



# Virtual Training Session on Bancassurance in General Insurance (CVT) 13<sup>th</sup> June, 2025

## PROGRAM DURATION & TIMING:

Duration: 1 day  
Time: 10.30 a.m. to 05.00 p.m.

## PROGRAM COORDINATOR:

**Mr. Krishnamohan Y**  
Email: [ykmohan@iii.org.in](mailto:ykmohan@iii.org.in)  
Contact No: 022-69654209

## PROGRAM FEES:

₹ 3,000/- + GST

**FOR REGISTRATION  
CLICK HERE**

## Certificate of Participation:

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

## WEBSITE:

[www.insuranceinstituteofindia.com](http://www.insuranceinstituteofindia.com)

## Program Concept and Objectives:

Bancassurance, the partnership between banks and insurance companies, has emerged as a significant distribution channel in the general insurance industry. This model leverages the vast reach and customer base of banks to deliver insurance solutions effectively. To succeed in this dynamic landscape, professionals need a thorough understanding of the bancassurance model, its challenges, opportunities, and best practices.

This program is intended to provide an understanding of the bancassurance model in general insurance, thorough insights into the workings of bancassurance, and an exploration of regulatory frameworks and compliance needs in bancassurance. Experts will guide the process of optimizing this distribution channel for a better customer experience to achieve business success.

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

## Key Takeaways from the program:

The program is designed to empower participants to understand:

- Ecosystem and its impact on general insurance.
- The Bancassurance leadership role of a Bancassurance Manager today.
- Strategies for enhancing customer engagement and improving service delivery.
- Identify challenges and opportunities in the bancassurance channel.

## Participant Profile:

Marketing Executives in Insurance Companies who are responsible for development of Bancassurance Business and/ or managing Specified Persons in Banks/ Corporate agencies.

## Program Team:

Ms. Nilambari Bagde	college_insurance@iii.org.in	022-69654234
Ms. Yogeeta Kulkarni		022-69654255
Mr. Sujay Mahadik		022-69654251
Ms. Akshara Nagpal		022-69654266
Ms. Jayashree Salian		022-69654249
Ms. Sneha Pednekar		022-69654270
Ms. Mrunal Satam		022-69654216

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