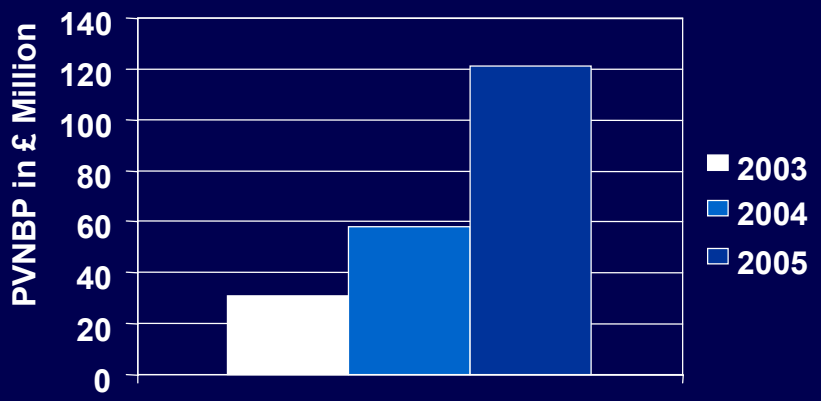
Spotlight: Entering emerging markets - India

Stuart Purdy
Managing Director, Aviva India

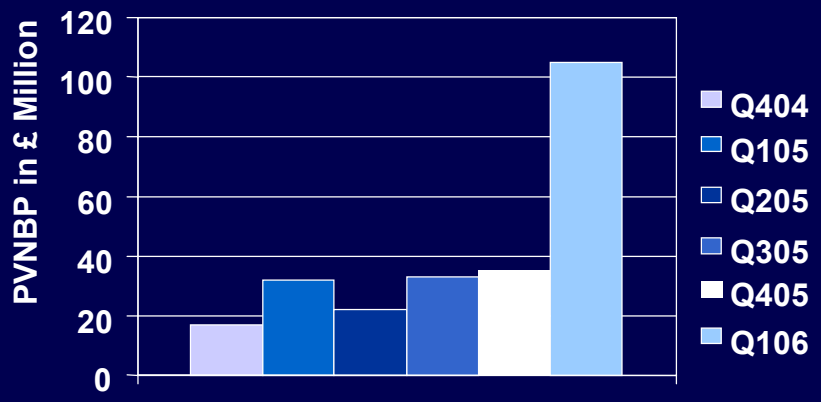
Aviva India

- Launched 2002 – Aviva has management control and the right to increase ownership beyond 26% when legislation permits

Year by year performance



Quarter by quarter performance



- Innovation has driven above-market growth (114% against private insurers' growth of 80%)
  - ULIPs; Bank product propositions
  - Branch opening teams
  - Rural insurance
  - Brand awareness

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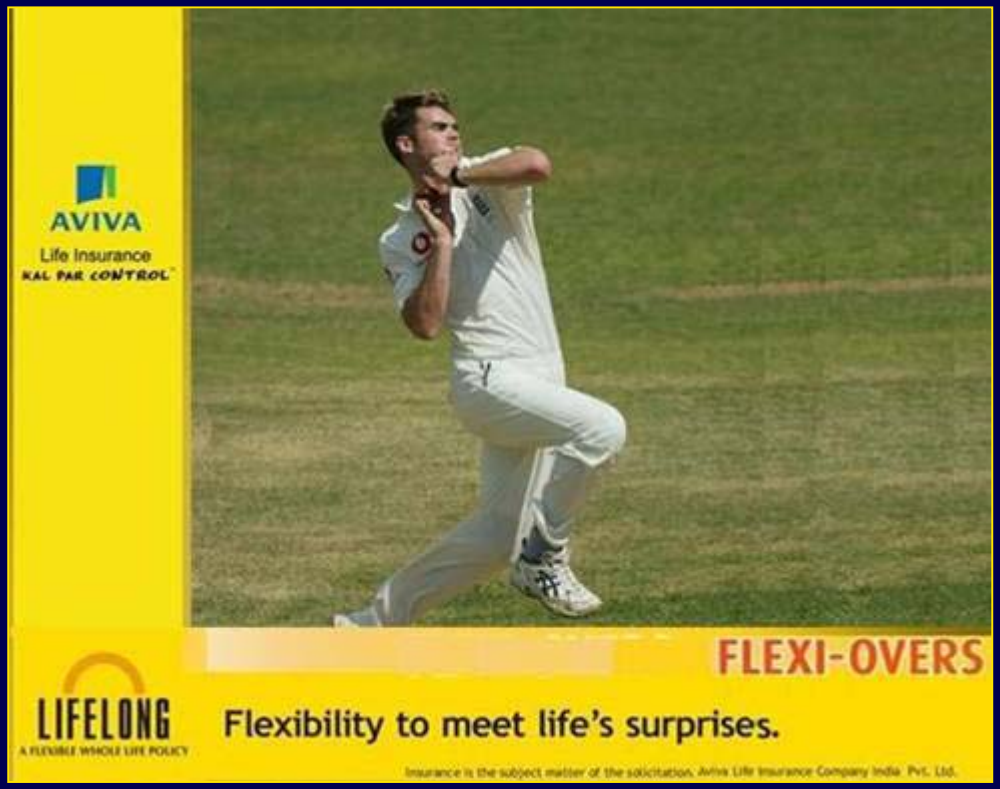
Brand building initiatives



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Using developed market concepts – needs based selling

Needs based selling proposition

Make clients understand their risk profile

Diagnostic tool for financial profile examination

Win trust and respect of customers

Financial health check

Based on 'best advice' philosophy

To generate "How come I never thought about it?" effect

Fix meeting with the client

Needs analysis discussion using questionnaire

Prepare FHC report

Analyse report and draft recommendation

Presentation to the client

Proposal signing & reference collection

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Using developed market concepts - bancassurance

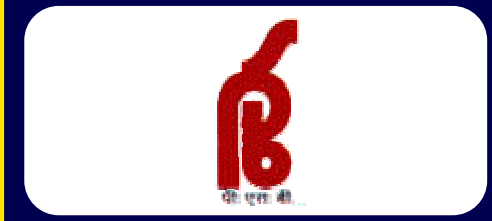
Quality customer access through a leading foreign bank

Potential to spread pan India through India's 2nd largest bank with 2506 branches

Southern region and rural penetration through a leading private regional bank

A leading card, travel and banking company with quality customers

Newly merged bank offering access to 2.2m customers via 241 branches



Punjab and Sind Bank

Nationalised bank with 900 branches

Plus 16 other relationships giving access to >41m customers

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