

**College of Insurance**  
**Insurance Institute of India, Mumbai**  
**Bancassurance**  
**Program ID: CPB1**  
**(From: 23<sup>rd</sup> to 24<sup>th</sup> April, 2018)**

**Relevance of the Program:-**

Bancassurance has grown into a full-fledged channel for selling insurance to bank customers. However, the channel has its own challenges. Profitable Bancassurance programs require dynamic propositions that leverage distribution networks and strategic partnerships. The ultimate focus should be optimizing opportunities and creating long term relationships, which need to be deliberated in detail. This program seeks to enable Managers of both insurance companies and bankers to understand the best practices of Bancassurance.

**Program Objective:-**

The course is designed to help the participants appreciate the strategic position of Bancassurance, identify the potential benefits of Bancassurance, improve their marketing strategies through global best practices, evolve a better Customer focus and build long term relationships.

**Program Focus:-**

The program will focus on the following areas

- ✓ Making Bancassurance a model of success
- ✓ Bancassurance target markets and innovation in Distribution
- ✓ Regulation and Compliance
- ✓ Future trends in Insurance and its Marketing
- ✓ Characteristics of a successful Bank Insurer
- ✓ Opportunities and Strategies in Bancassurance
- ✓ Building enduring customer relationship

**Participant Profile:-**

Managers/ Executives dealing with Bancassurance both from life and general insurance companies and banks.

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

**Enrolment:-**

To enrol 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 by **16<sup>th</sup> April, 2018**

You can also do the enrolment online through the College of Insurance's website [www.coi.org.in](http://www.coi.org.in) on or before **16<sup>th</sup> April, 2018**.

Program Duration: - 2 days from 23<sup>rd</sup> to 24<sup>th</sup> April, 2018

**Course Fees:-**

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

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**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 receipt of payment.
- 3) We do not consider any refund request or adjustment of fees against future programs 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 by following the below link <http://www.coi.org.in/web/guest/program-calender>.

**Training Venue:-**



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



✚ Parking Facility:

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

**Course Co-ordinator:**

Dr George E Thomas. – 022-26544271 Email: [thomas@iii.org.in](mailto:thomas@iii.org.in)

**Respond to :-**

Ms S S Vaidya	<a href="mailto:college_insurance@iii.org.in">college_insurance@iii.org.in</a>	022-26544266
Ms Y S Kulkarni		022-26544251
Ms A P Dalvi		022-26544254

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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: \_\_\_\_\_
- 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. \_\_\_\_\_

Please  
affix your  
photograph  
here

\_\_\_\_\_  
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.