



5th edition of CII Financial Distribution Summit 2016 'Distribution Disrupted: Building a Zillion Distributors'

Monday, 28 November 2016: Majestic Ballroom, Hotel The Lalit, Andheri East, Mumbai

Programme

0900 – 1000 hrs: Registration of Delegates

1000 – 1130 hrs Inaugural Plenary

The average Indian customer in today's times is more aware, mature and demanding as compared to a decade ago. The advent of multiple social media platforms, the need to constantly remain connected, assimilate information and make informed decisions has become the prerogative of the customer today. Driven by a growing economy where the gross national savings is continuously on an increase, it becomes imperative that this huge pool of savings and wealth is channelized in the right direction. The journey to reach the bottom of the pyramid which houses two-thirds of India's population continues to pose a challenge to the financial institutions and to the distributor community.

Investors still need trustworthy consultative advice on a continuing basis. Financial advisory function that aligns product offerings to client's financial goals has and will remain the winning differentiator. It is imperative for the players to cater to the changing investor needs and tap excluded segments through a channel of zillion distributors with judicious mix of people and technology. To further strengthen the distributor base, SEBI has recently allowed postal agents, retired individuals like government officials, teachers and bank officers, etc. to sell simple and performing products.

Recognizing the importance and critical role that the distributor community has to play, the 5th CII Financial Distribution Summit, 2016, focuses on how to build a strong force of zillion distributors in order to add a billion investors to the Indian financial markets.

1000 – 1010 hrs	Welcome & Introductory Remarks	Ninad Karpe Deputy Chairman, CII Western Region and Managing Director & Chief Executive Officer Aptech Ltd.
1010 – 1035 hrs	Summit & its Objectives followed by Special Address	V Ganesh Chairman – CII Financial Distribution Summit 2016 & Chief Executive Officer Karvy Computershare Pvt. Ltd.
1035 – 1040 hrs	Release of the CII – KPMG Report 'Distribution Disrupted: Building a Zillion Distributors'	
1040 – 1055 hrs	Overview of the Report followed by Industry Overview	Naresh Makhijani Partner and Head - Financial Services KPMG in India & Harshvardhan Singh Bisht Partner KPMG
1055 – 1110 hrs		
1110 – 1115 hrs	Concluding Remarks	V Ganesh
1115 – 1145 hrs	Tea / Coffee Break	



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1145 – 1300 hrs: Interactive Roundtable:

'Distribution Disrupted: Building a Zillion Distributors'

Moderator :

Debashish Mohanty

President, Country Head - Retails Sales

UTI Asset Management Co. Ltd.

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1145 - 1245 hrs

Neeraj Choksi

Co-founder & Promoter
NJ Group

Vikaas M Sachdeva

Chief Executive Officer
Edelweiss Asset Management Ltd

Himanshu Vyapak

Deputy Chief Executive Officer
Reliance

Apurva Sahijwani

Senior Vice President – Affluent Business &
Head – Investments Counselors & Structured
Products
Axis Bank Ltd.

Vineet Arora

Head – Product & Distribution (Product Advisory
Group)
ICICI Securities Ltd.

Kaustubh Belapurkar

Director Manager Research
Morningstar Investment Adviser India Pvt. Ltd.

1245 – 1300 hrs

*Question & Answer followed by Concluding
Remarks*

1300 – 1400 hrs

Networking Lunch



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Plenary: 1400 – 1515 hrs: 'Changing the Rules of the Game – Product Manufacturers Agenda': *"The only thing constant is change"* is very rightly reflected in today's fast changing business environment. Traditional financial institutions require a fundamental change in the way they sell their products, service their customers and nurture customer relationships. Technology and the whole gambit of the digital world has significantly changed how the manufacturers and distributors perceive and reach out to their customers.

Over past few years, the focus of product manufacturers has shifted from pushing products to enhancing customer experience. With advent of digital avenues and increased investor education initiatives, the customers are now more equipped with the knowledge of the available financial products in the country.

The regulatory move to disclose the commissions paid to distributors and a placing a cap on commission will be a push factor for the distributors. Even the medium to small size distributors will have more level playing field now with commission disclosure.

The regulator has also allowed postal agents, retired officials of government, retired teachers and retired bank officers, etc., who have been in service for at least 10 years to sell simple and performing products (comprising of diversified equity schemes, fixed maturity plans (FMPs) and index schemes) so as to increase the distribution base for mutual funds.

While digital platforms command access to all suppliers and have the power to channelize demand to any manufacturer, there is also a strong need to form the right partnerships and alliances with the right companies so that these traditional financial institutions can emerge with customized products and efficiently render service to their customers.

1400 – 1405 hrs	<i>Introduction by Session Chairman</i>	V Ganesh
1405 – 1425 hrs	<i>Pension: The future of India</i>	Dr B S Bhandari Whole-Time Member (Economics) Pension Fund Regulatory and Development Authority
1425 – 1445 hrs	<i>Insurance</i>	V V Balaji Chief-Technology & Operations ICICI Prudential Life Insurance Co. Ltd.
1445 – 1500 hrs	<i>Mutual Fund</i>	Ashish P Somaiyaa Managing Director and Chief Executive Officer Motilal Oswal Asset Management Co. Ltd.
1500 – 1515 hrs	<i>Question & Answer followed by Concluding Remarks</i>	V Ganesh
1515 – 1530 hrs	Tea / Coffee Break	



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Plenary II: 1530 – 1640 hrs: 'Last Mile Reach - Trust through Technology': With the advent of technology in the financial services space, there is a spur in investor interest driven by sense of trust, ease of access and enhanced awareness. Fintech is gaining significant attention across the globe for different reasons. Emerging economies in Asia are aiming at a high level of financial inclusion, while developed economies like the U.S. and the U.K. are more focused on efficiency, cost-savings and personalized customer services. Fintech in India holds a particularly critical promise as a potential solver of Indian financial services industry's problems around low penetration, lack of awareness and speculations around mis-selling.

Innovation and technology have brought about a radical change in traditional methods of financial services distribution and inclusion drives. E-commerce distribution platforms, personal finance management applications, distribution data marts and aggregator platforms have already empowered the end investor with technology driven knowledge and advice. Additionally, Robo-advisory and cyborg advisory are also striding fast towards mass market implementation, and block chain has just marked its entry with a promising future in the financial services arena to cater to the secure and efficient transaction speculations.

Technology has unquestionably added the element of trust with minimal human interference. However, whether this approach will act as a hindrance in providing personalized customer service resulting in lower customer loyalty or will this disruption in distribution lead to the larger good: inclusive economy with empowered investors, are answers withheld with future.

1530 – 1540 hrs *Introduction by Session Chairman*

Harshvardhan Singh Bisht

Partner
KPMG

Panelist Presentations

1540 – 1555 hrs Presentation

Tarun Mathur

Co-Founder & director - Strategy
PolicyBazaar.com

Presentation

1610 – 1625 hrs

C R Chandrasekar

Director & Chief Executive Officer
FundsIndia.com (Wealth India Financial Services
Pvt. Ltd.)

1620 – 1635 hrs *Question & Answer followed by Concluding
Remarks*

1635 – 1645 hrs **Summit Wrap-up**

V Ganesh