

**College of Insurance**  
**Insurance Institute of India, Mumbai**  
**Classroom Training Session on Marketing Strategies for creating a**  
**captive Market - Program ID – CPL44**  
**(From: 12<sup>th</sup> September 2023)**

---

**Relevance of the Program:-**

The insurance industry is saturated with national brands making a lot of noise, making it tough for local insurance agencies to be heard by consumers. Smart marketing strategies are necessary so that an insurance agency can stand out from the national and local competition. These are but a few examples of marketing strategies an insurance agency can employ, but every agency should consider the market and exactly what the target market is looking for before implementing any new program.

There are many ways for an advisor to create his own brand in the local market amongst the national and international brands.

In this regard Insurance Institute of India developed a program on 'Marketing Strategies for Creating a Captive market' for those life Insurance professionals who want to be seen above their local competitors.

**Program Objectives:-**

- The Challenges today for a Life Insurance professional from Customers and competitors.
- The Future shape of Life Insurance industry-over 10 years horizon
- The new marketing strategies of Life Insurance companies.
- The strategies for a professional to withstand these challenges-the new knowledge and the new skill sets.
- Local strategies for creating a captive market for aspiring professionals

**Participant's Profile:-**

An aspiring Insurance professional, performing agent and Unit managers, who professionals as well as domestic companies.

**College of Insurance**  
**Insurance Institute of India, Mumbai**  
**Classroom Training Session on Marketing Strategies for creating a**  
**captive Market - Program ID – CPL44**  
**(From: 12<sup>th</sup> September 2023)**

---

**Course Coordinator:-**

Mr. Krishnamohan Y – 022-26544209      Email: [ykmohan@iii.org.in](mailto:ykmohan@iii.org.in)

**Program Duration & Timing: -**

1 day & from 10.00 a.m. to 05.00 p.m.

**Course Fees:-**

- **Participants requiring residential facilities: Total amount Required –Rs. 5900/- i.e. (Rs. 5000/- 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. 4248/- i.e. (Rs. 3600/- 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:-**

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) 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 Marketing Strategies for creating a**  
**captive Market - Program ID – CPL44**  
**(From: 12<sup>th</sup> September 2023)**

---

3) 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,<br>Sir P M Road, Fort, Mumbai – 400001. |

4) For online payment mode by following the below link

[https://www.insuranceinstituteofindia.com/o/COI\\_WebPortal/cmc/eventDetails?eventid=1784](https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=1784)

**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:-**

|                  |  |              |
|------------------|--|--------------|
| Ms. M M Satam    | <a href="mailto:college_insurance@iii.org.in">college_insurance@iii.org.in</a> | 022-26544216 |
| Ms J P Salian    |  | 022-26544324 |
| Ms V V Nagwekar  |  | 022-26544266 |
| Mr Snehal Vartak |  | 022-26544251 |
| Ms N B Bagde     |  | 022-26544234 |

**College of Insurance**  
**Insurance Institute of India, Mumbai**  
**Classroom Training Session on Marketing Strategies for creating a**  
**captive Market - Program ID – CPL44**  
**(From: 12<sup>th</sup> September 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.**