

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Market Segmentation and Product
Placement: Non Par Products (ULIPs, Guaranteed Maturity Products and
Annuities) (CT-MS&PP), Program ID – CPL62
(From: 15th – 16th February 2024)

Relevance of the Program:-

Market segmentation and product placement is a need of time for exceling market share of the insurance companies. Many insurers adopt and practice the marketing segmentation policy as an effective strategy for them. By understanding basis of market segmentation, why and how shall proceed ahead with successful market segmentation are the glaring questions in the minds of marketers. This course will unfold several aspects of market segmentation including common errors in segmentation, qualtrics solutions for segmentation and teach you successful cases studies.

After making market segmentation, product placement is a crucial task for the insurers, placing products such as ULIPS, Guaranteed Maturity Products and Annuities will ensure bulk of premium for insurers. Product placement ensures-more sales, create brand awareness and draws potential customers' mind. This gigantic task can be performed through media, retail settings, and social media, how a placement of insurance products can be made through? This course focuses on it.

Program Objectives:-

This in person, two days training program, which is designed to materialize the following objectives:

- To understand market segmentation and its importance
- To know how shall market segmentation can be done?
- To understand the common errors in the market segmentation
- To offer the solutions over common errors in market segmentation
- To understand and practice important case studies of market segmentation
- To know the importance of product placement and overview the mechanism of product placement

Program Contents:-

Present training program covers the following contents- Concept of market segmentation: importance, on what basis market segmentation can be done? How shall a insurer go ahead with market segmentation, what are the difficulties and errors arise while doing market

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segmentation, how one can overcome the errors and go for successful market segmentation, to know it better through the case studies. This Course also focuses on product placement of ULIP, Guaranteed Maturity Products and Annuities.

Participant's Profile:-

This training program is designed for brokers, development officers, marketing executives and middle level officers and executives.

Course Coordinator:-

Dr Sanjay Tupe– 022-69654203 Email: tupe@iii.org.in

Program Duration & Timing: -

2 days & from 10.00 a.m. to 05.00 p.m.

Course Fees:-

- **Participants requiring residential facilities: Total amount Required – Rs. 11800/- i.e. (Rs. 10000/- 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.

- **Non-residential participants: Total amount Required – Rs. 8496/- i.e. (Rs. 7200/- 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) Please see below details for Bank Transfer.

Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB0000004
MICR Code	400211002
Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Fort Branch, Universal Insurance Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001.

- 4) For online payment mode by following the below link
https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=1945

Training Venue:-

Please follow below link / QR Code for Training Venue

<https://qr.go.page.link/qs2Qb>



Parking Facility:-

Public parking available at 5 minutes walking distance (Behind US Consulate).

Respond to:-

Mr. Vivek Rane	college_insurance@iii.org.in	022-69654284
Ms. Nilambari Bagde		022-69654234
Ms. Snehal Vartak		022-69654251
Ms Vrushali Nagawekar		022-69654266
Ms Jayashree Salian		022-69654249
Ms. Sneha Pednekar		022-69654270
Ms. Mrunal Satam		022-69654216

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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) E-Mail: _____
- 9) Alternate E-Mail: _____
- 10) Sponsoring Organisation: _____

Please affix
your
photograph
here

- 11) Food preference: ☐ Vegetarian ☐ Non-Vegetarian
- 12) Accommodation Required: ☐ Yes ☐ No

13) 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.