

College of Insurance
Insurance Institute of India, Mumbai
Bancassurance for Life Insurers
Program ID: CPB3
(From: 03rd to 04th October, 2018)

Relevance of the Program:-

Bancassurance has come to stay in India. It has already emerged as the dominant distribution channel for private life insurers, having contributed the lion's share of individual new business premiums – far surpassing the role of individual agents. For many private life insurers in India, the vast retail network of banks offer a quick way to build a sales infrastructure. It has been recognized that with over 80000 branches spread throughout India, banks are uniquely placed to promote and sell insurance. Apart from higher premium earnings per capita, the ease of access to bank customers also can reduce servicing costs and lead to lower policy lapse, contributing to higher persistency.

At the same time, life insurance companies cannot take their bank channel partners for granted. Both the IRDAI Regulations and the RBI norms place the responsibility on the banks and their Specified Persons to serve and represent their customers' best interests - of providing best advice, rendering service and assistance during the entire period of the insurance contract, including premium payments, claims and other servicing issues. In this situation, the insurance company officers who are dealing with bancassurance have to play a major role. They have to guide, assist and build the capacity of the bank in positioning and marketing life insurance products and assist them in rendering excellent service.

This Program is designed to enhance the competencies of Bancassurance managers and executives in Life Insurance companies who are engaged in helping banks in the selling and servicing of life insurance. Its end outcome should be the effective marketing of life insurance products through the bank distribution network, leading to higher business and also a higher brand footprint for the life insurer among its partnering banks' customers.

Program Objective:-

The participants would understand and get insights on

- ✓ Understanding and playing their role effectively in the context of the new regulations
- ✓ Understanding how to prospect, communicate and connect with bank customers
- ✓ Understanding Customer needs and positioning life insurance in their portfolios

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- ✓ Understanding the role of the Specified Person as a Primary underwriter
- ✓ Building a team of Sales champions in the bank
- ✓ Building a process for providing service that promotes satisfaction and loyalty

Program Content:-

The program would focus on the following

- ✓ Life insurance as a financial product - its role in the customer life cycle and positioning in the individual's wealth portfolio
- ✓ Connecting to customers - best practices in understanding customers and building relationships
- ✓ The role of a Primary Underwriter
- ✓ From suspect to loyal customer – sales and service excellence in the bank context
- ✓ New regulations and what they entail for life insurance bancassurance managers
- ✓ “The leader in You” - insights on personal power and effectiveness

Participant Profile:-

Managers/ Executives dealing with Bancassurance in Life insurance companies and banks.

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 **26th September, 2018**

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You can also do the enrolment online through the College of Insurance's website www.coi.org.in on or before **26th September, 2018**.

Program Duration: - 2 days from 03rd to 04th October, 2018

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 receipt of payment.
- 3) We do not consider any refund request or adjustment of fees against future programs in case of non attendance.

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- 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 or by online payment mode by following the below link <http://www.coi.org.in/web/guest/program-calender>.

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".

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Course Co-ordinator:

Prof George E Thomas. – 022-26544271 Email: thomas@iii.org.in

Respond to :-

Ms S S Vaidya	college_insurance@iii.org.in	022-26544266
Ms Y S Kulkarni		022-26544251

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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.