# **Project Report**

on

# "A Study of Customer Satisfaction by Purchasing Insurance products Through GTM & Sons Advisory Private Ltd"

A FINAL SIP REPORT SUBMITTED

#### TO BIJU PATNAIK UNIVERSITY OF TECHNOLOGY ODISHA

In the partial fulfillment of the requirement for the degree of **MBA**Of

# BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT, BHUBANESHWAR



Submitted by

SHNEHA SMITA SAHOO

Regd No. - 2006258187

**FACULTY GUIDE** 

Dr. Chinmaya Kumar Rout

**Assistant Professor Finance** 

BIITM, Bhubaneswar

# gtm&sons advisory pvt ltd.

Date-11- August-2021

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Shneha Smita Sahoo has completed her internship as a "Management Trainee" at GTM & Sons Advisory Pvt Ltd, Hyderabad, for a duration of 60 days in the field of Sales and Marketing during the tenure.

The performance was noted to be satisfactory and was able to complete the internship by complete fulfillment of responsibilities as laid out by the organizational mentor.

We wish the candidate a successful and glorious career.

GTM & Sons Advisory Pvt Ltd

Meajuri Roberts Revanth

MegjuriReventh

Chief Human Resources Officer

Level 4, N Heights, Plot No 38, Phase 2, Siddiq Nagar, HITEC City, Hyderabad, Telangana 500081 M: 900 024 0608 | 900 024 0825 www.gtmandsons.com



# BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES

# INTERNAL GUIDE BIITM, BHUBANESWAR

# **CERTIFICATE**

This is to certify that the Project work titled "Customer satisfaction on purchasing insurance products at GTM & Son Advisory Private Ltd." is a bonafide work of Ms. SHNEHA SMITA SAHOO under my guidance and supervision carried out in partial fulfillment for the award of degree of Master in Business Administration.

PRINCIPAL'S SIGNATURE

INTERNAL SIGNATURE

# **DECLARATION**

I, Shneha Smita Sahoo (MBA) hereby declare that the project work on the topic "customer satisfaction" completed at GTM AND Sons Advisory Private Ltd, Hyderabad and submitted under the guidance and supervision of Dr. Chinmaya Kumar Rout is my original work carried by me during the period of 60 days.

The preparation of my report is based on my personal findings, interaction with the official employees and secondary sources.

DATE: SIGNATURE OF THE STUDENT

# **PREFACE**

The course of MBA require one to undergo a summer internship with the end of the 2<sup>nd</sup> Semester, so as to get a practical knowledge and understanding the practical aspects of all the theories read. It helps us to make the best use of our skills and intelligence so as to make a better research report. It is really the most important thing during the course of our study. The purpose of my research was to study the "Customer satisfaction on the purchase of insurance products at GTM & Sons Advisory Private Ltd." It was a continuous learning experience as I got to know how they are conducted and are beneficial.

**ACKNOWLEDGEMENT** 

I would like to express my deep sense of gratitude to everyone who supported me

throughout the course of the SIP project. I am thankful for their aspiring guidance,

invaluably constructive criticism and friendly advice during the project work.

I would like to express my special gratitude and thanks to our principal Prof.(Dr.)

Pratap Kumar Tripathy and Asst. Prof. K.Chandrasekhar (GM cum Head P & T)

for providing me opportunity to study and to do the report. The experience which is

gained by me during this project is essential for me at this turning point of my

career and would be beneficial for my future too.

I am thankful to Internal Guide Dr Chinmaya Kumar Rout and External Guide Mr.

Junaid Warsi for their kind support and guidance.

Last but not the least I would like to thanks all the faculty members, company

officials, my family and friends for the constant support.

Thanking you,

Shneha Smita Sahoo

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#### **EXECUTIVE SUMMARY**

The insurance sector is made up of companies that offer risk management in the form of insurance contracts. The basic concept of insurance is that one party, the insurer, will guarantee payment for an uncertain future event. Meanwhile, another party, the insured or the policyholder, pays a smaller premium to the insurer in exchange for that protection on that uncertain future occurrence.

As an industry, insurance is regarded as a slow-growing, safe sector for investors. This perception is not as strong as it was in the 1970s and 1980s, but it is still generally true when compared to other financial sectors. Not all insurance companies offer the same products or cater to the same customer base. Among the largest categories of insurance companies are accident and health insurers; property and casualty insurers; and financial guarantors. The most common types of personal insurance policies are auto, health, homeowners, and life. Most individuals in the United States have at least one of these types of insurance, and car insurance is required by law.

#### 1. INTRODUCTION

A study on analysis of customer satisfaction on the purchase of insurance with respect to GTM and Sons Advisory Private Ltd.

The main objective of every organization is to earn more profit, to achieve this objective the organization should increase its sales by getting more customer and the only way to get more customer is that the organization should provide expected satisfaction to the customers. Here the word customer satisfaction means 'the utility which customer expect from the product' and when a customer get expected utilities it is called as a customer satisfaction.

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. "Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers 'expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective." Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. "In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying.

Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the customer expectations and differences, some experts urge companies to "concentrate on a goal that's more closely linked to customer equity." Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business.

Customer satisfaction depends on the product's performance relative to a buyer's expectation, the customer is dissatisfied. If preference matches expectations, the customer is satisfied. If preference is exceeds expectation, the customer is highly satisfied or delighted outstanding marketing insurance companies go out of their way to keep their customer satisfied. Satisfied customers make repeat purchases insurance products and tell other about their good experiences with the product. The key is to match customer expectations with company performance. Smart insurance company's aim to delight customers by promising only what they can deliver, then delivering more than the promise.

Consumers usually face a broad array of products and services that might satisfy a given need. How do they choose among these many marketing makers offers? Consumers make choices based on their perception of the value and satisfaction that various products and services deliver.

Customer value is the difference between the values the customer gains from owning and using a product and the costs of obtaining the products customers from expectations about the value of various marketing offers and buy accordingly. How do buyers from their expectations? Customer expectations are based on past buying experiences, the opinion of friends and marketer and competitor information and promises.

Customer satisfaction with a purchase depends on how well the product's performance lives up to the customers' expectations. Customer satisfaction is a key influence on future buying behavior. Satisfied customers buy again and tell others about their good experiences dies-satisfied customer's of ten switches to competitors and disparage the products to others. An insurance provider open only to active duty, retired and separated military members and their immediate families and therefore not included in the rankings, achieved a satisfaction ranking equal to that any insurance company.

In general, customer satisfaction with auto insurance providers decreased significantly, with 20 of the 21 companies surveyed decreasing in satisfaction from the previous year. Insurance is the only carrier that did not experience a decline in satisfaction. Though consumers report their insurance carriers are resolving their claims and problems faster. Businesses survive because they have customers who are willing to buy their products or services. However, many businesses fails to "check in" with their customers to determine whether they are happy or not and what it will make to make or keep them happy.

According to U.S consumers' affairs department, it costs five times more to gain a

new customer than to retain an existing one. Other studies have repeated that with just a five percent increase in Customer retention's a firm can raise its profitability customers spend salary at first, but with succeeding years of good experience, they will spend increasingly more.

Depending on the industry and the nature of the bad experience, dissatisfied customers will complain to 10 to 20 friends and acquaintances, which is three times more than those with good experiences are. Hence, the negative information is influential, and consumers generally place significant weight on it when making a decision. If that is not the reason enough, fierce competitor is needed more and more to differentiate firms from one another. With technology available to virtually every one today, the traditional features and cost advantages are no longer relevant. Still product and service quality provides an enormous opportunity to distinguish a firm from the rest. The Japanese have recognized this and have though us to expect quality. Today's consumers do, and they know more about products and services than they ever did.

Customers are the best source of information. Whether to improve an existing product or service or whether firms are planning to launch something new. There is no substitution for "getting it from horse's mouth" When you talk to your customer directly, to increase your odds for achieving success you "mistake proof" your decisions and work on what really matters. When you routinely ask the customers for feedback and involve them in business they, in turn, become committed to the success of your business.

#### 2. SCOPE OF THE STUDY

- 1. It helps in finding out prospective customers.
- 2. It helps in finding competitors strengths and its weaknesses.
- 3. It is helpful to understand and analyze the factors that influence the customers.

#### 3. OBJECTIVE OF THE PROJECT

- 1. To study the customer satisfaction level for the company GTM and Sons Advisory Private Ltd.
- 2. To understand various problems faced by the customers of GTM and Sons Advisory Private Ltd.
- 3. To understand the awareness of company's products among the customers.

#### 4. METHODOLOGY

#### Survey method:

A Survey is a complete operation, which requires some technical knowledge Survey methods are mostly personal in character. Surveys are best suited for getting primary data. The research obtains information from the respondents by interviewing them.

#### Sampling:

It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group taken in a large lot. This small group taken in a large lot .This small group should be emanative cross section and really "representative" in character. This selection process in called sampling.

# Sample size:

Samples are devices for learning about large masses by observing a few individuals. The selected sample is 100.

# Methods of Sampling

# Random sample method:

The method adopted here is random sampling method. A Random sample is one where each item in the universe has as an equal chance of known opportunity of being selected.

#### Research Instrument

#### Questionnaire:

A questionnaire is a carefully complied logical sequence of questions

directed to a define objective. It is the outline of what information is required and the framework on which the data is built upon. Questionnaire is commonly used in securing marker information that its preparation deserves utmost skill and care.

#### Collection of data:

One of the important tools for conduction market research is that availability of necessary and useful data. Data collection is more of an art than a science. The methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

Every company has to keep certain records such as accounts, reports etc. these records provide sample information which an organization usually keeps collection in its working.

#### External sources:

When internal records are insufficient and required information is not available, the organization will have to depend on external sources. Of data are.

# a) Primary data:

The data collected for a purpose in original and for the first time is known as primary data. The researches collect this data to study a particular problem.

Here the primary data is data collected through questionnaire by directly meeting the customers

# b) Secondary Data:

The data which is collected from the published sources i.e., not originally collected of the first rime is called secondary data. Here the secondary data is data collected from the company's brochures, pamphlets, catalogues and the website.

#### 5. LIMITATIONS OF THE STUDY

- **1.** As stipulated by the university regulations, the study is undertaken for a period of 60 days and this is very limited period.
- 2. When the buyers are busy we can't get accurate data from them. During survey some respondents may not give answer in a proper manner or might be their biasness is making some difference between the actual feedback and the given feedback.
- 3. It is not possible to obtain some confidential data from the organization.
- 4. Limited time available for interviewing the respondents. As a result this wasn't possible to gather full information.
- 5. In the survey at many times, it was found that the customer's relationship with service provider is not good because service provided by company is quite costly.
- 6. It is little bit costly and time consuming to collect primary data through face to face interaction with the respondent.

# CHAPTER-2

#### 6. COMPANY PROFILE



GTM And Sons Advisory Private Limited incorporated with MCA on 06 November 2020.

The GTM And Sons Advisory Private Limited is listed in the class of company and classified as Non Govt Company. This company is registered at Registrar of Companies (ROC), Telangana with an Authorized Share Capital of Rs. 10 LAC and its paid up capital is 1 LAC.

The company has **3** directors Subreen Zubair, Swetha Chandrasekar, and Meajuri Roberts Revanth .

Current status of Gtm And Sons Advisory Private Limited company is Active.

#### **COMPANY INFORMATION**

<b>Company Status</b>	Active

Date of Incorporation	06 November 2020
Registration State	Telangana
<b>Company Category</b>	Company limited by Shares
Company Sub-Category	Non-govt company
Class of company	Private
Listing status	Listed

With rapid changes in the dynamics and the demand in this competitive market, it has become imperative for organizations to take their business to a higher ground and that led to the emergence of GTM & Sons. The efforts emphasize on addressing customer's needs and building clearly differentiated value propositions which help in increased revenue, profit and improved efficiency.

This is an organization with a focus directed towards integrating all efforts and strategies of marketing, sales for the growth of business in an organic fashion. The services include sales support, client acquisition, marketing consulting, opportunity assessment and strategic consulting. The service delivery is executed through unique process and operations which promotes efficiency of higher grade. While our country's economic development is on the rise and is receiving accolades,

there is a chronic problem persisting since time immemorial- "inequality and inequity"

Inequality has been on a sharp rise for the last three decades and more. The Indian societies have already been fractured due to division on the basis of caste, creed, region and religion. The rich are getting richer on account of inheritance and capitalism while the poor are getting poorer struggling to earn one square meal for themselves. As a consequence, it has been noticed that a lack of awareness and access to basic health services has further pushed the poor below the belt. Education is the most basic requirement for a decent level of development of the humans. GTM and Sons Foundation, in the pursuit of making world a better place, it will be giving a share of efforts towards making education accessible and affordable for all the citizens.

The processes are designed and built around the dynamic nature of customer needs. With the changing landscape of the economy today in the pandemic period, it is quintessential to prepare for the future which begins with adopting customer centric strategies. In the world where requirements and demands are reshaping, our forte lies in the ability to continuously anticipate and deliver against the fast changing expectations. Led by highly energetic, tech savvy, well-educated multit askers, innovation and creativity comes in at every level thereby giving a whole new flavor of service delivery. Clients describe the organization as a team that strives hard to achieve perfection and excellence is every assignment that it takes up which create top notch experience. With education comes broader set of employment opportunities. The development of an individual and the progress of a nation depend on quality of education delivered with right approach. By increasing awareness and concern, basic education encourages helps one understand and differentiate between the good and bad and therefore better utilization of services.

As education is directly linked to better occupational prospects and therefore higher income levels, it invariably has a positive impact on the person's quality of life. A country's economy grows better and faster with participation of a greater number of educated and skilled workforce as they increase efficiency and effectiveness.

Change is the only constant when it comes to anything. The market undergoes changes at a neck-breaking speed. Subsequently companies face challenges such as-

- stringent budgets,
- competition,
- evolving technology adoption
- Lack of professional expertise

Irrespective of the challenges, the market landscape of the companies changes at a rapid pace. Therefore, it's imperative to bring in an all-integrated process in Marketing, sales, strategy and overall business development.

GTM and Sons work very closely with their clients in order to direct all the promotional efforts in an integrated and closed loop manner thereby realizing the value for money. The services are a blend of the traditional and new strategies. The effectiveness in terms of combining the tactics with a seamless adaptation of the new ones that make a business climb up to a higher ground.

The marketing services span across industries and are in tune to the changing landscape. It offers services in branding, creative designing, content marketing, image marketing, event marketing and social media marketing.

Thus, it helps clients to achieve new heights by leveraging the expertise of revenue growth, process optimization, value positioning, objection handling, sales closures and demand generations. The USP is people with process-oriented minds behind the execution.

It also offers training in the subject of finance covering topics such as financial markets, investments, risk management, Equity & Currency derivatives, Mutual Funds origin, Distribution, and so on with more additions coming in as per the industry requirements. It has courses across varied levels of complexity catering to a broader spectrum of candidates.

#### 7. INDUSTRY ANALYSIS

#### **Courses Offered in Financial Literacy**

India with a population of over 1.36 billion has nearly 0.8 billion in the working age. By the year 2026, it is expected that around 64% of the total population will be in the working age. Financial literacy of this talent pool is extremely vital for attaining good productivity thereby linked to our country's economic growth. Without it, an individual's financial decisions and the actions taken—or not taken—lack a solid foundation for success. And this can have dire consequences-

- People do not expect to have enough money to retire comfortably.
- Credit card debt has reached its highest point ever.
- Unable to afford an emergency expense.

Financial inclusion is an outcome of financial literacy. In this program, it prepares the youth of our country with content in specific reference to financial markets, investments, flow of money and so on. It has courses ranging from the basics to the specialized advance level courses for instance- derivatives- Equity & Currency, Mutual Funds origin, Distribution and so on.

The courses have been designed in ways to make candidates self-reliant thereby complementing our Prime Minister's concept of Aatmanirbhar Bharat.

The training puts the students in a position where they become knowledgeable, proactive and competent industry ready candidates. Not only they are ready for the industry but also possess the right skill set and knowledge to make informed and effective finance related decisions thereby making their livelihoods also prosperous.

At GTM & Sons, the finance training Modules are structured to provide a more efficient and interesting learning experience. It provides a more flexible learning approach.

#### **Basics of Financial Markets**

This program intends to cover the topics encompassing the basics of financial markets. The program provides the right platform to build knowledge and skills required to enter, explore and progress in financial market segment.

# **Risk Management & Operations**

This program intends to cover the topics encompassing the operations involved in Securities broking firms & various risk management strategies adopted by firms. It also facilitates the enhancement of knowledge and skills required to enter, explore and progress in securities market segment..

#### **Basics of Financial Markets -II**

This Program is an advanced version of the basics of financial markets and covers in depth details about investment advisory and related services in the financial services industry. It helps candidates know the aspects of insurance, retirement & estate planning, insurance products and risk management and the taxation aspects of different financial securities.

#### **Financial Market Landscape**

This program encompasses three modules covering topics around financial market segments, risk management, operational aspects and so on with each having an individual Government recognized certification. This combination opens door to variety of career options including one that paves way to entrepreneurship with minimal capital and validates the knowledge and skills required to enter, explore and progress in financial market segments.

India, a land of plethora of opportunities, one of the rapidly growing economies, now has a requirement of skilled workforce. It has been noted that only about 17% of the graduates passing out of various colleges in India are employable. This evident gap between the Industry and the Academia is seemingly the most common reason for this figure. Competent candidates are the need of the hour. Supply has to meet demands for which while the schools, colleges and employers can merely just facilitate, the actual onus lies on the students. This internship program is one of the flagship opportunities that are open for both undergraduates and post graduates who are looking for a holistic development. Through this internship we aim to address one of the burning concerns of the country which is building skilled workforce.

The low hiring rate of graduates and post graduates are reflective of the academia-industry mismatch. The unemployability condition stems from the fact that there is lack of requisite skills to be hired for a well-paying job. This has driven a wedge between the academia and the industry. Our country's share in the global GDP is going to see a significant rise by 2050 and this is what makes it the most rapidly growing economies of the World. Another interesting fact, the increasing working age population of the country is an ounce of evidence of economy growth. This implies the availability and accessibility of plenty of job opportunities. GTM and Sons Advisory Private Limited works for a variety of clients. Good service is good business. The efforts emphasize on addressing customer's needs and building clearly differentiated value propositions.

The knowledge of the fact that the client's objectives and needs are inseparably linked to the development of business make us probe not only into technical superficial aspects of a project, but also into industry environment to find the best option for our clients, on the basis of their business drivers, size, activities and scope. They don't simply hear out their client's needs and wants but also listen to what they actually need. As a team they are committed to provide great value with a genuine desire to become part of their clients' success.

Engagement is every enterprise's goal however continuous client engagement is the next turn of the crank. They systematically converse with their clients in order stay abreast with their evolving needs and therefore customized service delivery.

Clearly defined Value propositions- The value propositions are made taking into considerations a wide variety of factors which enable their clients to enjoy a whole new set of experience thereby providing them a holistic benefit.

Prompt Service Delivery- It takes years of relentless efforts to win client's loyalty. But all of this can crumble with delayed customer support. GTM believes that speediness is imperative in providing excellent customer service and has taken an oath to ensure timely delivery and prompt service to their clients.

# CHAPTER-3

#### 8. COMPETITOR ANALYSIS

These are the top competitors

1. Life Insurance Corporation Of India:



Life Insurance Corporation Of India (LIC) is an Indian state-owned insurance group and investment company headquartered in Mumbai. As of 2013 it had total life fund of Rs.1433103.14 crores with the total value of policies sold of 362.82 lakh that year. The LIC was founded in1956 when the Parliament of India passes the Life Insurance Of India Act that nationalized the private insurance industry in India. Over 245 insurance companies and provident societies were merged to create the state owned Life Insurance Corporation.

#### 2. SBI Life Insurance:



SBI Life Insurance is a joint venture life insurance company between State Bank Of India, the largest state owned banking and financial services company in India, and BNP Paribas Cardiff. BNP Paribas is a French multinational bank and financial services company with global headquarters in Paris. SBI owns 70.1% of the total capital. Other investors are Value Line Pte. Ltd. And Mac Ritchie Investments Pte. Ltd, holding 1.95% of the total capital each.

#### 3. HDFC Standard Life Insurance:



HDFC Standard Life Insurance Company is a long term life insurance provider with its headquarter in Mumbai, offering individual and group insurance. It is a joint venture between Husing Development Finance Corporation Ltd (HDFC), one of India's leading husing finance institution and standard life insurance plc, leading well known provider of financial savings and investments services in the United Kingdom. On August 14,2015 HDFC Ltd. Entered into a share sale agreement with Standard Life to sell a 9.00% stake in HDFC Life to the later. The transaction is subject to receipt of regulatory approvals. Post the completion of the above transaction, HDFC will hold 61.65% stake in HDFC life and Standard Life's stake will increase to 35.00%, with rest to be hold by others.

#### 4. ICICI Prudential Life Insurance:



ICICI Prudential Life Insurance Company Ltd. (ICICI Prudential Life) is a joint venture between ICICI Bank Ltd., one of India's largest private sector banks and prudential plc, a leading international financial services group headquartered in the United Kingdom.

#### 5. Max Life Insurance:



Max Life Insurance is a part of the Max India Ltd. Group. It is a joint venture between Max Financial Services and Mitsui Sumitomo Insurance Company. The former owns 68.01% of the company while the latter owns 25%. After the joint venture partnership with Mitsui Sumitomo, Max Life changed its name from Max New York Life in 2012. In February 2016, Axis Bank held a 5.99% share in Max Life.

#### **SWOT ANALYSIS**

#### Strengths

- 1. Creates added value for the care organization
- 2. Could be a first step to digital integration of more digital services (e.g. OCCS)
- 3. Gives the care receiver and informal giver an overview on their expenses and care agenda
- 4. Show already potential income flows for the care organization
- 5. Increases cost-efficiency on the long run

#### Weaknesses

- 1. This model remains care organization centered and does not move to a patient centered system, which is the initial goal
- 2. Needs a strong change management

# **Opportunities**

1. Possibility to integrate this tool in a smart care

#### **Threats**

1. Low willingness to adopt technology platform

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# 9. CUSTOMER ANALYSIS

As the company has an insurance firm and provides service to its clients such as the investors who are interested to invest in insurance products.

So, classification of Customers GTM & Sons Advisory Private Ltd:

- 1. Age Group is 25 years to 60 years
- 2. Occupation can be salaried Persons, Professionals, and Businessmen
- 3. Income level should be minimum income level of INR 15,000 to 20,000 per month

Behavior of Customers towards Insurance products is negative because they are basically unaware and not interested.



#### 10. ACTUAL WORK DONE

#### Fundamental Analysis:

Fundamental analysis is the examination of the underlying forces that affect the well being of the economy, industry groups, and companies. As with most analysis, the goal is to derive a forecast and profit from future price movements. Fundamental analysis may involve examination of financial data, management, business concept and competition. At the industry level, there might be an examination of supply and demand forces for the products offered. For the national economy, fundamental analysis might focus on economic data to assess the present and future growth of the economy. To forecast future stock prices, fundamental analysis combines economic, industry, and company analysis to derive a stock's current fair value and forecast future value.

# Indian Economy:

The economy of India is the sixth-largest in the world measured by nominal GDP and the third-largest by purchasing power parity (PPP). The country is classified as a newly Industrialized country and one of the G-20 major economies. Maharashtra is the wealth generating state in India with an annual nominal GDP of US\$330 billion. It has emerged as the fastest growing major economy in the world as per the Central Statistics Organization (CSO) and International Monetary Fund (IMF). The Government of India has forecasted that the Indian economy will grow by 7.1

per cent in FY 2016-17. As per the Economic Survey 2016-17, the Indian economy should grow between 6.75 and 7.5 per cent in FY 2017-18. The improvement in India's economic fundamentals has accelerated in the year 2015 with the combined impact of strong government reforms, Reserve Bank of India's (RBI) inflation focus supported by benign global commodity prices. India's two largest stocks exchanges, Bombay Stock Exchange and National Stock Exchange of India, had a market capitalization of US\$1.83 trillion and US\$1.68 trillion as on 2017, which rank 11th and12th in the world according to the World Federation of Exchanges.

#### **Gross Domestic Product:**

The gross domestic product (GDP) is one of the primary indicators used to gauge the health of a country's economy. India has one of the fastest growing service sectors in the world which contributed to 45.4% of GDP in 2016. The Indian economy advanced 6.1 percent year- on-year in the first quarter of 2017, slowing sharply from a 7 percent expansion in the previous period and well below market expectations of 7.1 percent. It is the lowest growth rate since the last quarter of 2014, due to a slowdown in consumer spending and a drop in investment, following the demonetization program started in November of 2016 that removed 86 percent of India's currency in circulation. The current GDP is US\$ 2.45 trillion as on 2017.

#### **Inflation Rate:**

Inflation is a sustained increase in the general price level of goods and services in an economy over a period of time. When the price level rises, each unit of currency buys fewer goods and services; consequently, inflation reflects a reduction in the purchasing power per unit of money - a loss of real value in the medium of exchange and unit of account within the economy. The average consumer price index inflation declined from 5.9% in 2014-15 to 4.9% in 2015-16. In current financial year till December, CPI inflation averaged 4.8% and eased to 3.4% in December in 2016 backed by sharp fall in food prices. Food inflation based on consumer food price index (CFPI) declined to 4.9% in 2015-16 from 6.4% in 2014-15. It averaged 5.1% in current financial year till December and dropped to 1.4% in December 2016 following sharp correction in pulses and vegetables prices.

#### **Interest Rate:**

Interest rate affects the cost of financing and decrease in interest implies lower cost of finance for firm and more profitability. Availability of cheap fund encourages speculation and rise in the price of shares. High rate of interest discourages investment and stock market is negatively affected.

#### Exchange Rate:

In 2016-17, the rupee has performed better than most other emerging market economies. During 2016-17 (April-December), on year on year basis, the rupee depreciated by 3.4% against US dollar as compared to the depreciation of Mexico Peso (14.4%), South African Rand (8.6%) and Chinese Rimini (6.3%). The rupee depreciated in terms of nominal effective exchange rate against a basket of 6 and 36 currencies during April-December 2016.

However, the 6-currency and 36-currency real effective exchange rate appreciated by 6.1% and 5.6% respectively as at end December 2016 over end of March 2016. Present exchange rate of I INR to USD is 0.015.

#### Tax Structure:

After implementation of Good and Service Tax (GST), the GST council has decided that businesses in the North Eastern and hill states with annual turnover below INR 10 lakhs would be out of the GST, while the threshold for the exemption in the rest of India would be an annual turnover of INR 20lakh. For Indian company the current tax rate is 25% whose turnover is less than equal to INR 50crore and more than INR 50crore is 30%. The surcharges will be 7% if the entity's taxable income more than INR 1crore and less than INR 1crore, It is 12% if the entity's taxable income is more than INR 10crore. Surcharges are exempted for entity's whose taxable income is less than INR 1crore. For the Foreign Company tax rate is 40% whose turnover is less than equal to INR 50crore and also 40% for turnover more than INR 50crore. The surcharges will be 2% if the foreign entity's taxable income is more INR 1crore and less than INR 10crore. For more than INR 1crore it is 5%. As compare to assessment year 2016-17 tax rate was decreased in the assessment year 2017-18.

#### Agriculture and Monsoon:

As per the First Advance Estimates, growth rate for the agriculture and allied sectors is estimated to be 4.1% for 2016-17. Coming to monsoon, during the south west monsoon season of 2016 the country as a whole received rainfall which was 97% of its long period average. Out of the total 36 meteorological subdivisions, 4 subdivisions received excess rainfall, 23 subdivisions received normal rainfall and remaining 9 subdivisions received deficient rainfall.

#### 11. FINDINGS & SUGGESTIONS

#### **FINDINGS**

- 1. According to Fundamental Analysis the fundamentals of GTM is very strong.
- 2. The future price moment is upward.
- 3. The customers are loyal to the company and there is a good growth in business.

#### **SUGGESTION:**

It should be profitable to buy life insurance for long period.

#### 12. CONCLUSION

Insurance sector in India is growing at a very high rate and it is expected to grow more in future. This study had made an attempt to understand the various risk involves in investing in insurance an how to manage those risk. I observed that most of the people buy an insurance policy under someone's influence and not according to their requirement. Also there is a very low awareness about need analysis calculation. Many people do not pay their premium as they did not purchase their policies according to their requirement.

Customer satisfaction plays a very important role in increasing the market share of the company and it is very hard to get. So insurance companies should sell their insurance policies according to needs of customers in this way they can easily acquire customer's loyalty.

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