

College of Insurance
Insurance Institute of India, Mumbai
Virtual Training Session on Competitive Product
Positioning in Life Insurance Marketing
(CVT-CPPLIM), (On: 8th July, 2024)

Program Concept and Objectives:

In the competitive life insurance marketing, achieving a balanced and sustainable product mix across various customer segments has become crucial for most life insurers. Furthermore, significant regulatory developments have occurred in 2023, aligning with the IRDAI vision of "Insurance For All By 2047." To increase penetration, corporate agents are now allowed to establish arrangements with up to 9 insurers in each line of business under the Life/General/Health segments. In line with the government's emphasis on digitization, insurers are adapting to e-commerce platforms, Insure Tech and web aggregators to further diversify their distribution mix, especially targeting younger customers. Consequently, having a robust and diversified multichannel distribution network has become the new norm.

Given this context, a one-day virtual classroom training program has been designed to comprehensively cover topics essential for Sales/Distribution/Marketing officials at the Middle Management level. The goal is to equip them with the knowledge needed to perform optimally, aligning with the best interests and objectives of life insurance companies.

Key Takeaways from the Program:

The participants of the Program will get the knowledge and insights into the following

- Contemporary Life Insurance Industry scenario
- Emerging marketing trends.
- Changing customer needs and preferences.
- The Importance of product mix to cater to the needs of various customer segments and effective positioning vis-a-vis Competition
- The importance of the utility of different distribution channels to access various Customer segments and market customized products

Participant Profile:

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.



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Program Coordinator:

Mr. S. C. Pattanayak 022-69654204 Email: pattanayak@iii.org.in

Program Duration & Timing:

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

Program Fees:

The Program Fees: Rs.3,540/- (Rs.3,000/- + 9% CGST + 9% SGST)

How to Enroll:

Please click the below link to register the program

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2144

Certificate of Participation:

Online Certificate in PDF format will be issued to all the participants.

Program Team:

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