

# Opening doors to a bright future for insurance

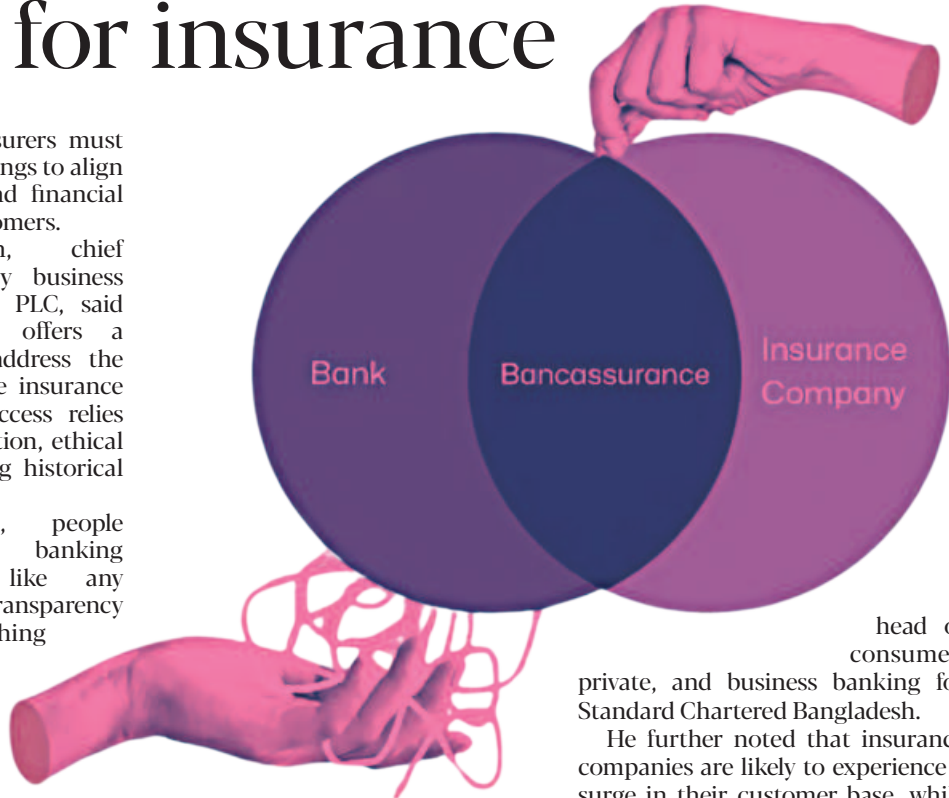
FROM PAGE J1

He emphasized that insurers must tailor their product offerings to align with the preferences and financial capabilities of bank customers.

Ashanur Rahman, chief economist and country business manager of City Bank PLC, said Bancassurance indeed offers a promising avenue to address the confidence deficit in the insurance sector. However, its success relies on effective implementation, ethical practices, and addressing historical issues, he said.

Despite challenges, people maintain trust in banking institutions. Banks, like any industry, face transparency issues, distinguishing well-performing ones from others. Successful banks actively collaborate with premier insurance companies, recognizing the importance of honesty in insurance sales, he said.

In light of this, Bancassurance emerges as a promising avenue for banks to generate non-interest income. Educating the masses



head of consumer, private, and business banking for Standard Chartered Bangladesh.

He further noted that insurance companies are likely to experience a surge in their customer base, while banks will also gain a new income stream from distributing insurance products.

In summary, Bancassurance leverages the strengths of both insurer and bank partners, offering a win-win solution for both financial institutions and their customers, he added.

"The banking sector of Bangladesh has been undergoing controlled transformation for many decades now, resulting in a more organized sector with a significant footprint covering over 60 percent of the population, thereby instilling greater confidence among the people," Ahmed said.

He emphasized that the collaboration between banks and insurance companies will allow these institutions to leverage their strengths and expertise to develop new and innovative products tailored to the needs of customers in Bangladesh. This, he believes, has the potential to revolutionize the insurance sector, promote competition, and lead to better services and lower costs for customers.

Insurance Association, expressed optimism that village people will show increased interest in insurance, leading to a significant positive change in the insurance industry.

Mohammad Jainul Bari, chairman of the IDRA, stated that when insurance products are sold to bank customers through trained and skilled bank personnel, the number of insurance customers will increase, and policy lapse rates will decrease.

He further noted that insurance penetration will rise, and there will be a positive perception among people about the industry. Bari added, "I believe that the introduction of bancassurance will mark the beginning of a new chapter for this sector.

With the introduction of Bancassurance, an estimated 100 million people who have bank accounts will be able to purchase insurance products, deposit their premiums, and seek related information directly from the 11,000 branches of banks operating across Bangladesh," said Sabbir Ahmed,

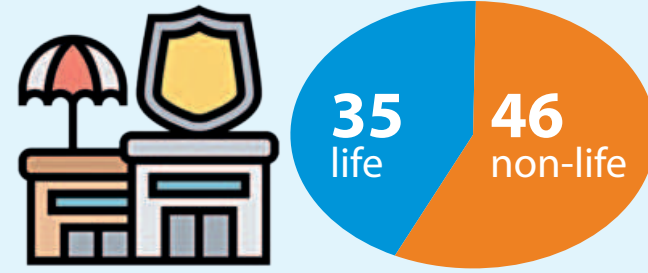
**Bancassurance can lead to a more seamless and integrated customer experience, allowing individuals to purchase insurance policies, manage their accounts, and access other financial services all in one place.**

about insurance's significance is a primary hurdle, but Bancassurance offers substantial fee-based revenue opportunities. The market is expected to grow at a 6.66 percent compound annual growth rate from 2024 to 2029, he added.

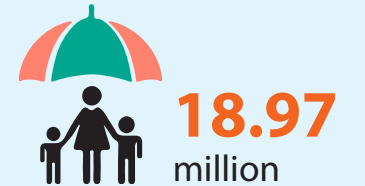
Following the introduction of bancassurance, Sheikh Kabir Hossain, president of the Bangladesh

## Overview of BANGLADESH INSURANCE SECTOR

81 INSURANCE COMPANIES



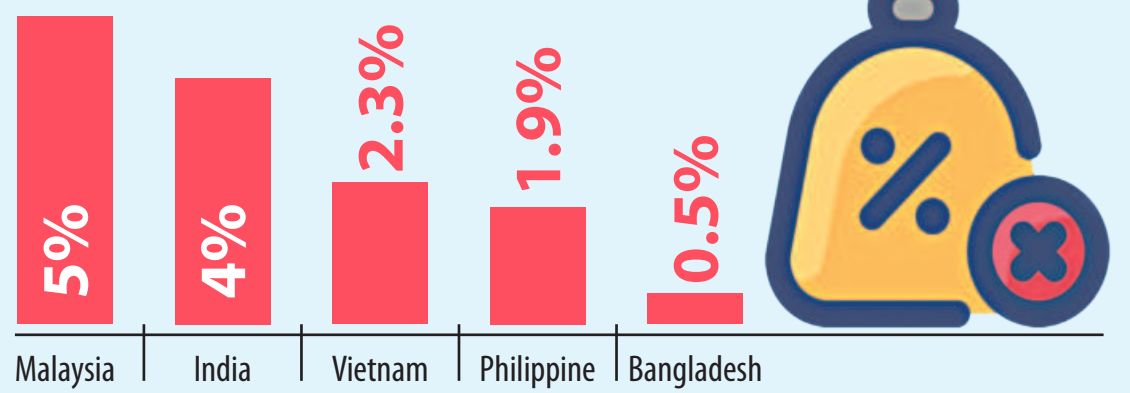
PEOPLE UNDER INSURANCE



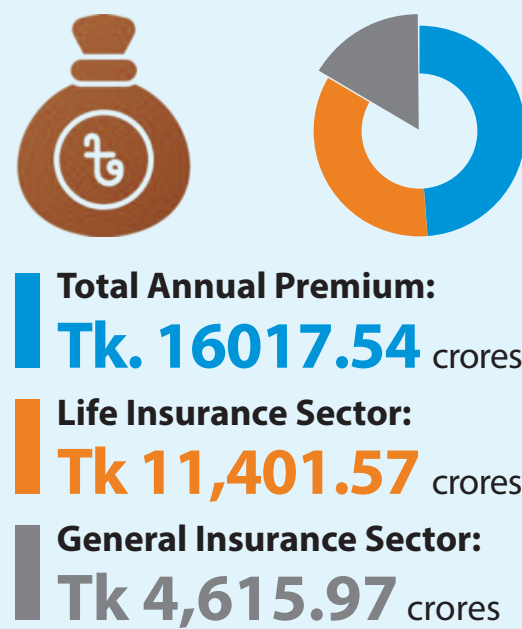
### INSURANCE POLICIES

IDRA permitted more than 100 types of insurance policies between 2020-2022

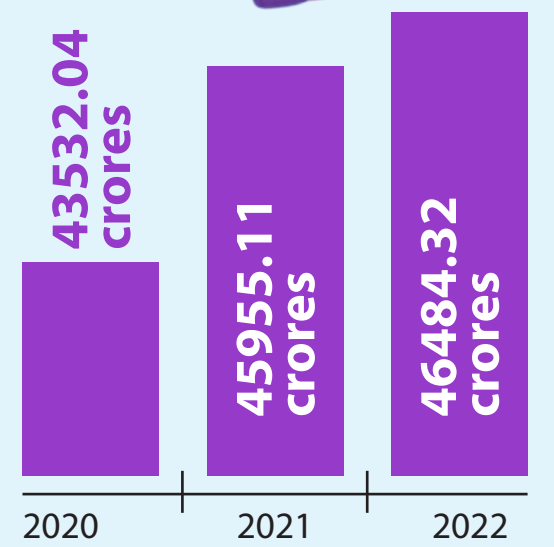
### INSURANCE PENETRATION RATIO



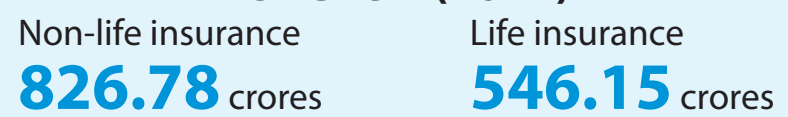
### PREMIUM INCOME (2022)



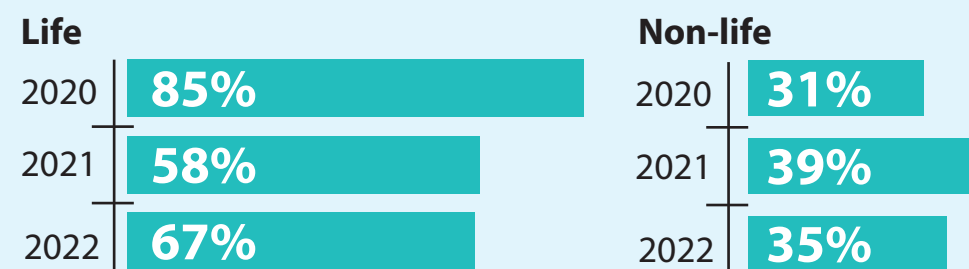
### TOTAL INVESTMENT BY INSURANCE SECTOR



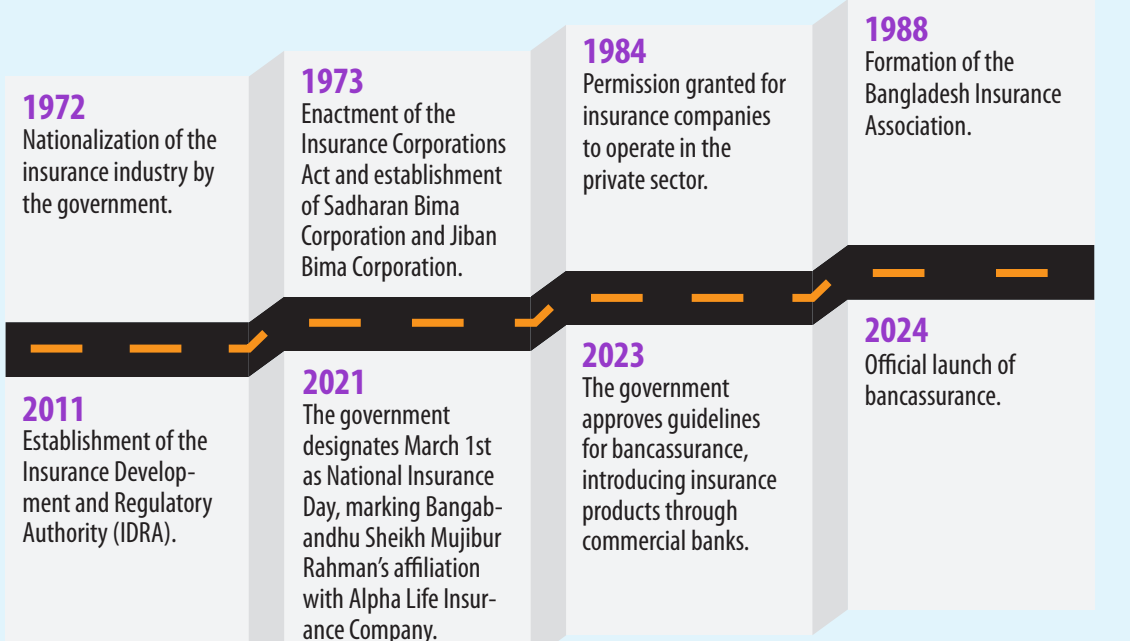
### TAX COLLECTION FROM THE INSURANCE SECTOR (2022)



### CLAIM SETTLEMENT RATIOS COMPARISON



### EVOLUTION OF THE INSURANCE INDUSTRY IN BANGLADESH





জাতীয় বীমা দিবস ১ মার্চ, ২০২৪

# করবো বীমা গড়বো দেশ স্মার্ট হবে বাংলাদেশ

প্রথম ব্যংক হিসেবে লাইফ ও নন লাইফ ইন্স্যুরেন্স সেবা  
নিয়ে আসছে ইস্টার্ন ব্যংক











