



**PHD Chamber of Commerce and Industry
&
Insurance Foundation of India**
(A not for profit organization under Trust
Registration Act, 1882)

Announce

**Interactive Session
on
“Insurance Marketing Firms”**

Wednesday – 15th April, 2015

Venue & Date

PHD Chamber of Commerce and Industry,
PHD House, 4/2, Siri Institutional Area,
August Kranti Marg, NewDelhi- 110016
Nearest Metro station HauzKhas

Wednesday – 15th April, 2015
10:00 A.M.to2:15P.M.

Organized by

**PHD Chamber of Commerce and Industry in
association with Insurance Foundation of
India**

Om Plaza (1st Floor) 430/7, Sant Nagar,
East of Kailash, NewDelhi-110065
Email: vp@ifingo.org
Website: http://www.ifingo.org

**WHY SPECIALIZED INTERACTIVE
SESSION ON INSURANCE
MARKETING FIRMS**

Efforts are being made by Finance Ministry and Insurance Regulatory & Development Authority (IRDA) to increase Insurance penetration in the country.

During February, 2015 Insurance Regulatory and Development Authority has released regulations to govern Insurance Marketing Firms. Details are available on https://www.irda.gov.in/ADMINCMS/cms/frmGeneral_NoYearLayout.aspx?page=PageNo2443

This is a new and welcome development towards increasing the role of Insurance Intermediaries.

This is a good opportunity for:

- Insurance Surveyors / Loss Assessors
- Share Brokers
- Commodities Brokers
- Customer Service Centers (CSC’s)
- Insurance Agents
- Mutual Fund Distributors
- Retired Insurance Personnel
- DSA of Banks handling home loans/auto loans/LAP/credit cards

To upgrade themselves and increase the business manifold to take the benefit of growth taking place in the Districts/ Rural Area in the country.

We are aware of that existing Insurance intermediaries operating in the country are:

- Insurance Agents
- Insurance Brokerage Firms
- Corporate Agents

- Banc assurance
- CSC’s
- Consultants

As per the policy of the Government of India the concept of Financial Inclusion has to be taken to all parts of the country. We are convinced that addition of IMF as an Insurance Intermediary will be a great step towards increasing penetration of insurance in the interior districts/ rural areas of the country.

Insurance Marketing Firms (IMF) Regulations are a great opportunity for any entrepreneur or existing firm for setting up IMF in one district to be selected by the entrepreneur. Assuming that it grows at a good rate then IMF can over period of time have number of branches in the district. It can be:

Within District Town /City	3
In Taluka/ Tehsil	4-5 (one in each taluka /tehsil)
In Big Villages/ Industrial areas	10-20
As per regulations IMF will be permitted to sell products of following:	
Life Insurance Companies	2
General Insurance Companies	2
Health Insurance Companies	2

It can also undertake work /assignments of Surveyor / Loss Assessment.

WHO SHOULD ATTEND THE PROGRAMME?

This interactive session will be mainly in discussion form where faculty drawn from all over the country as well as different segments of financial services provider will be interacting with delegates. This will give a combined view point of

- IRDA (Regulator)
- Academic Faculty
- Business Development Consultant
- Life Insurance Company
- General Insurance Company
- Share Broker/ Commodities Broker
- Mutual Funds
- Insurance Surveyor / Loss Assessor

Persons from Industry will discuss the practical aspects towards

- Licensing of IMF by Regulator
- Points to be kept in mind while setting up of IMF and applying for Licence
- Role & Responsibility of IMF
- Business Opportunity
- How to grow business as IMF?

WHAT YOU CAN EXPECT FROM THE PROGRAMME

This executive development interactive session will provide participants with comprehensive, multifunctional perspective on how to setup & manage IMF successfully.

SOME KEY TAKE AWAYS FOR VARIOUS STAKE HOLDERS WILL BE

- Understanding of Regulations
- Responsibility
- Is it a good business decision to set up IMF?
- Growth possibilities in IMF by selling other financial products – Stock Market/ Commodities Trading/ Mutual Fund/ Insurance (Life/ Non Life / Health) / Pension funds / Fixed Deposit/ Debentures/ NCD's

TOPICS TO BE COVERED

Legal Aspects in formation (Licence)

- Role / Responsibility
- Selling / Servicing of Insurance
- Surveyor / Loss Assessor
- Activities like Share Broking
 - Commodity Brokers
 - Mutual Funds
 - Pension Funds
 - Post Office Products
- Hiring / Training of Manpower (skill development at district level)
- How to be a successful IMF?
- Growth prospects of insurance industry and value addition of IMF

INAUGURATION/ KEYNOTEADDRESS



Welcome Address: **Mr. Gopal S Jivarajka**, Vice President, PHD Chamber



Key Note Address by Chief Guest, **Mr. M. Ramaprasad**, Member (Non-Life), Insurance Regulatory and Development Authority (IRDA).

He is also the Chairman of General Insurance Council and is having wide experience in non-life insurance as he has worked in senior positions in National Insurance as well as GIC.

EMINENT SPEAKERS



1. Mr. Yogesh Lohiya
Managing Director and Chief Executive Officer at IFFCO-TOKIO General Insurance Company Limited. Earlier served as the Chairman and Managing Director at General Insurance Corporation of India (GIC Re).



2. Mr. Dipankar Acharya,
Chief Executive (North & West), Royal Sundaram Alliance Insurance Company Ltd. Experience of 28 years in insurance industry. Senior positions in various companies.



3. Mr. Manoj Kumar Pandey
Associate Professor & Course Coordinator, Birla Institute of Management Technology



4. Mr. Pawan Puri
A Senior Insurance Consultant is Managing Partner of InCare Consultants, New Delhi operating on All India Basis.



5. Mr. Nimish Airon
Co Founder & Director of Reach Ajcon. He has over 18 years of industry experience. He has worked in senior positions with organizations like Max New York Life, Aviva and Bajaj Allianz.



6. Mr. Vijay Bhushan
MBA from FMS is Managing Partner of Bharat Bhushan & Company (BB & Co.) one of leading/ oldest Share Broking/ Commodity Broking Firm of Delhi.



7. CMA Sudhir Kumar Jain
A Cost Accountant & Lawyer having wide experience in Insurance Industry is Director of Insurance Brokers Association of India. Author of Several Books on Legal Aspects of Insurance.



8. Mr. Ankush Chandgothia
Zonal Business Head – North, Reliance Capital Asset Management Limited, New Delhi



9. Mr. Vimal Goyal

Currently working as Sr. Vice President and National Head - Corporate and Institutional Business at SMC Insurance Brokers P. Ltd.



10. Mr. S.K. Sethi

Director of RIA Insurance Brokers Pvt. Ltd. Has been Vice President and Director of Insurance Brokers Association of India during 2004-2013. He is author of "Best Guide to Buy Health Insurance" and founder of www.healthinsuranceindia.org He is widely covered in print media such as Mint, Financial Chronicle, Economic Times, Money Today and The Week. He regularly appears on TV shows, where various aspects of Insurance Industry are discussed.

DELEGATE FEE

Participation fee: Rs. 2000/- per individual participant.

Group participation fee (team of 5 persons): Rs.1500/- each.

Group participation fee (team of 10 persons and above):Rs.1000/- each.

ACCOMODATION

This is nonresidential programme, however reasonable hotels/ guest houses are available in surrounding areas such as Panchsheel Enclave, Greater Kailash, South Extension and Hauz Khas

Programme Coordinator will be ready to assist you in arranging the same (if required)

CERTIFICATE

Certificates will be issued to the participants on completion of this programme.

ABOUT THE ORGANIZERS

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex Organisation working at the grass-root level and with strong national and international linkages.

The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation.

PHD Chamber is more than an Organisation of the business community, as it lives by the chosen motto 'In Community's Life & Part of It' and contributes significantly to socio-economic development and capacity building in several fields.

PHD Chamber's geographical span covers the 12 States of Bihar, Chhattisgarh, Delhi, Haryana, Himachal Pradesh, Jharkhand, Jammu & Kashmir, Madhya Pradesh, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand and the Union Territory of Chandigarh. Apart from its headquarters in New Delhi, the Chamber has regional offices in Jammu, Shimla, Chandigarh, Lucknow, Jaipur and Bhopal.

PHD Chamber has a direct membership of over 1,600 corporate entities and serves more than 45,000 indirect members through 200 Association Members and 8 Secretarial Affiliates. The membership covers trade and industry.

Insurance Foundation of India (IFI) is set up under Trust Registration Act 1882 of

Government of India as a not for profit organization. The main objective of IFI is to promote awareness of Insurance among masses. It also focuses on education/ seminar programmes to improve capabilities of those working for Insurance industry.

In past IFI has successfully organized various Executive Development Programmes of International standards in India with world-class faculty.

This programme was conducted in 2012 in PHD House and was acclaimed as one the highly useful programme for industry people. At the request of Industry/ Members of PHD Chamber of Commerce and Industry this programme is being repeated/ organized.

One of the highly appreciated programmes has been 5 days Executive Development Programme (Equivalent to a semester course of MBA class of Kellogg School of Management, U.S.A.) was conducted by Prof. Howard J. Bolnick on "Insurance Market Behaviour and Health Insurance".

Please send the Registration to:

Mr. Rajesh Kumar

Programme Coordinator

Insurance Foundation of India

Om Plaza, 430/7, 1st Floor,

Sant Nagar, East of Kailash,

New Delhi – 110065

Mob: +91- 9015406030

Phone: 011- 46581577, 41324962

Email: vp@ifingo.org

Web: <http://www.ifingo.org>