



13-14 NOVEMBER, 2014

TRIDENT, BANDRA KURLA HOTEL

MUMBAI, INDIA

INDIA SALES AND DISTRIBUTION CONFERENCE

Expanding Your Market Reach

Learn how fellow executives and experts successfully:

- Transform agent and manager performance
- Optimize distribution models to drive sales results
- Set strategy and build successful bancassurance partnerships
- Implement programs to reach the rural masses
- Identify the most prevalent customer wants and needs

Prices increase 17 October, so reserve your seat today!

To learn more and register, visit: www.limra.com/indiaconf or www.loma.org/indiaconf



2014 INDIA SALES AND DISTRIBUTION CONFERENCE

Expanding Your Market Reach

The India Sales and Distribution Conference has been created in response to multiple requests for a conference that specifically addresses the needs of the Indian marketplace. The meeting is ideal for Distribution, Channel, Recruiting, Training, Compensation, and similar executives and managers looking to improve or expand their existing programs, or develop and implement new distribution channels. The speakers are industry experts with advanced knowledge of these areas sharing their experiences and recommendations.

Conference sessions will address key distribution issues and provide global, regional, and local best practices to benefit your unique business environment. You will receive new insights on the tools, technologies, and best practices needed to advance your distribution strategy and continue *Expanding Your Market Reach*.

The conference will cover these key issues and more:

- Consumer distribution preferences
- The use of analytics for improving sales force effectiveness
- Best practices in agent development, retention, and productivity
- The future of agency distribution
- Research insights and industry trends
- Establishing a successful bancassurance partnership
- Distribution strategies for reaching the rural masses
- Transforming salesforce effectiveness
- Digitizing and going paperless
- A regulatory overview

MEETING SCHEDULE

Thursday, 13 November

8:00 a.m.	Registration Opens
9:15 – 9:30 a.m.	Opening Remarks
9:30 – 10:00 a.m.	LIMRA LOMA Welcome
10:00 – 10:30 a.m.	Opening Speaker
10:30 – 11:00 a.m.	Networking Break
11:00 a.m. – 12:15 p.m.	Senior Executive Panel
12:15 – 1:15 p.m.	Lunch
1:15 – 2:15 p.m.	Breakout Sessions
2:15 – 3:15 p.m.	Breakout Sessions
3:15 – 3:45 p.m.	Networking Break
3:45 – 4:45 p.m.	General Session
4:45 – 5:00 p.m.	Wrap Up
5:00 – 7:00 p.m.	Cocktail Reception

Friday, 14 November

8:00 a.m.	Registration Reopens
9:15 – 9:30 a.m.	Welcome Back
9:30 – 10:30 a.m.	General Session
10:30 – 11:00 a.m.	Networking Break
11:00 a.m. – 12:00 p.m.	General Session
12:00 – 1:00 p.m.	Lunch
1:00 – 2:15 p.m.	Executive Panel
2:15 – 3:15 p.m.	Closing Speaker

FEATURED PRESENTATIONS

Research Insights & Industry Trends



Ian J. Watts

Senior Vice President and Managing Director – International Operations
LIMRA and LOMA

Ian Watts will deliver a strategic view of the insurance industry — both globally and locally. He will explain how LIMRA's research and Market Maturity Model have been successfully used in other markets to forecast future market trends, and then share insights into what our research predicts for India's future, both from a consumer and economic perspective.

Senior Executive Panel: The Future of Agency Distribution



Moderated by Joydeep Roy, Award Winning Senior Executive and past CEO and Wholetime Director of L&T General Insurance Company Limited

This panel will bring together chief executives who are well versed and passionate in the areas of agency distribution. They will discuss the opportunities, challenges, and current trends connected to creating and maintaining an agency channel, and then share their predictions of what that means for the future of agency distribution within India.

Executive Panel: Distribution Strategies for Reaching the Rural Masses

Executives who are passionate about microinsurance and rural insurance will discuss opportunities, challenges, and best practices for creating and maintaining a successful and impactful rural channel. They will address how to best understand the realities and complexities of the rural market, educate people in this demographic, and innovate appropriate and effective market communications.

Spotlight on Consumer Distribution Preferences: A Regional & Local Perspective



Pratap Chawla

Senior Client Manager Distribution Solutions & Vice President
Swiss Reinsurance Company Ltd,
Singapore Branch



Michael B. Marshall

Corporate Vice President –
International Research
LIMRA

This session will reveal findings from the ground-breaking *Asian Consumer Distribution Channel Expectations and Experience Study*, jointly commissioned by LIMRA and Swiss Re. Pratap and Michael will share key trends from across Asia, then delve into findings and recommendation specifically applicable to India's unique market.

Other primary sessions will focus on the use of analytics for improving effectiveness and productivity, and the regulatory trends affecting distribution. Please check www.limra.com/indiaconf for details as speakers are confirmed!

CHANNEL-SPECIFIC SESSIONS

The following are just a sample of the sessions on the complete agenda.

Transforming Sales Force Effectiveness



Andy Khoo

Managing Director, The Centre for International Assessment & Development LIMRA

Enormous changes are sweeping our world. The ways that people interact, learn, shop, and buy are both driving and responding to cultural shifts and technological innovations. Attend this session to learn how your company can leverage its strengths to respond to key changes and equip your sales representatives and managers with the tools they need to elevate performance. Andy will share some of the latest and major social media platform trends worldwide and in India.

Retaining the Frontline



Rajan Kalia

Co-Founder
Salto Dee Fe Consulting Services

This session will shine a light on managerial behaviors that help engage and retain top sales talent in India. Rajan will focus on vital competencies that should be developed and nurtured in your frontline leaders — an approach that has helped companies lengthen sales manager tenure by 30 percent.

The Pillars of a Successful Bancassurance Partnership



Rishi Piparaiya

Director – Marketing & Direct Sales
Aviva India

Bancassurance is one of the most effective distribution channels for insurers globally. It is also one of the most complex to execute and manage. In this session, we will examine the various levers that go into building a successful bancassurance partnership. Using a combination of theory, best practices, and case studies we will closely evaluate this distribution channel from the perspective of insurer and bankers.

Digitizing and Going Paperless

Hear how one major life insurance company built, implemented, and has generated successful results from their initiatives to go paperless. This presentation will include an outline of the efficiency benefits from a properly developed system, the key success factors, and what they believe the future holds for this new digital mindset.

CONFERENCE ORGANIZING COMMITTEE

Committee Chairman

Rajesh Sud, Max Life Insurance Company, Ltd.

Committee Members

Anuj Agarwal, Bajaj Allianz Life Insurance Co. Ltd.

Tarun Chugh, PNB MetLife India Insurance Company Limited

G Murli, Kotak Mahindra Old Mutual Life Insurance Company Ltd.

Joydeep Roy, Formerly with L&T General Insurance Company Limited

Munish Sharda, Future Generali India Life Insurance Co. Ltd.

Ravi Vishwanath, Tata AIA Life Insurance Company Ltd.

"CONVINCE YOUR BOSS"

If you need to write a letter or email describing why you should attend the 2014 India Sales & Distribution Conference, feel free to use text from the letter below to help you get started. Just customize the text and edit as needed!

Dear [Name],

In today's competitive insurance environment, it is of utmost importance to stay ahead of trends, learn proven best practices, and overcome market challenges. To help us do that, I would like to attend the India Sales & Distribution Conference, being held 13–14 November in Mumbai. This one-and-a-half day conference features:

- General sessions
- Executive panels, including a CEO panel on hidden growth opportunities, and a panel on how to reach the rural masses
- A selection of breakout sessions
- Networking opportunities to speak with industry colleagues as well as conference presenters

Key topics will include:

- Consumers' distribution channel expectations and preferences
- Transforming sales force effectiveness to elevate performance
- Helping agents develop a long-term career
- Establishing successful bancassurance partnerships in India
- Digitizing and going paperless
- Addressing the latest regulations impacting our industry

Together, LIMRA and LOMA are the world's largest association of life insurance and financial services companies with over 1,200 members in more than 70 countries. They provide their members with industry research, consulting, candidate assessment services, and training and development programs.

By registering before 17 October we would be entitled to the reduced fee of US\$650 (US\$750 for nonmembers). Should you decide to send additional members of our team, we will receive one free registration for every five paid registrants. Therefore, I am seeking approval for the following registration fee (and travel expenditures, if applicable):

Conference Ticket	US\$650 (US\$750.00 for nonmembers)
Airfare	_____
Transportation	_____
Hotel	_____
Meals	_____
Total request	_____

I realize this is a significant funding request, but I think this will be an extremely important event to attend and I would be happy to write a post-conference report on my objective for attending, what I have learned, and how to implement changes that will be helpful to our business. I will also share the speakers' presentations.

Please accept this proposal to attend, as I am confident there will be significant return on our investment. If you have any further questions about the event itself or why this request should be approved, please contact Suellen Heintz, the Assistant Vice President and Managing Director of India, Sri Lanka, Europe, Middle East and Africa for LOMA and LIMRA, at HeintzS@LOMA.org, or visit the event webpage at www.limra.com/indiaconf.

Thank you for your consideration.

REGISTRATION AND HOTEL DETAILS

Registration Information:

Register before 17 October 2014 and Save!

LIMRA or LOMA Members: US \$650

Nonmembers: US \$750

Register after 17 October 2014

LIMRA or LOMA Members: US \$750

Nonmembers: US \$850

Multiple Registration Discount:

For every five participants your company enrolls, you will receive a sixth registration for free.

To Register:

Online: Visit <http://bit.ly/1IT2xdG>

Email: Complete the form on the following page and return it via email to meetings@loma.org.

Venue Information:



Trident, Bandra Kurla Hotel

C 56, G Block, Bandra Kurla Complex

Mumbai, 400 051, India

Telephone: + (91 22) 6672 7777





India Sales and Distribution Conference

EXPANDING YOUR MARKET REACH

13-14 NOVEMBER, 2014 • TRIDENT BANDRA KURLA • MUMBAI, INDIA

SPECIAL NETWORKING OPPORTUNITIES

Networking Breaks:

Thursday, 13 November, 10:30 – 11:00 a.m. & 3:15 – 3:45 p.m.

Friday, 14 November, 10:30 – 11:00 a.m.

Luncheons:

Thursday, 13 November, 12:15 to 1:15 p.m.

Friday, 14 November, 12:00 noon to 1:00 p.m.

Cocktail Reception:

Thursday, 13 November, 5:00 p.m.

We look forward to greeting you in Mumbai!



www.iimra.com/indiaconf



www.loma.org/indiaconf

