

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Importance of Product Mix and
Channel Mix in Life Insurance
Program ID- CPL26 (From: 5th – 6th July, 2023)

Relevance of the Program:-

Life Insurance Industry has ended the FY 2022-23 on a high by posting roughly 18% growth in FYP on Y-O-Y basis. The regulator is encouraging the Industry to endeavor for the Super ordinate goal of Insurance for All well before 2047 and clarified that it is not just a lofty objective but in fact a serious call for action.

The Product Proposition and Distribution Strategies form an important tool for Life Insurers not only to reach out to every Indian as per her/his need and convenience, but also individual priorities of each Life Insurer. It is observed that in the FY 2022-23 the segment with highest growth and share of total FYP is Group Single Premium which 21% and 57% respectively. The industry has also shown in the year a marginal de-growth in the number of retail new policies which is a broad indicator of number of people being brought under life insurance cover. However the lives under group business have grown at 24%. While this is all a post-facto analysis, the question is whether it is according to the plans, strategies drawn by the Life Insurers serves their business objectives and Industry Goals?

With the above background, this two day offline, class room training program is designed to cover wholesomely the topics needed for Sales/Distribution/Marketing officials in Middle Management level to become knowledgeable resources and perform optimally serving the best interests, objectives of the life insurance company. They include Contemporary Life Insurance Industry Scenario, Changing Customer Needs and Preferences, Life Insurance Product Trends, Developing Product Mix, Digital Sales, Risk Management in Products and Distribution including Persistency.

Program Objectives:-

It is to help participants of the training program to.

- Appreciate the Industry trends and evolving eco systems
- Understand the Risks including Persistency and Management Strategies
- Appreciate the Industry/Company priorities and Imperatives
- Understanding Customer Needs and Preferences and position the product/s better
- Holistic preparedness of marketing Officials including for a digital future

Program Content:-

Recent Life Insurance Industry Trends, Life Insurance Eco system, Product positioning and developing a product Mix, Distribution Strategies, Risks in Products/Distribution channels & Mitigation, Digital Marketing essentials including Compliance Requirements.

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Importance of Product Mix and
Channel Mix in Life Insurance
Program ID- CPL26 (From: 5th – 6th July, 2023)

Participant's Profile:-

This Program is designed for Middle level marketing/Sales executives in Life Insurance Companies and those involved in Marketing/Sales/distribution in Intermediaries i.e Corporate Agents and Brokers including Principal Officers.

Course Coordinator:-

Mr. V Jayanth Kumar – 022-26544285 Email: vjayanth@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).

Payment Terms and Conditions:-

- The payment should be received by the College of Insurance before the commencement of the program.
- The confirmation of registration for the program will be subject to receipt of payment.

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Importance of Product Mix and
Channel Mix in Life Insurance
Program ID- CPL26 (From: 5th – 6th July, 2023)

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.

For online payment mode by following the below link

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/regDetails.htm?eventid=1736

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	022-26544297
Ms. Nilambari Bagde		022-26544234
Ms. Snehal Vartak		022-26544251
Ms Vrushali Nagawekar		022-26544266
Ms Jayashri Salian		022-26544324
Ms. Sneha Pednekar		022-26544290
Ms. Mrunal Satam		022-26544216

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Importance of Product Mix and
Channel Mix in Life Insurance
Program ID- CPL26 (From: 5th – 6th July, 2023)

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.