

# ULIP Market in India -Trends, Opportunities and Challenges (CVT)

8<sup>th</sup> October, 2025

## PROGRAM CONCEPT AND OBJECTIVES:

The Indian life insurance market has witnessed significant growth in recent years, with Unit-Linked Insurance Plans (ULIPs) emerging as a popular choice among customers. However, marketing ULIPs in India poses unique challenges, from regulatory compliance to customer awareness and education. This virtual session aims to equip insurance professionals with the knowledge and skills necessary to successfully market ULIPs in India.

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:

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

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

## PARTICIPANT PROFILE:

This virtual session is designed for:

- Insurance professionals: Agents, advisors, unit managers, and dev. Officers from life insurance companies.
- Marketing and sales teams: Professionals responsible for promoting and selling ULIPs.
- Product managers: Those involved in understanding and developing ULIP markets.
- Regulatory and compliance professionals: Individuals responsible for ensuring regulatory compliance in ULIP marketing and sales. By attending this virtual session, participants will gain valuable insights and practical knowledge to enhance their ULIP marketing and sales efforts in India.

**PROGRAM DURATION:** 1 day (CVT)

**PROGRAM DATE:** 8<sup>th</sup> October 2025

**PROGRAM TIME(IST):** 10.30 AM to 01.30 PM (3 Hrs.)

## PROGRAM COORDINATOR:

Mr. Subash Pattanayak, Faculty

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**PROGRAM FEES:** ₹ 1770/- (₹ 1500/- plus 18% GST)

**CERTIFICATE OF PARTICIPATION:** Online Certificate in PDF format will be issued to all the participants.

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