



Programme For Insurance Marketing Firms (IMFs)
October 22nd 2020 Time – 09.45 AM To 05.30 PM

National Insurance Academy (NIA) is a premier institution devoted to equip the insurance industry with the best of talents. Its close association with the Insurance industry provides the 'real life' reference to its training, education, research and consultancy activities. National Insurance Academy, Pune was established in 1980 by the Government of India (Ministry of Finance) and all the Public Sector Insurance Companies.

About the training; –

'Insurance Marketing Firm (IMF)' is an Insurance distribution channel introduced by IRDAI in the year 2015. This channel has the exclusive privilege of selling Insurance Products and also Financial Products regulated by other Regulators.

This training programme is designed to help the IMFs to realize and utilize their full potential to enhance their business performance. The program would enlighten the various features and benefits of the products from Life, General and Health Insurance to help the IMF enhance the Cross-selling techniques with the whole Product Basket of Insurance.

The advent of COVID-19 Pandemic has indirectly mandated the relationship based Insurance sales to switch to remote sales. This programme would help the IMFs to understand the changed customer behavior and acquire customers through online interactions.

Who can attend?

The Principal Officers (POs), Insurance Sales Persons (ISPs) or other officials associated with Insurance Marketing Firms.

What will you learn?

1. IMF Regulations
2. Life Insurance Products & Marketing
3. General Insurance Products & Marketing
4. Health Insurance Products & Marketing
5. Importance of Customer Servicing
6. Digital Marketing for IMFs

Participation Fees (For Indian Participants only)

Rs. 3776/- per participant (3200 + 18%GST)

Bank details for remittances of fee:-

Account	National Insurance Academy
Bank	Bank of Maharashtra
Branch Code	1121
Type of Account	Savings
Account Number	20008885848
IFSC Code	MAHB0001121
Registration & Payment link	https://niapune.org.in/payments/

Contact: For Nomination & Detailed contact:-

Yogesh – 020 -27204050 Email - Yogesh@niapune.org.in
Ujwala- 020-27204053 Email – uebagwan@niapune.org.in

Programme Coordinator –

Ms. Suparna Bedakihale (8888811021)
Email -s.bedakihale@niapune.org.in