



Guru Gobind Singh Indraprastha University
“A State University established by the Govt. Of NCT Delhi”
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/ 490__

Dated: 28th February 2023

Sub. Placement opportunity for graduate students of 2023 passing out batch in the company “HDFC Life”, Campus2Corporate - Graduate Trainee (GT) Program for FY 2022 - 23

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for graduate students of 2023 passing out batch in the company “HDFC Life” for your reference and circulation to students to apply on given link by **1st March 2023**:

Registration link: <https://forms.gle/m4SRayc53D8swwbv5>

HDFC Life is commencing new Campus Hiring Program named as Campus2Corporate - Graduate Trainee (GT) Program for FY 2022 – 23 to hire Graduate Trainees PAN India

According to the latest Economic Survey released by the Ministry of Finance, only 3 out of 100 people in India have Life Insurance Policy making India an under-penetrated market. Contrary to that India is also the 10th largest Life Insurance market globally and it is set to witness double-digit growth over the next three years (2025) and will be creating approximately 40,000 new jobs per year.

Hence HDFCLife as an Industry leader have framed many Campus to Corporate Programs for the Graduate as well Post Graduate students to fill in the abundance of job opportunities available in Insurance Industry.

Please find attached below the presentation which will give you an overview of the GT Program along with the GT Job Description which has the details on roles and responsibilities of the GT profile.

Process:

- 1) Pre-Placement Session (PPS)
- 2) online assessment [w.r.to](#) Aptitude Skills
- 3) Final interview

Remuneration: Stipend of INR 2.50 LPA to 2.75 LPA (basis city categories) is paid to graduate trainees during their first year of program.

LAST DATE FOR REGISTRATION IS 1st March 2023.

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(Ms. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIPU



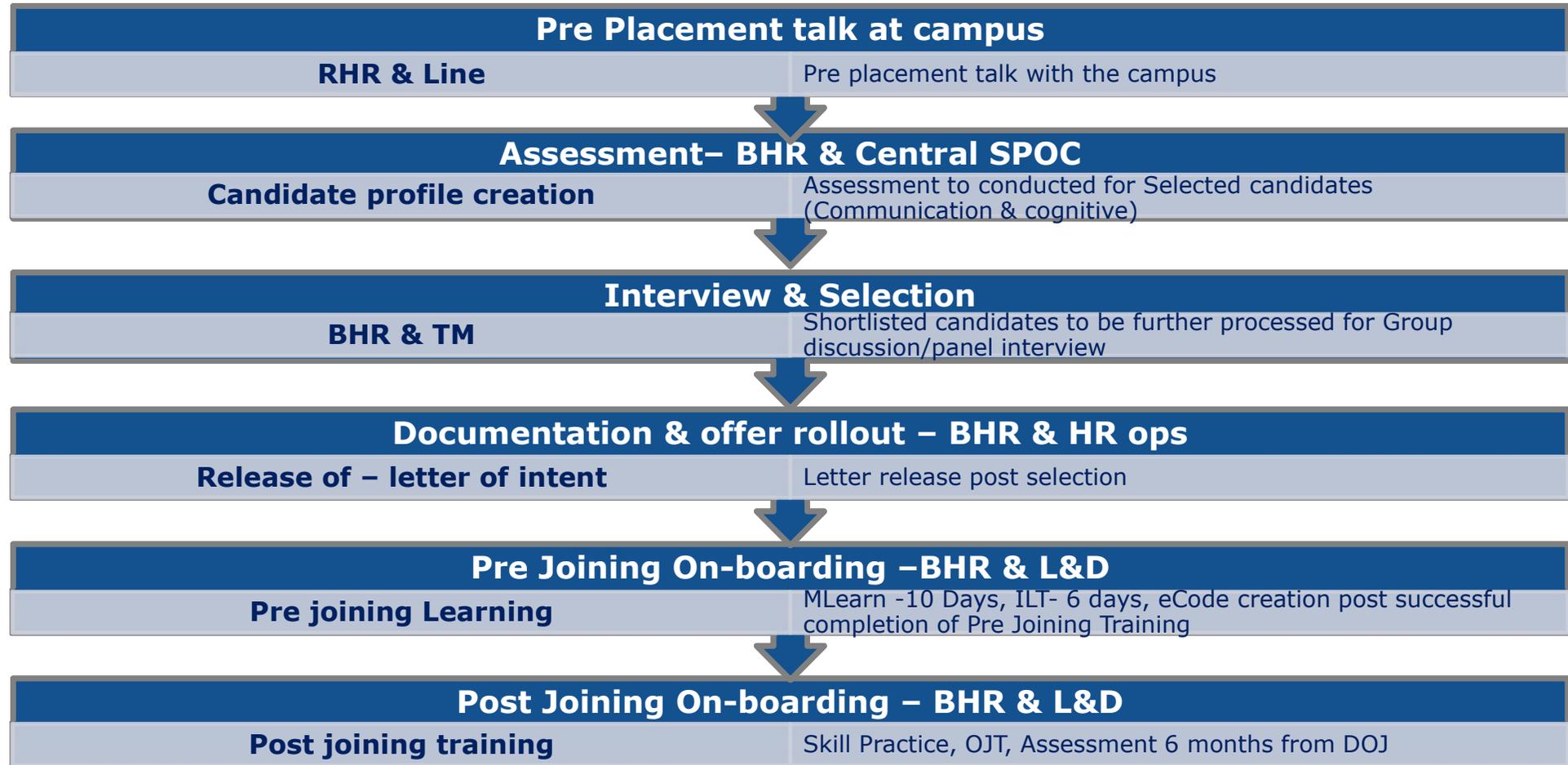
Graduate

Trainee Program



Campus2
Corporate

Selection & On-boarding Process





Onboarding Training - Banca

Pre-joining Training

Post-joining Training

Self Learn

Facilitated Learning

Pre-joining Training Test*

Joining Letter On Successful Completion of Pre-joining Training

Skill Practice

OJT

Final Knowledge Assessment*

MLearn

Duration: 10 Days

Topics covered:

- HDFC Life
- Insurance Concepts
- **Graded Quiz***

Weightage in Final Knowledge Assessment: 15%

ILT (Practiced-focused Induction)

Duration: 6 Days

Topics Covered:

- LI Concepts
- Channel/Role
- Channel Partner Engagement
- Products/ Process

Attendance:

Mandatory for all ILT sessions

Proctored on MLearn

When: At the end of the Facilitated Learning Phase (ILT)

Topics Covered:

- LI Concepts
- Products

Weightage in Final Knowledge Assessment: 20%

Practice in Classroom

Duration: 5 Days

Skilling at the Bank Branch

Duration: 4 Weeks

Skills Covered:

- SP Engagement
- Pitching Products
- Handling Objections
- Logging in proposals
- Lobby Management
- Customer Servicing

Proctored on MLearn

When: 6 Months from the date of joining

Topics Covered:

- LI Concepts
- Channel-specific knowledge
- Products
- Processes

Career Path – For Bancassurance Channels



Grow in a Sales Role as an Individual Contributor

Executive BM (EBM)

Sr. BM (SBM)

Bancassurance Manager (BM)

Sr. Corp Agency Manager

Corp Agency Manager

Sales development Manager

You Graduate Trainee

Regional Head (RH)

Associate Regional Head (ARH)

Territory Manager (TM)

Sr. CSM

Corporate Sales Manager (CSM/BSM)



Grow in a Field Sales Managerial Role

1 Year

1 Year

On successful completion of GT Program, you will be confirmed & promoted to SDM with compensation revision



Thank You



Job Description of Graduate Trainee (GT) in Bancassurance Channels

About HDFC Life:

HDFC Life, established in 2000, is a joint venture between HDFC Ltd, one of the India's leading housing finance institution and Standard Life Aberdeen, a global investment company. We have presence across the country with a liaison office in Dubai.

HDFC Life being one of India's leading private life insurance companies offers a range of individual and group insurance solutions. HDFC Life continues to have one of the widest reach among insurance companies with about 380+ branches in India touching customers in over 900 cities and towns. All the work we do is based on our core values of Excellence, People-Engagement, Integrity, Customer-Centricity and Collaboration (EPICC).

You can read more about us on www.hdfclife.com

As a part of the HDFC Life Team, you can look forward to:

- Working for one of the top 100 Great Places To Work (GPTW) from all industries/segments, and a super brand for 8 consecutive years (Super Brand)
- Transforming yourself as an individual and a professional, with diverse kinds of roles and experiences as HDFC Life provides numerous avenues for growth and career acceleration
- Being associated with a very innovative brand (ET BFSI Innovations Tribe Summit & Awards 2020, ET Now World BFSI Congress & Awards) with a Pan-India presence of 380+ branches
- As Graduate Trainee one who progressively achieves the career ladder can become a **Leader/People Manager (First Level Leader) post 5 years of joining the GT program**. This is easily achievable if the GT is able to get one promotion per year for 5 years consistently.

Purpose of the Job:

Graduate Trainee (GT) is a **Front-Line Sales (FLS)** position in HDFC Life, which is an Individual Contributor position in Sourcing Role who is expected to achieve the Business Deliverables for the mapped channel partners through professional and engaging relationship in order to gain mind share first and market share next.

Bancassurance – Any Partner Relationship – Duties & Responsibilities:

- Building a strong relationship with the sales team of channel partners
- Meeting the prospective customers with channel sales team to sell insurance solutions
- Achieving sales targets as per channel strategy
- Providing pre and post-sales support
- Ensuring quality of business and persistency
- Overall the Front-Line Sales (FLS/GT) need to ensure to Engage Channel Partners
- Strive for Customer Satisfaction and Overall Achieve Sales Targets

Critical to Quality (CTQ) Criteria for the profile:

- Educational Qualification: Graduate from any stream
- Age: 21 to 25 yrs
- Work Experience: Not Applicable/Freshers
- One with a pleasant personality, good communication skills and a go-getter attitude
- One who loves the challenge of chasing and meeting sales targets
- Has the passion to manage channel partners and maintain a professional relationship



Graduate Trainee Program



Campus2
Corporate

Agenda



Why **You?**



Why **Us?**



Together,
how do we look ?

Why **You?**

Because, You have
the potential to
move from...

From

To

Trainees



**Team
Leaders**

Being shown
the light



Guiding Light

Raw, rookie
talents



**Mature,
Well Groomed,
Responsible
Professionals**

Why **YOU?**

Why **Us?**

Together!



Why **You?**

Because we
Believe You...



Why **YOU?**

Are Ready
to Think



Have the Potential
to Succeed



Have High
Learning Quotient



Are
Talented



Are Digitally Savvy



Why **Us?**

Together!



WE

Industry

Institution

Impact

Why **YOU?**

Why **Us?**

Together!



Why **Us**?

What you should check for when stepping into the corporate world?

Three Things!

Am I choosing the right **sector**?

Am I choosing the right **industry**?

Am I choosing the right **organization**?

Why **YOU**?

Why **Us**?

Together!



Why **Us?**

With us, be assured, you can tick all the three boxes!



Yes, I am in the right **sector**.



Yes, I am in **the right industry**.



Yes, I am in the right **organization**.

We have demonstrated **profitable growth** in the last 5 years and the growth story looks promising.

Why **YOU?**

Why **Us?**

Together!

Insurance Industry: Current State



India Insurance market stands at **\$131 bn** as on **FY22** and will reach a size close to **\$222 bn** by **FY26**



India is the **10th largest** Life Insurance market globally



In 2020 the insurance industry's value-added to **GDP** stood at **3.1 percent**



India's Per Capita Insurance **Density** is **\$78**

Pre and Post COVID Shift

A **30-40% increase** in buying by those in the age group of **20-30 years**

Life insurance companies reported impressive growth of **22.47%** in new business premium (NBP) to **Rs 27,464 crore**

Share of life insurance business in total premium for India has increased to **74.94 per cent** from 61.23%



Aligning with Nation's Plan



India will become a \$5 trillion economy by FY28-29

Life Insurance premiums in India are set to cross USD 100 billion by end of 2022



**Digital India
Digital Insurance**

Buy plans, track your policy, make renewal payments with Mobile App

Growth Potential



Double Digit Growth

LI industry in India is set to grow at **CAGR** of **10.3%**



Increased Tie-Up Limit with Insurers

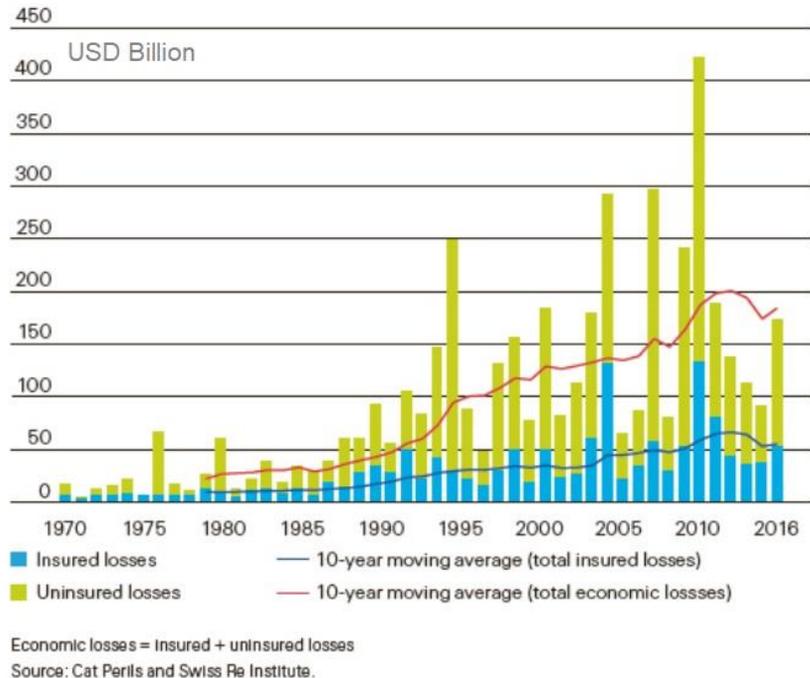
IRDAI has proposed to inc. the max. limit of tie-ups with insurers for corporate agents from the existing **3 to 9**



Third Party Products (TPP)

Income from TPP like Insurance contributed **22%** of **operating income for private banks**

We are Shining, Happening and Growing



Highest Protection Gap

? Do Indian households have enough financial protection cover to carry on with life in the event of an untimely death of a bread earner?

Data shows that while economies and wages have grown, **life insurance coverage has lagged behind.**

Compared to other economies in our region, India has the highest protection gap – at around 90%

And this gap has increased over **4x** in last 15 years with significantly low insurance penetration and density.

This is the opportunity that we need to seize.

Why **YOU?**

Why **Us?**

Together!

Our Institution HDFC Life



We are a **listed firm** and the **largest** life insurance company in India in terms of **market capitalization**



We are proud **to be part of widely followed indices** such as Nifty 100, Nifty Next 50, and Nifty 500, S&P BSE 100, etc.

Attractive from Outside

Profit after Tax in Crores Rs.

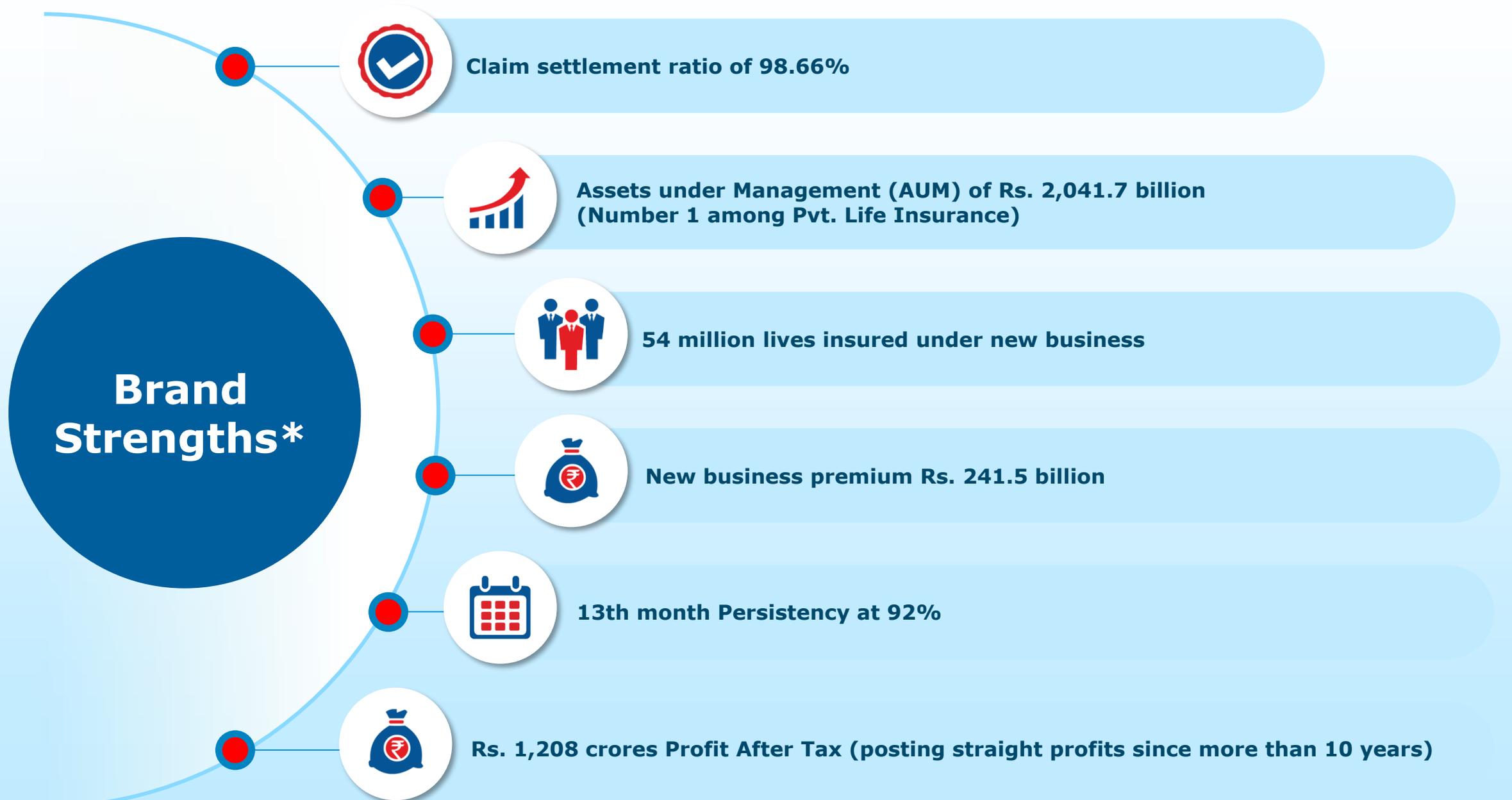
CAGR = 5.18%



Consistently in the top 3 in the private life insurance space that is highly competitive

Remarkable, year-on-year highly **profitable growth**

What we are



Pan India presence



580+ Branches PAN India

Happy and Vibrant Inside

We are Young and Large

A **32,000** strong organization with a sizable portion of the workforce **under 30**

We are Proud of our Brand

A **SuperBrand** with parentage of **HDFC**, India's leading housing finance institution and **Standard Life Aberdeen**, UK's leading provider of financial services

We **HDFC**
Lifers

We have a Balanced Distribution Mix

Increasing share of **propriety** channels, strong and **diversified network** of 370+ traditional and 60+ **partnerships in emerging ecosystems**

We reward Meritocracy

Home grown leaders who have **leveraged growth opportunities** using the **well-defined lateral and vertical career growth paths**

We are Digital and Social

Real-time customer onboarding with **mobility apps** and automation of customer service through **bots**, **digital marketing** with presence on **social channels** such as Facebook, Twitter and LinkedIn

Why **YOU?**

Why **Us?**

Together!



So, how have we structured ourselves to deliver our promise? **These are the key Departments @ HDFC Life.**

Sales and Distribution

- Agency
- Direct Sales
- Bancassurance
- Brokers
- Sales Strategy
- Retirement and Pension
- MBFC, MFIs, PSUs, etc.
- New Ecosystem
- Strategic Alliances

Operations

- Customer Relations
- Medical
- Underwriting
- Hub Operations

Product & Investments

- Investment
- Product
- Actuary

Key Support Teams

- Marketing
- Business Systems & Technology
- Human Resources
- Finance & Accounts
- Investor Relations
- Learning & Development
- Audit & Risk
- Ecommerce
- Strategy
- Business Insights, Analytics & Innovation

Why **YOU?**

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Presenting

Graduate Trainee Program



Campus2
Corporate

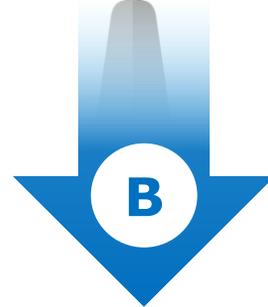
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What is Expected from You

in Bancassurance Sales?



Sell Life Insurance in Assigned Bank Branch



Generate Leads



Pitch suitable life insurance solutions



Understand customer's needs



Close the sale



Build Relationship with Licensed Bank Staff



Support bank staff with

- Training
- Pitching life insurance products



- Joint calls
- Lead generation activities



- Review and track targets
- Weekly reviews, actionable, etc



Provide After Sale Service to Customers



Seek referrals

Being in touch

Resolve customer queries, requests or complaints



Guide customers to various HDFC Life touch points

- Email
- Branch
- Helpline
- Chat
- Twitter



Achieve Sales Targets



Meet Channel Objectives

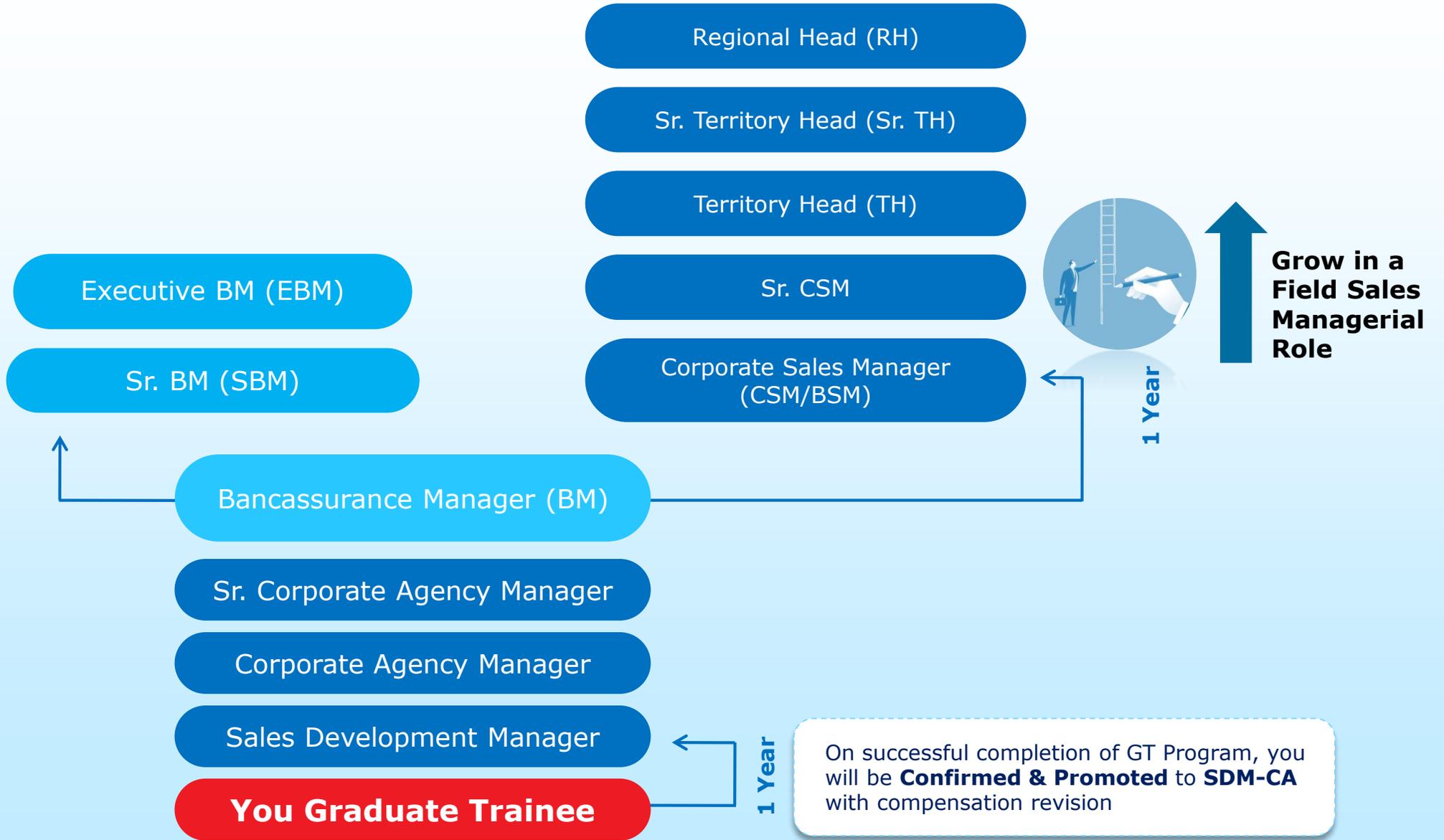
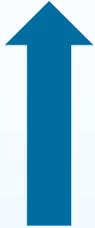


Customer Satisfaction

Career Path – Bancassurance Channels



Grow in a Sales Role as an Individual Contributor



1 Year

On successful completion of GT Program, you will be **Confirmed & Promoted** to **SDM-CA** with compensation revision

Onboarding Training – Bancassurance Channels

Pre-Joining Training

Post-Joining Training

Joining Letter On Successful Completion of Pre-joining Training



MLearn

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*80% passing criteria for all the Graded Quizzes, Onboarding Assessments and Tests (to be cleared in first 5 attempts).

Hiring Process



Post Pre-placement Presentation, Candidate application form to be sent to the Placement Officer of the college



Placement officer to share the data in the format shared with the HDFC Life HR team. The Candidates would undergo an Online video based assessment



Assessment cleared candidates would undergo Panel Interview



Panel Interview cleared candidates will receive a Letter of Intent (LoI) from HDFC Life



These selected candidates would be able to join post their final semester examinations with HDFC Life

Compensation Structure

| Compensation Details – All State Capitals and Metro Cities (A & B Cat. Cities) | | | |
|---|-------------------------|-----------------|---------------|
| CTC Component | | Per Annum | Per Month |
| Salary Part | Basic | 82,500 | 6,875 |
| | House Rent Allowance | 49,500 | 4,125 |
| | Other Allowance | 89,133 | 7,428 |
| | Bonus | 32,971 | 2,748 |
| | Monthly Gross | | 21,175 |
| Retirement and Other Benefits | Provident Fund | 20,596 | |
| | Group Insurance Benefit | 300 | |
| | Fixed CTC | 2,75,000 | |

| Compensation Details – Other Cities (C Cat.) | | | |
|--|-------------------------|-----------------|---------------|
| CTC Component | | Per Annum | Per Month |
| Salary Part | Basic | 75,000 | 6,250 |
| | House Rent Allowance | 45,000 | 3,750 |
| | Other Allowance | 75,548 | 6,296 |
| | Bonus | 28,795 | 2,400 |
| | Monthly Gross | | 18,695 |
| Retirement and Other Benefits | Provident Fund | 18,066 | |
| | ESIC | 7,291 | |
| | Group Insurance Benefit | 300 | |
| | Fixed CTC | 2,50,000 | |

**A Winning
Combination!**

&

We

&

You



Thank You

