Nomination: 18177

Future Generali India Insurance Company Limited Annual Report FY 2022-23

# **Page: General Information**

# Name of Organization / Company

Future Generali India Insurance Company Ltd.

### Logo

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# **Web Site Address**

https://general.futuregenerali.in/ (https://general.futuregenerali.in/)

# **Page: Entry Information**

# **Entry Title**

Future Generali India Insurance Company Limited Annual Report FY 2022-23

# Category

F01 - F07 - Award for Innovation in Publications > F01. Award for Innovation in Annual Reports

# For this category please provide

An essay of up to 625 words describing the publication and the innovative aspect of the publication since July 1 2021 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same. In the essay or video, describe the genesis of the innovation, how it was developed and executed, and the results of the innovation to date.

You must upload an electronic copy of your nominated publication, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.

Optionally, you may list creative and production credits for your work - a list of the people and organizations that contributed to its development.

# **Submission Format**

An Essay of up to 625 Words

#### Essay

Creativity is not limited to conceptual differentiation, as the annual reports of Future Generali India Insurance have proved year after year. These annual reports create a stand-out narrative that is driven by innovation in thought, ideation, content, design and presentation. Future Generali's Annual Report for FY2022-23 takes this innovation to a new level with its 'game-changing' thematic approach. 'Game Changers' – the theme of this Annual Report – chronicles the extraordinary sixes and centuries that have shaped the world of cricket and the general insurance industry, in which FGII is among the top players.

# The genesis of the innovation

Cricket unites the people of India more than anything else. As the great leg spinner Anil Kumble said at the enthralling launch of the Future Generali FY2022-23 Annual Report, "cricket epitomises hope, joy, celebration, sometimes even gloom for this country of a billion plus. But one thing remains constant across the spectrum of emotions - is the inspiration. Cricket represents the spirit of 'efforts over results' – much like insurance." The genesis of this annual report, developed in the shape of a novel, is rooted in this very inspiration and ethos.

#### Innovation in content

From the specially curated introductory section scripted by eminent sports journalist Ayaz Memon, to the 18 game changing moments that have left an indelible mark on the nation's collective consciousness since 1932, this cricketing memoir plus annual report is every cricketing connoisseur's delight. Exclusive interviews by Mr. Memon with four legendary cricketers across different eras – Mohinder Amarnath, Anil Kumble, VVS Laxman and Mithali Raj, have added a new depth to the communiqué.

Another uniquely regaling aspect of the report's content is the way it weaves the defining moments of the game of cricket into the company's own ground-breaking initiatives and achievements. This is manifest in the seamless manner in which the cricketing spirit has been carried from the initial thematic chapters to the corporate and statutory reporting sections that follow. A unique flavour has been added to these sections this year with cricketing terminology being used across the statutory sections to connect the content with the theme.

### Innovation in design and development

The vibrant cover does more than set the mood of the Annual Report. The exciting interplay of the three key essentials of the game of cricket, namely batting, bowling and wicket-keeping, underscores the power that cricket has on the people of India. At the same time, it brings out the dynamism of the Future Generali business strategy, which is an eclectic mix of the various attributes of the world's cricketing greats. The use of cricketing elements in the design and content of the inside pages further enhances the connect between cricket and the company's approach to business, both of which are rooted in the qualities of dedication, hard work, discipline, commitment, patience, ability to grasp quickly, eye for detail, etc.

#### Innovation in distribution

Future Generali has dedicated this Annual Report to the billion plus cricketing connoisseurs of India. The unique collectible book is available across leading national bookstores for in-store purchase and is also available online on Amazon. The proceeds from the sales will go to the company's NGO partners, to touch more lives as in the past. This strategy is also enabling the company to take its communication to a wider reader base across the country.

#### Results of the innovation

The engaging content and design are helping more and more Indians unravel the intricacies of the insurance business, which has assumed greater importance in the post-Covid world. In a month of its launch, the report has already sold 3,500 copies, and counting! Auction of cricketing memorabilia during the launch event helped the company raise Rs 4.67 lakh for charity.

### Credits

Future Generali India Insurance Company Ltd.

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