



Generali Central Life Insurance introduces Critical Illness Rider to enhance financial protection

Mumbai, 12th January 2026: Generali Central Life Insurance today announced the launch of its Critical Illness Rider, aimed at providing customers with enhanced financial security in the event of severe medical conditions. The rider offers flexibility to choose a lump-sum payout, an income payout, or a combination of both upon diagnosis of specified critical illnesses, helping policyholders manage medical expenses and income loss during recovery.

The non-participating, linked and non-linked Critical Illness rider is designed as a pure risk premium option. The rider provides a payout on diagnosis of specified critical illnesses, offering financial support that can be used for hospitalization, post-treatment care, lifestyle adjustments, or household expenses. It aims to help policyholders manage unforeseen health challenges without immediate financial strain, complementing existing life insurance coverage.

The plan offers flexibility to pay premiums with options for single, limited, or regular payments. It also provides the freedom to receive the rider sum assured as a lump sum benefit, as income for a chosen income period, or as a combination of both. Additionally, there is an option to choose from 10, 30, or 60 critical illness conditions, allowing customization of the level of protection to suit individual needs.

Highlighting the importance of this rider, **Mr. Alok Rungta, MD & CEO, Generali Central Life Insurance** said, “Rising healthcare costs and changing lifestyles are making critical illnesses one of the biggest financial risks for families today. Through the Critical Illness Rider, we are reinforcing our commitment to building protection-led solutions that go beyond life cover and support customers when they need it the most. This rider reflects our focus on helping individuals plan not just for life milestones, but also for uncertainties that can disrupt long-term financial goals. A rider like this gives individuals the confidence to continue their lifestyle without compromise, thanks to the benefit provided at a crucial time. It truly acts as a Lifetime Partner in safeguarding financial well-being during life’s most challenging moments.”

Customers can opt for the Critical Illness Rider along with key products such as Sampoorna Samadhaan Plan, Long Term Income Plan, Money Back Super Plan, Big Dreams Plan, and Dhan Vridhhi, enabling them to enhance their existing life insurance coverage with an added layer of health-focused financial protection. By integrating long-term savings or income-oriented plans with critical illness coverage, customers can create a comprehensive insurance solution that not only supports life goals like income security, wealth creation, and future planning, but also safeguards these aspirations against the financial impact of serious health conditions. The rider is available to customers across India and can be added at the time of policy purchase, offering flexibility and ease of access while customising life insurance coverage.

About 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.