

# Insurance Institute of India, COI, Mumbai

## Virtual Training Session on Mastering the Term Insurance Market in India: 2026 Strategic Outlook (CVT) - 19 June, 2026

### Program Concept and Objectives:

In the post-pandemic era, the narrative of life insurance in India has fundamentally shifted from "tax-saving investments" to "pure financial protection." Term insurance, once a niche product, has emerged as the cornerstone of the modern Indian financial plan. As we move through 2026, the market is at a critical inflection point. While awareness has reached an all-time high among urban Millennials and Gen Z, the national life insurance penetration rate remains a challenge, stagnating at approximately 2.7% to 2.8% of GDP. This "Protection Gap" represents a massive opportunity for growth. However, success in this landscape requires more than traditional selling; it requires navigating a digital-first ecosystem characterized by AI-driven underwriting, app-based aggregators, and the IRDAI's push for Bima Sugam the revolutionary "one-stop shop" for all insurance needs.



This 3-hour virtual masterclass is designed to equip insurance professionals with the tactical insights needed to bridge the protection gap. Participants will explore how to leverage data-driven insights and customer-centric strategies to thrive in an increasingly competitive and regulated marketplace. Upon completion of this session, participants will be able to:

- Decode the 2026 Landscape: Analyze the impact of the latest IRDAI reforms and the shift toward "Insurance for All by 2047" on term product demand.
- Master High-Precision Targeting: Use data-driven insights to identify high-potential segments, including the "missing middle" and rural markets.
- Overcome Conversion Barriers: Develop advanced techniques to address customer skepticism regarding claim settlement ratios and "return-of-premium" vs. "pure term" debates.
- Execute Digital Outreach: Leverage omnichannel marketing and AI-enhanced customer engagement tools to streamline the sales funnel.
- Ensure Regulatory Excellence: Align sales practices with the latest transparency mandates and the Bima Sugam digital infrastructure.

### Key Takeaways from the program:

Focus Pillar	Strategic Insight
<b>Market Intelligence</b>	Current trends in "Smart" term plans, including critical illness riders and terminal illness payouts.
<b>Sales Psychology</b>	Techniques for moving customers from "Interest" to "Intent" in a trust-deficient environment.
<b>Digital Integration</b>	Utilizing Insurtech tools for rapid underwriting and real-time product comparisons.
<b>Growth Opportunities</b>	Tapping into the 87% national protection gap and the rising demand for joint-life and laddering term strategies.

**Participant Profile:** This program is specifically curated for those driving the protection agenda:

- Sales Professionals: Agents, advisors, and agency leaders looking to scale up term insurance portfolio
- Bancassurance & Channel Managers: Professionals managing bank partnerships and institutional sales.
- Product & Strategy Leads: Individuals responsible for the design, positioning of term solutions.
- Compliance & Audit Teams: Professionals ensuring that marketing collateral meets the highest standards of transparency.

**Program Date:** 19 June 2026      **Program Duration:** 1 day (CVT)      **Program Time (IST):** 10.30 am to 01.30 pm

**Program Coordinator:** Mr. Subash Pattanayak, Faculty, Email: [pattanayak@iii.org.in](mailto:pattanayak@iii.org.in), Contact No: 022-69654204

**Program Fees:** Rs. 1770/- (₹ 1500/- plus 18% GST)

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

### PROGRAM TEAM:

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