

ESTABLISHING

Bancassurance as a Cornerstone of Financial Inclusion

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The Daily Star (TDS): How would you assess the current state of bancassurance in Bangladesh? What key trends are shaping the market at present?

Farzana Chowdhury (FC): Bancassurance in Bangladesh is in its early but rapidly developing

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phase. Initial challenges included low consumer awareness and a traditional preference for direct insurance channels. However, rising financial inclusion and growing trust in banking institutions have significantly boosted adoption. The market is now shifting

from urban saturation to expansion into district towns and rural areas, leveraging the extensive branch networks of banks.

Key trends shaping the sector include digitalisation, customer education, and the development of tailored insurance products, with a strong focus on technology integration and transparency. However, regulatory limitations—such as caps on the number of eligible banks per insurer—and operational inefficiencies remain hurdles. Our existing bancassurance partnerships also exhibit limited branch-level penetration, with services yet to be operationalised across the entire network of our partner banks.

Despite these challenges, industry optimism is high, with expectations for sustained growth as bancassurance becomes a mainstream distribution channel.

TDS: What forms of partnership does your organisation maintain with banks that offer insurance products to customers?

FC: Green Delta Insurance has formal bancassurance agreements with leading banks, including BRAC Bank, Eastern Bank Limited (EBL), and Mutual Trust Bank (MTB). These partnerships

allow customers to purchase a wide range of non-life insurance products directly through the banks' branch networks, SME units, and agent banking platforms.

To ensure smooth operations, certified bancassurance officers are stationed at partner bank locations. These professionals, trained and approved by the Insurance Development and Regulatory Authority (IDRA), assist customers with product selection, sales, and support. The collaboration is designed to bundle insurance with banking products, enhance accessibility, and drive financial inclusion across Bangladesh.

TDS: How do you ensure that the insurance products distributed through bancassurance align with customers' financial goals and risk profiles?

FC: Green Delta Insurance works closely with partner banks to co-design insurance products that match the specific needs and risk profiles of their customer base. The company emphasises needs-based selling, with bancassurance officers trained to assess individual requirements and recommend appropriate coverage.

To ensure continuous improvement, we regularly conduct customer

satisfaction surveys and maintain feedback loops to refine our product offerings. Transparency and compliance are prioritised, with clear

TDS: What are your future plans for expanding bancassurance operations in collaboration with banks across Bangladesh?

FC: At Green Delta Insurance, we aim to expand our bancassurance footprint by partnering with more banks—especially those with strong rural and SME outreach—to serve underserved markets. This, of course, is subject to IDRA's approval and modification of existing guidelines.

As an insurance company, we have invested significantly in digital integration to streamline policy issuance, premium payments, and claims processing. Future initiatives include developing more customised, data-driven insurance products and using analytics to better understand customer segments. Going forward, we also plan to enhance training for bancassurance officers and launch joint marketing campaigns with banks to increase awareness and build trust.

Our long-term vision is to establish bancassurance as a cornerstone of financial inclusion, offering risk mitigation solutions to Bangladesh's emerging middle class and rural populations.

KEY BANCASSURANCE STATISTICS (LIFE)

Number of authorised banks for bancassurance:
As of April 21, 2025

14

Premium income:
Tk 164.804 million

Commission:
Tk 16.019 million

Total number of issued policies:
15,897
From January 2024 to April 21, 2025



AGREEMENTS BETWEEN INSURANCE COMPANIES AND BANKS (as of April 21, 2025)

INSURANCE COMPANIES

PARTNER BANKS

Guardian Life Insurance

City Bank, Dutch-Bangla Bank, Mutual Trust Bank

American Life Insurance Company (MetLife)

Eastern Bank, Standard Bank, Brac Bank

Delta Life Insurance

Jamuna Bank, Pubali Bank

Pragati Life Insurance

Mutual Trust Bank

National Life Insurance

Prime Bank

Jiban Bima Corporation

United Commercial Bank

Life Insurance Corporation (LIC)

Premier Bank, Midland Bank

Sandhani Life Insurance Company

Midland Bank

PERFORMANCE DATA FROM FOUR COMPANIES

(January 2024 – April 21, 2025)

Insurance companies	Premium Income (million in Taka)	Commission (million in Taka)	Total issued policy
Guardian Life Insurance Limited	35.82	7.06	1985
National Life Insurance	23.37	0.48	12
Pragati Life Insurance	9.5	1.48	688
Delta Life Insurance	55.84	1.10	1,004
Total	124,53	10.12	3,689

SOURCE: IDRA