Generali India Life Insurance has launched its fresh 360-degree campaign on the festive occasion of Raksha Bandhan.

The campaign's thought is to connect with the fathers and showcase Future Generali India Life Insurance as a trusted brand. Just as a father looks after the family’s needs and goes the extra mile in providing the best for his family, similarly, Future Generali India Life Insurance stands with fathers through life’s ups and downs and enables them as their Lifetime Partner in securing their dreams for the family.

Talking about the campaign, Bruce de Broize, Managing Director & CEO, Future Generali India Life Insurance said: “Building a strong brand with Fathers is one of our core brand strategies. As a Generali Subsidiary, we are committed to the Indian market and follow global best practices to provide the best for our customers and partners. We stand for fathers and their dreams of providing the best for their families. Just as the child has immense trust in the father, similarly over 15 lakh fathers have put their trust in us. We respect this trust bestowed upon us and are there to fulfil our promise. We work hard to be a Lifetime Partner for our customers and partners and stand with them through all life situations.”

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