

Virtual Training Session on ANNUITY Market in India -Trends, Opportunities and Challenges (CVT) - 10th July, 2025

Program Concept and Objectives: The Indian insurance market is witnessing a significant shift towards retirement planning and pension products, driven by increasing life expectancy, rising healthcare costs, and declining traditional pension systems. Annuity products, which provide a steady income stream to policyholders, are gaining popularity in this context. However, marketing annuity products in India poses unique challenges, from low awareness, limited products and low penetration to intense competition and regulatory requirements. Despite these challenges, the opportunities in the Indian annuity markets are substantial. With the growing old age population and increasing financial literacy, there is a rising demand for retirement solutions. This virtual session aims to equip insurance professionals with the knowledge and skills necessary to successfully address the challenges and capitalize on the opportunities available in the annuity market of India.

Upon completion of this 3-hour virtual session, participants will be able to:

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

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

Key Takeaways of the program:

- Insights into the Indian annuity market and customer preferences
- Strategies for addressing challenges and leveraging opportunities in annuity marketing
- Effective sales and marketing techniques for promoting annuity products
- Best practices for regulatory compliance in annuity marketing and sales

Participant Profile: This virtual session is designed for:

- Insurance professionals: Agents, advisors, and sales teams from life insurance companies.
- Marketing and sales teams: Professionals like unit managers, development officers, Branch managers, Product managers who are responsible for promoting and selling annuity products.
- Regulatory and compliance professionals: Individuals responsible for ensuring regulatory compliance in annuity marketing and sales.

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

Duration	Date	Time (IST)	Hours
One Day (CVT)	10 th July 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 , Contact No: 022-69654204)

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

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

Program ID : CPL

Program Team:

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>

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