



## Virtual Training Session on TERM Insurance Market in India -Trends, Opportunities and Challenges (CVT) - 12<sup>th</sup> June, 2025

### Program Concept and Objectives:

Term insurance is a critical component of a comprehensive financial plan, providing protection to policyholders' families in the event of their untimely demise. The term insurance market in India has witnessed significant growth in recent years, driven by increasing awareness about the importance of life insurance, rising income levels, and favorable regulatory policies. As the Indian economy continues to grow, the demand for term insurance is expected to rise, presenting opportunities for insurance companies to tap into this growing market. However, the term insurance market in India also faces several challenges. One of the primary challenges is the low penetration of life insurance in the country. Despite being the second-most populous country in the world, India's life insurance penetration rate is less than 3%, compared to the global average of 3.5%. This indicates a significant untapped market potential for term insurance. This virtual session aims to equip insurance professionals with the knowledge and skills necessary to successfully market term insurance products in India.

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

**Key Takeaways from the program:** Upon completion of this 3-hour virtual session, participants will be able to:

- Understand the current landscape of term insurance in India, including market trends, customer preferences, and regulatory requirements.
- Identify and address the challenges of marketing term insurance, such as low awareness, competition, and customer skepticism.
- Leverage opportunities and strategies for successful term insurance marketing, including digital marketing, data-driven insights, and customer-centric approaches.
- Develop effective sales and marketing strategies to promote term insurance products to diverse customer segments.

### Participant Profile:

- Insurance professionals: Agents, advisors, and sales teams from life insurance companies.
- Marketing and sales teams: Professionals responsible for promoting and selling term insurance products.
- Product managers: Those involved in designing and developing term insurance products.
- Regulatory and compliance professionals: Individuals responsible for ensuring regulatory compliance in term insurance marketing and sales.

By attending this virtual session, participants will gain valuable insights and practical knowledge to enhance their term insurance marketing and sales efforts in India.

Duration	Date	Time (IST)	Hours
One Day	12 <sup>th</sup> June 2025	10.30 hrs. - 1.30 hrs.	3 Hours

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

**Program Coordinator:** Mr. Subash Pattanayak (Email: [pattanayak@iii.org.in](mailto:pattanayak@iii.org.in), Contact No: 022-696542)

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

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

**Program ID : CPL**

### PROGRAM VENUE:

College of Insurance  
Insurance Institute of India,  
Plot No. C-46, G-Block,  
Bandra-Kurla Complex,  
Mumbai - 400 051.

Please follow the link /scan QR Code  
for training venue



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

### Program Team:

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