AI IN MARKETING USE CASE

Approv-X: Unblocking Creative Approvals

Tata AIA Life Insurance · Marketing

Brief description

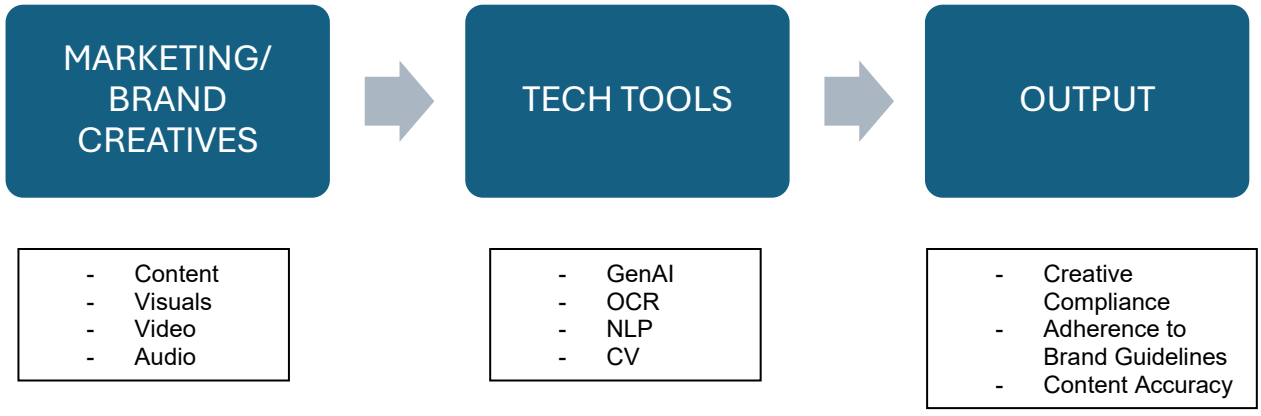
Every marketing creative at a life insurer must clear brand guidelines and regulatory requirements across five functions. That approval chain, not the creative work itself, was the bottleneck slowing campaigns to market. Tata AIA Life built Approv-X to remove it.

How AI was used to solve the problem

Approv-X validates every uploaded creative against codified brand and compliance rules, flags issues before human review, then routes it to the right approvers and tracks sign-off.

Impact

Turnaround fell from seven days to two — a **71% reduction** — across roughly 400 creatives a month. Rework more than halved: creatives now clear in **1.4 revision rounds** on average, down from three. Five functions work from one tracked workflow instead of scattered email chains. Brand and compliance expertise now sits in the platform rather than with a few individuals, so new team members produce compliant work from day one.



OCR – Optical Character Recognition | NLP – Natural Language Processing | CV – Computer Vision

71%↓	3 → 1.4	~400
Turnaround time 7 days → 2 days	**Revision rounds per creative**	**Creatives cleared each month**

Live today across product, compliance, actuarial, taxation and marketing — one upload, one tracked workflow, five approvers.

About Tata AIA Life Insurance

Tata AIA Life Insurance is a joint venture between Tata Sons Pvt. Ltd. and AIA Group Ltd., offering life insurance, protection, savings and wealth solutions to customers across India.