

**COLLEGE OF INSURANCE**  
**INSURANCE INSTITUTE OF INDIA, MUMBAI**  
**Bancassurance for Banks: A Special Module Session for**  
**Principal Officers**  
**Program ID: CPB5**  
**(From: 13<sup>th</sup> to 14<sup>th</sup> November, 2018)**

**Relevance of the Program:-**

Bancassurance has come to stay in India, accounting for a fifth of life insurance premiums. With mounting competition and other forces impacting net interest margins [spread], banks are today in search of newer and non-traditional areas of operations, especially relating to fee based activities/ non-fund based activities. Bancassurance is one of those areas that provide great scope for increasing earnings without the menace of NPAs. Again, with India's middle class evolving beyond primary financial needs met by the banking system, financial institutions are today seeking to become one stop financial boutiques that offer end to end solutions for a range of life cycle needs felt by customers. Life Insurance, as a most effective vehicle for risk mitigation and long term financial security, is a vital part of individual portfolios.

The IRDAI regulations provide that a bank [as a corporate agent] may tie up with a maximum of three life insurers, three general insurers and three health insurers for soliciting, procuring and servicing their insurance products. This is to be done through "Specified Persons" who are its employees, and who are appointed by the bank for soliciting of Insurance Business and its servicing. The Corporate Agent is responsible for maintenance of certain records and accounts and complies with the provisions of IRDA Act. 1999 and other regulations, etc.,

The Principal Officer is the nodal officer appointed at the bank, with responsibility for management of Bancassurance activities and to ensure compliance with the regulation. The role of the Principal Officer is onerous. He has to supervise the activities of the Corporate Agency. He has to play a vital role in the success of the Corporate Agent both in respect to sale and service of Insurance Products. He also bears the onus in the matter of regulatory compliance. The role calls for a deep understanding of the fundamentals of insurance and its practice, as also, of marketing and strategic skills for connecting to customers and building the business. It also calls for understanding of the regulation and its imperatives as well as administration and record keeping

This Program is designed to enhance the competencies of the Principal Officer who is the back bone of the Corporate Agency system and the driving force for success of business goals and compliance.

**Program Objective:-**

The participant would understand and get insights on

- ✓ Understanding and playing his/her role effectively in the context of the new regulation
- ✓ Developing strategies for effectively reaching out and connecting to Bank Customers

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- ✓ Playing an effective role in Business Promotion and marketing insurance through Specified Persons
- ✓ Maintaining records and books of account
- ✓ Compliance with Regulations.
- ✓ Providing service and building relationships that promote satisfaction and loyalty
- ✓ Empowering and Building the Specified Persons as Sales Champions

**Program Content:-**

The program would focus on the following

- ✓ Core differences between banking and insurance: addressing the challenges arising in this regard effectively.
- ✓ The new regulations and what they entail for Bancassurance practitioners
- ✓ Strategic and Marketing initiatives for Development of Bancassurance Business
- ✓ Empowering the specified persons and building Sales champions
- ✓ Contemporary Insights on Understanding and Connecting to Customers – drawing on global best practices
- ✓ Marketing and Positioning of insurance in customer portfolios – the Personal financial planning context
- ✓ Customer Service Imperatives : Underwriting, Claims Administration and Servicing roles of Corporate Agents and their implications
- ✓ Customer Relationship Management and Customer retention
- ✓ Maintenance of records and Accounts
- ✓ Leadership and Personal Branding

**Participant Profile:-**

Principal Officers in Banks who are Corporate Agents for Banks

**Program Duration: - 2 days**

**Timing : 10.00 a.m. to 05.00 p.m.**

**Enrolment:**

To enroll for the training program please download the enrolment form and after filling in the necessary details submit your form and fees to the office of the College of Insurance, Insurance Institute of India, Plot C-46, G-Block, Near Dhirubhai Ambani International School, Bandra-Kurla Complex, Bandra (East), Mumbai – 400 051

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You can also do the enrolment online through the College of Insurance's website [www.coi.org.in](http://www.coi.org.in)

**Course Fees:-**

- a) **Participants requiring residential facilities: Total amount Required –Rs.10148-i.e. (Rs. 8600/- plus 9% CGST and 9% SGST).**

The fees cover tuition, course material, A/C single room accommodation in the Institute's campus and full boarding (bed tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility.

Rooms are reserved from 12.00 noon onwards the day prior to the commencement of the program. The participants can stay till 12.00 noon next day after the conclusion of the program.

- b) **Non-residential participants: Total amount Required –Rs. 7316/-i.e. (Rs. 6200/- plus 9% CGST and 9% SGST).**

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

**Payment Terms and Conditions:-**

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) The confirmation of registration for the program will be subject to the receipt of the payment.
- 3) We do not consider any refund request or adjustment of fees for the next program in case of non attendance.
- 4) Fees should be paid by Demand Draft drawn in favour of "Insurance Institute of India" payable at Mumbai and forward it together with the "Enrolment form" available from College of Insurance's website [www.coi.org.in](http://www.coi.org.in) or by online payment mode following the below link <http://www.coi.org.in/web/guest/program-calender>.

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Training Venue :-



**Insurance Institute of India**  
**(College of Insurance),**  
**G Block, Plot No. C-46,**  
**Near American Consulate,**  
**Bandra Kurla Complex,**  
**Bandra (E),**  
**Mumbai – 400051.**

 **Parking Facility:**



**"VEHICLE PARKING IS NOT ALLOWED IN OUR CAMPUS".**

Course Co-ordinator

Dr S Kutty – Tel: 022-26544296

Email - skutty@iii.org.in

Respond to :-		
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Nomination Form

- 1) Name: \_\_\_\_\_  
2) Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
3) Educational Qualification: \_\_\_\_\_  
4) Date of Birth: \_\_\_\_\_  
5) Position Held: \_\_\_\_\_  
6) Mobile No : \_\_\_\_\_  
7) Telephone No. : \_\_\_\_\_  
8) Fax No : \_\_\_\_\_  
9) E-Mail: \_\_\_\_\_  
10) Alternate E-Mail: \_\_\_\_\_  
11) Sponsoring Organisation: \_\_\_\_\_

Please  
affix your  
photograph  
here

- 12) Food preference:  Vegetarian  Non-Vegetarian  
13) Hostel Facility Required:  Yes  No

- 14) Details of Fee Paid: Cheque / D.D. No. \_\_\_\_\_ dt. \_\_\_\_\_  
Drawn on \_\_\_\_\_ Bank, for Rs. \_\_\_\_\_

\_\_\_\_\_  
Signature & seal of the authority  
of the Sponsoring organisation

\_\_\_\_\_  
Signature of the Participant

\*Name of Co-ordinator: \_\_\_\_\_

Mobile No: \_\_\_\_\_ Tel. No.: \_\_\_\_\_

Email-Id.: \_\_\_\_\_ Company Name: \_\_\_\_\_

\*This column is mandatory for those participants who are sponsored by company.