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GM India & Future Generali Tie-Up



Capitalizing on the popularity of its bestseller mini-car Chevrolet Spark, General Motors had entered into a tie-up with Future Generali (an insurance joint venture between the Future Group of India and Generali Group of Italy) as part of a joint campaign titled, Aaja Meri Gaadi Mein Baith Ja. Retail shoppers at Future Group outlets were given an opportunity to win two Chevrolet Sparks by participating in a contest by filling an entry form and answering two simple questions on the Future Group and General Motors brands.

As part of the initiative, Future Generali also offered free vehicle inspection facility for 4-wheeler owners, thereby providing instant competitive motor insurance solutions catering to the need of the customer. The two winners of the contest were announced today in Mumbai in a lucky draw.

The contest was conducted across 60 cities nationwide in over 200 Future Group retail formats including Big Bazaar, Food Bazaar, Pantaloons, Home Town, E-Zone, Brand Factory, KB Fair price shop & Furniture Bazaar. The Chevrolet Spark was also displayed in select stores and malls across the main cities. This tie-up ensured increased awareness and interest in the MallAssurance™ channel wherein select Insurance options of Life and General Insurance are provided through Future Group retail outlets across the country. Future Group retail outlets across the country, register 2 crore unique footfalls in a year.

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