

Virtual Training Session on Bancassurance for General Insurance Managers (CVT-BGIM) – Program ID – CPG37 – 6th January, 2023

Bancassurance is today the number one channel for garnering individual New Business premiums for private sector companies in India. Its potential – as a major source of fee based income for banks, and as a source for insurance companies to win customers by leveraging the banks’ extensive network – is well known. Yet, insurers have a lot to learn with respect to helping to address the specific challenges faced by specific persons in the banks, as also to motivate them to sell insurance products. Problems like role conflict and role ambiguity, regulatory compliance requirements and the development of selling competence among bank personnel all call for effective support and hand holding by insurers.



This program has been designed to provide Bancassurance managers in General insurance companies with a set of knowledge and skills that would enable them to be more effective in hand holding their bank partners and providing leadership towards building a sound business footprint.

COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Program Content:-

- Bancassurance: Core distinctions, Issues and challenges
- Building ownership and accountability within the bank channel
- Challenges and approaches in Marketing General Insurance in the post Covid era
- The changing role of a Bancassurance Manager

Participant’s Profile: Marketing Executives in Insurance Companies and Banks who are responsible for development of Bancassurance Business and also managing the Specified persons in the banks and corporate agents.

Duration	Date	Time (IST)	Hours
One Day	6 th January, 2023	10.00 hrs. - 13.00 hrs.	03.00 Hours

Course Fees: Rs.1770/- (Rs.1500/- + 9% CGST + 9% SGST)

How to enroll: [Click here for Registration](#) and for any help/queries please mail to college_insurance@iii.org.in

Certificate of Participation: Online Certificate in PDF format will be issued to all the participants.

Program Coordinator: Ms. Archana Vaze, Faculty (Email id: vaze@iii.org.in , Contact No. 022-26544286)

	Name	Contact No.	Name	Contact No.
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