

Virtual Training Session on Ethical Sales Excellence - The IRDAI Product Master Circular Framework (CVT) - 28 July 2026



Program Concept and Objectives: The Indian life insurance landscape is undergoing a radical transformation. In an increasingly competitive market, the differentiator is no longer just the product, but the integrity of the sale. The recent IRDAI Master Circular on Life Insurance Products has set a new gold standard for the industry, moving away from "caveat emptor" (buyer beware) toward a regime of absolute transparency and suitability.

For marketing personnel, bancassurance partners, and intermediaries, these regulations are not to be viewed as compliance hurdles—but actually as tools to build long-term institutional trust. By mandating rigorous standards for product disclosure, customer consent, and benefit illustrations, the regulator has made Customer Centricity the primary metric of success.

This one day virtual session is designed to help insurance professionals transition from traditional sales roles to becoming Certified Ethical Advisors. Participants will learn to navigate the complexities of the Master Circular, ensuring that every sale is compliant, transparent, and aligned with the customer's financial needs.

Program Objectives: Upon completion of this session, participants will be able to:

- Decode the Master Circular: Translate complex regulatory requirements into actionable sales protocols regarding disclosures and policy benefits.
- Master the Suitability Assessment: Implement frameworks to ensure products match the customer's risk profile and life stage, effectively eliminating "misselling."
- Standardize Product Comparisons: Learn the ethical way to present product differentiators without resorting to unfair or misleading trade practices.
- Operationalize Consent: Understand the digital and physical benchmarks for obtaining informed customer consent as per the latest mandates.

Key Takeaways from the Program:

Focus Area	Core Competence
Transparent Disclosure	How to clearly communicate features, surrender values, and potential risks to the policyholder.
Mitigating Misselling	Strategies to identify and prevent non-disclosure and high-pressure sales tactics.
Compliance Culture	Building an internal "Regulatory First" mindset that minimizes grievance ratios and enhances persistency.
Customer Protection	Enhancing policyholder confidence through fair practice benchmarks and clear benefit illustrations.

Participant Profile: This session is essential for those at the frontline of insurance distribution:

- Agency & Sales Leaders: Advisors and sales teams who need to align sales pitch with IRDAI norms.
- Bancassurance, Channel Managers: Professionals managing diverse distribution outlets where standardized disclosure is critical.
- Product & Marketing Teams: Those designing promotional materials and training modules.
- Compliance Officers: Individuals tasked with auditing sales processes to ensure zero-defect regulatory adherence

Program Date: 28 July 2026

Program Duration: 1 day (CVT)

Program Time (IST): 10.00 am to 05.00 pm

Program Coordinator: Mr. Subash Pattanayak, Faculty, Email: pattanayak@iii.org.in, Contact No: 022-69654204

Program Fees: Rs. 3540/- (₹ 3000/- plus 18% GST)

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

PROGRAM TEAM:

Ms. Nilambari Bagde	Any help/queries mail to college_insurance@iii.org.in	022-69654234
Ms. Yogeeta Kulkarni		022-69654255
Mr. A. G. Madwal		022-69654254
Mr. P. H. Ekke		022-69654284
Ms. Akshara Nagpal		022-69654266
Ms. Meghana Shivtarkar		022-69654249
Ms. Sneha Pednekar		022-69654270
Ms. Mrunal Satam		022-69654216

