



College of Insurance (Insurance Institute of India)

BANCASSURANCE AND BEYOND



On
04th July 2012
From 9.30 a.m. to 5.30 p.m.

Venue:
Sofitel Mumbai BKC
C-57, Bandra Kurla Complex
Bandra East
Mumbai 400051.

Bancassurance and Beyond

CONCEPT OF III SEMINARS:

III Seminar "Bancassurance and Beyond" falls under the 'Look Beyond' (LB) Category of III Seminars. LB Seminars are conducted by III's College of Insurance on proactive or futuristic themes related to insurance. Such Seminars focus on an existing challenge, an emerging situation or an elusive problem. The themes are picked up from news items or emanate from a felt need of one or more insurers/ interest groups. The topic "Bancassurance and Beyond" was suggested by many industry seniors. We found it appropriate to have the present Bancassurance model evaluated by industry experts and to initiate a thought process as to how this model should evolve for the benefit of all concerned.

INSURANCE INSTITUTE OF INDIA (III):

Insurance Institute of India is recognized by the Indian insurance industry, SAARC countries and many other developing insurance markets as a pioneer in responding to the academic needs of the industry as well as addressing the causes of building and developing professionalism. Its certifications are internationally recognized.



COLLEGE OF INSURANCE (COI):

College of Insurance of III has taken the initiative to get the bancassurance model evaluated by the industry and had discussions with a few renowned experts in the subject. We are happy to present to the Indian insurance industry a Seminar on "Bancassurance and Beyond".

PARTICIPANT PROFILE:

In order to maintain the seriousness of the subject, COI would like to limit the session to a focused group of around 120 delegates comprising senior professionals.

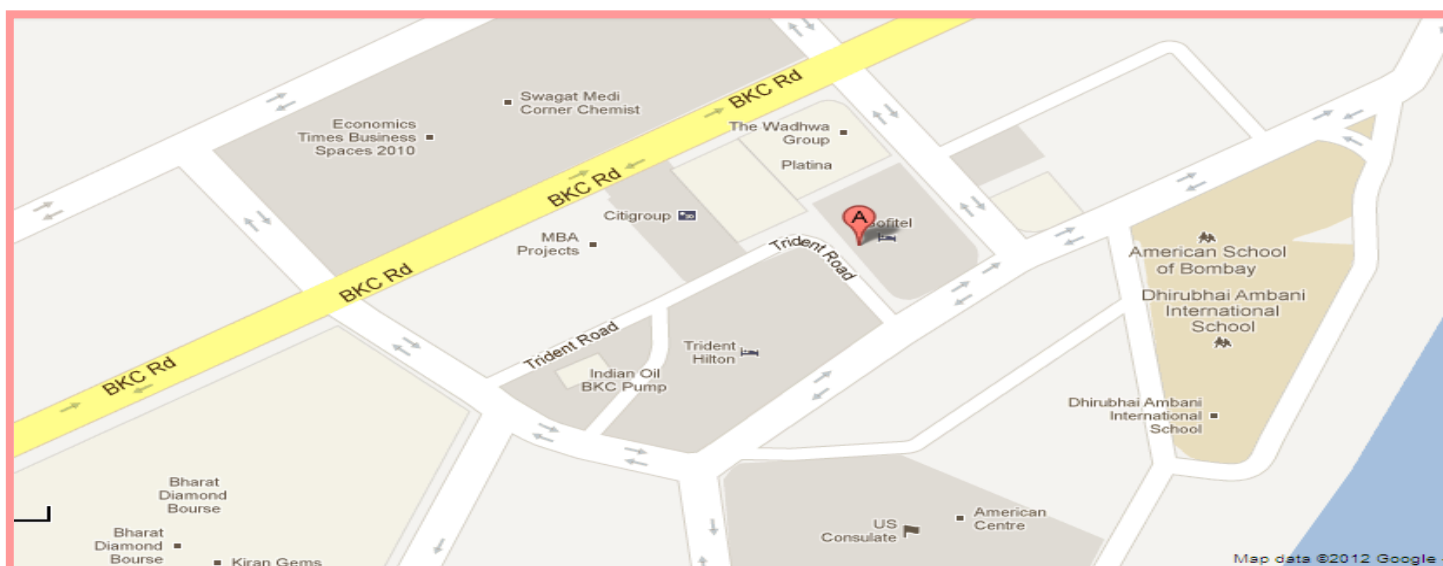
NOMINATION:

Nominations may be sent in the form attached to Ms. Chitra M. Raikar, Administrative Officer (College of Insurance), Insurance Institute of India, C-46, G-Block, Bandra-Kurla Complex, Mumbai - 400 051, Tel. No: 022 26544224, Mob: 9869054633, along with payments by at par cheque/demand draft. Cheque / DD should be in favour of "Insurance Institute of India". Nomination fee per delegate is ₹3,500/- including service tax (₹3,115/- plus Service Tax 12.36%). Any correspondence on the subject may be sent to seminar@iii.org.in.

SEMINAR FOCUS:

Seminar 'Bancassurance and Beyond' is intended to bring senior professionals of the industry, working in distribution, underwriting and technical departments together for a day for this exercise of assessment and analysis.

Seminar Id. No: III/LB/2/2012/BB.



Bancassurance and Beyond

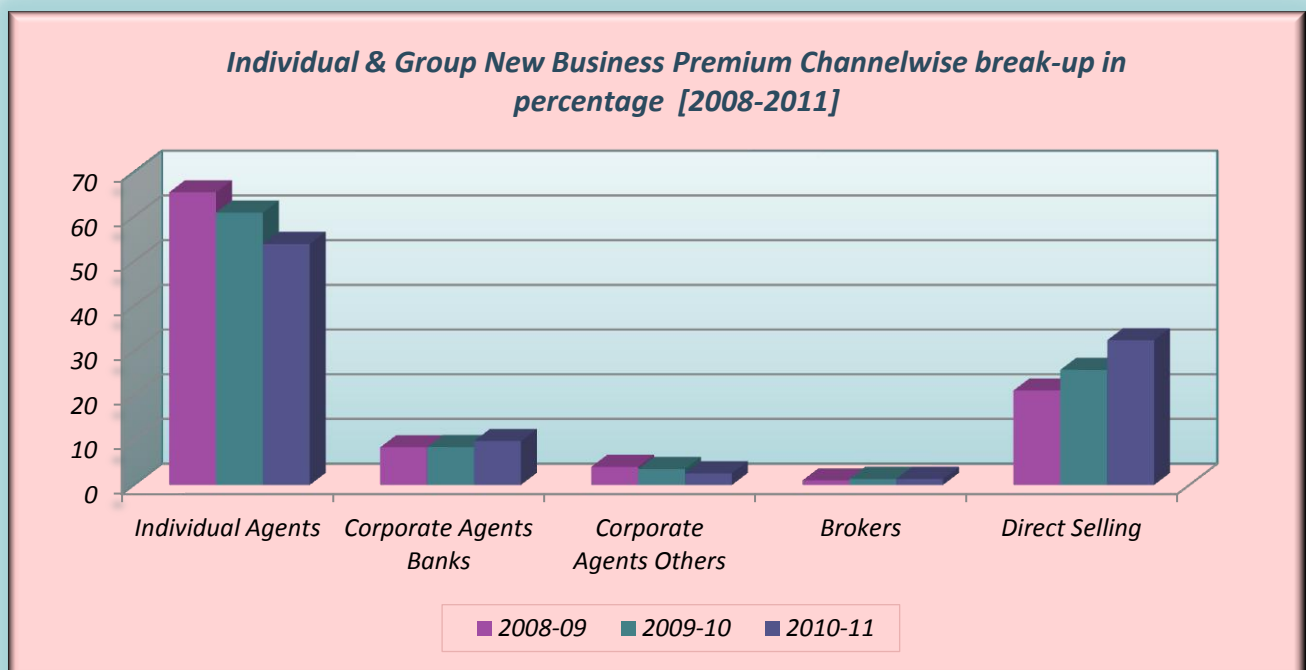
The Issue at Hand:

Reaching out to potential customers has always been a big challenge in our populous country. Conventionally, the insurance concept and insurance products were popularised by a large number of foot soldiers of the insurance industry - the agents. Of course, they were backed up by development officers and branch/ divisional managers. The liberalised industry and the new companies that came into being had a need to grow faster than the grown up public sector and had to find a more nimble footed mechanism than the slow moving infantry. Rapid action and greater reach were needed. The search for creating the right cavalry caused up a lot of experimentation in the industry. Models from more developed countries came into the market by way of imitation; some innovations came up and a few hybrid models were also tried out. Post-liberalisation we have distribution systems of insurance broking, corporate agency, bancassurance and systems of direct marketing.

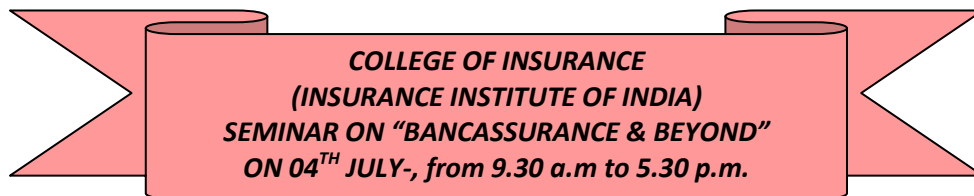
We gather from industry seniors that, having completed a decade of liberalisation, the insurance industry has reached a stage to look back at the path traversed, locate where we are, assess how far we have really moved ahead to our destination and analyse whether the change was worth the troubles taken in effort and value. Seminar 'Bancassurance and Beyond' is intended to bring insurance professionals together for a day to do this process of assessment and analysis.

The Seminar Format:

In the first part of a one day seminar, the features, merits and demerits of Bancassurance would be discussed dispassionately to bring out all its technicalities and intricacies. This would be followed by a session bringing out all the plus points of the Bancassurance model. Another session would critically evaluate the system in an attempt to help stakeholders plug the disadvantages. The concluding session would assess the situation and chart the way ahead, possibly by indicating the lines on which a prototype design of a revised or improved model of Bancassurance.



(Source: IRDA Annual Reports)



**COLLEGE OF INSURANCE
(INSURANCE INSTITUTE OF INDIA)
SEMINAR ON "BANCASSURANCE & BEYOND"
ON 04TH JULY-, from 9.30 a.m to 5.30 p.m.**

**Venue: Sofitel Mumbai BKC
C-57, Bandra Kurla Complex
Bandra East
Mumbai 400051.**

www.insuranceinstituteofindia.com

Introduction by Sharad Shrivastva, Secretary-General, Insurance Institute of India
Keynote Address by Guest of Honour by Shri Sudhin Roy Choudhury, Member (Life), IRDA
Curtain Raiser on the Seminar Theme by Prof. Pranab Misra, Faculty Member, College of Insurance
Technical Session 1: The Bancassurance Model Bancassurance – Origin and Growth of Bancassurance - Shri Sushil Kumar, Executive Director (B & AC), LIC of India Bancassurance – Evolution of the Indian Model – Life Insurance - Shri G. Nageswara Rao, CEO, IDBI Fortis Life Insurance Co. Ltd. Bancassurance – Evolution of the Indian Model – General Insurance - Shri B. Krishnamurthy, GM, United India Insurance Co. Ltd. Bancassurance – The Model Abroad – Mr. Graham Morris, LOMA LIMRA
Technical Session 2: The Indian Success Story Bancassurance – Growth Achieved - Life Insurance - Shri Paresh Parasnis, MD, HDFC Life Insurance Co. Ltd. Bancassurance – Banker’s Perspective - Shri S. Muralidharan, MD, BNP Paribas Bancassurance – Initiatives by Bankers – Shri BNS Ratnakar, GM, BNP Paribas
Technical Session 3: Critical Evaluation Bancassurance – Synergy or Conflict: Life Insurance - Ms. Vishakha R.M., Director (Sales), Canara HSBC Oriental Bank of Commerce Life Insurance Co. Ltd. Bancassurance – Synergy or Conflict: General Insurance - Shri K. Sanath Kumar, GM, The New India Assu. Co. Ltd. Bancassurance – Synergy or Conflict: Insurance Ombudsman - Shri V. Ramasamy, Insurance Ombudsman, Chennai
Technical Session 4: Future Prospects Bancassurance – Times Ahead: Insurers’ perspective - Shri U.S. Roy, Ex. CEO, SBI Life Insurance Co. Ltd. Bancassurance – Times Ahead: Bankers’ perspective - Ms. Anuradha Rao, GM, State Bank of India Bancassurance – Times Ahead: Academic perspective - Shri Steward Doss, Faculty, National Insurance Academy

Sponsorship Opportunities

A limited number of sponsorship opportunities are available for this Seminar exclusively for Insurers and Reinsurers.

Seminar Partner	Gold Sponsor	Silver Sponsor
Cost : ₹ 2,00,000/-	Cost: ₹ 1,00,000/-	Cost: ₹ 50,000/-
Benefits: Display of Logo at entrance of venue, on Seminar Kit and Brochure as Seminar Partner, Circulation of Literature/ Promotional Material, Five Complementary invitations, Mention in Vote of Thanks.	Benefits: Display of Logo at entrance of Venue and on Brochure as Gold Sponsor, Circulation of Literature/ Promotional Material, Two Complementary invitations, Mention in Vote of Thanks.	Benefits: Display of Logo at entrance of Venue and on Brochure as Silver Sponsor, Circulation of Literature One Complementary invitation, Mention in Vote of Thanks.

NOMINATION FORM

Ref. III/LB/2/2012/BB	Topic: <u>'BANCASSURANCE AND BEYOND'</u>		
Date: 04 th July, 2012	Time: 9.30 am		
Sponsoring Company:			
Address:			
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Delegate 1 Name:		Designation/ Dept.:	
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Fees per Delegate @ Rs.3500 (Including Service Tax)	Cheque/ DD No.	Cheque/ DD Date	Bank details
Total Fees :		/ /	

Cheque/DD should be in favour of "Insurance Institute of India"

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