



College of Insurance Insurance Institute of India, Mumbai Virtual Training Bancassurance in General Insurance (CVT-BGI) (Date: 29th to 30th April, 2024)

Program Concept and Objectives:

Bancassurance is a strategic alliance between banks and insurance companies, which have made the sale of insurance products possible from bank premises. Bancassurance is relevant in the context of both life and general insurance, covering a wide range of retail insurance products. The general insurance industry is yet to utilize many of the advantages offered by Bancassurance in terms of distribution efficiency, customer reach, and convenience.

Bancassurance is regarded a powerful channel for business growth by both banks and insurers. Banks use the channel as a significant source of revenue generation and insurance companies use it to expand their clientele by leveraging the extensive network of banks. However, general insurers need to learn more about promoting insurance products through bank employees and assisting them in addressing the unique difficulties that individual employees face. Effective support and hand holding from insurers is necessary for issues including role ambiguity, role conflict, requirements of regulatory compliance, and the development of selling competence among bank personnel. It requires effective collaboration, regulatory compliance, and continuous adaptation to market trends for insurance companies to ensure success of this channel.

This program is designed to provide Bancassurance managers in General insurance companies with the knowledge and skills to enable them become more effective in hand-holding their bank partners and providing leadership for building a sound business footprint.

COI has created '*Virtual Training (CVT) Rooms*' to conduct training program in a cost-effective manner for participants to equip themselves academically at their respective locations.

Key Takeaways from the Program:

The program is designed to empower participants to understand:

- Core distinctive features of Bancassurance, the implementation issues and concerns
- Opportunities and challenges in marketing General Insurance business through banks
- Building ownership and accountability within the bank channel
- Marketing strategies in Bancassurance
- Behavioural competencies focussed on customer centricity, result orientation, relationship management, sales capabilities, planning, and problem solving.

Participant Profile:

Marketing Executives in Insurance Companies who are responsible for development of Bancassurance Business and/ or managing Specified Persons in Banks/ Corporate agencies.



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Program Coordinator:

Ms. Madhavi Gurav 022-69654214 Email: gurav@iii.org.in

Program Duration & Timing:

2 days & from 10.00 a.m. to 01.00 p.m.

Course Fees: Rs.3540/- (Rs.3000/- + 9% CGST + 9% SGST)

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 Team:

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