



Biju Patnaik Institute of Information Technology & Management Studies

SUMMER INTERNSHIP PROJECT REPORT

“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LIFE INSURANCE FROM A PRIVATE COMPANY”



A Final Project Submitted To

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA

(For the partial fulfilment of the requirement of the degree of MBA 2020-2022)

SUBMITTED BY

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2020-22

FACULTY GUIDE

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(Marketing & Soft Skills)



CERTIFICATE FROM INTERNAL GUIDE

This is to certify that the business report entitled “**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS LIFE INSURANCE FROM A PRIVATE COMPANY LIKE SHRIRAM LIFE INSURANCE.**” in SHRIRAM LIFE INSURANCE has been prepared by Avinash Rana under my supervision and guidance, for the fulfilment of MBA. His field work is satisfactory.

Place-BHUBANESWAR

DATE:

PROF.KAMESHCHIVUKULA

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Certificate of Internship

This is to certify that Mr.Avinash Rana from Biju Pattnaik Institute of IT and management,Bhubaneswar has completed the Internship Program with Shriram Life Insurance Company Limited for a period of 60 days from

15th June,2021 to 14th August, 2021 .

During this Internship his performance was satisfactory and best to the industry. We wish him all the best for future endeavors.

For Shriram Life Insurance Company



Bhanu Prathap

Deputy General Manager

Shriram Life Insurance Company Limited

Shriram Life Insurance Company Limited

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associated with  **Sanlam** group

DECLARATION

I, **AVINASH RANA** student of **BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, BHUBANESWAR** hereby declare that the project report entitled “**a study on consumer buying behavior towards life insurance from a private company**” is a bonafide record submitted in partial fulfillment of Master of Business Administration and a record of original work done by me under the guidance of **Prof. Kamesh Chivukula Asst Prof Marketing & Soft skills (Biju Patnaik Institute of IT & Management Studies)**

I also declare that this report has not been submitted previously by me fully or partially for the award of any degree or recognition.

REGD. NO:

Date:

Signature of Student

ACKNOWLEDGEMENT

It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception. On the very outset of this report I would like to extend my sincere & heartfelt obligation towards all the personages who have helped me in this endeavor. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

I express my deep sense of gratitude and profound thank to my project internal training guide **Prof Kamesh Chivukula** for his constant encouragement and guidance and support throughout the course of study.

I express my deep sense of gratitude and profound thank to my project external training guide, **Mrs. Ipsita Tambad** for her constant encouragement throughout the course of study.

I extend my Special gratitude to **Dr. P.K Tripathy, Principal of BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES.**

I also acknowledge with a deep sense of gratitude towards my parents and member of my family who have always supported me morally as well as economically.

At last but not least gratitude goes to all of my friends who directly or indirectly helped me to complete this project report.

Any omission in this brief acknowledgement does not mean lack of gratitude

Place: Bhubaneswar

Date

Avinash Rana

EXECUTIVE SUMMARY

Human life is a most important asset and life insurance is the most important type of insurance which provides financial protection to a person and his family at the time of uncertain risks or damage. Life insurance provides both safety and protection to individuals and also encourages savings among people. Shriram Life Insurance plays a vital role in the welfare of human wellbeing by providing insurance to millions of people against life risks such as uncertain death or accident. The present exploratory and descriptive based study was selected with an objective to examines the various factors that affect the consumer perception towards life insurance policy and also analyze the preferences of customers while life policy investment decision-making. Various insurance related factors have been discussed in the paper. The data for the study has been collected from primary sources. The study area is limited to Cuttack and sample size is 50 respondents. The statistical technique used for the analysis is simple percentage analysis. The main finding of the study reflected that there are four factors i.e. premium, returns, goodwill of the company and duration of the policy that influence the consumer perception towards life insurance policy. Insurance companies should spread more awareness about life insurance, reduction in premium amount and giving more attention on need based innovative products are some of the suggestions provided by the researcher. The paper concludes with that earlier Insurance was a means for wealth creation and that too for a longer period as returns were comparatively low but as compared with the data in the current part it can be said that people are shifting towards Insurance sector not only for tax saving but for future planning, life covering risk against security, etc.

Finally the study reveals a chance to know about customer needs, wants and then awareness towards the company and buying behaviour towards SLIC products. This research says that there is a good market available for the growth of ShriRam Life Insurance.

During this study I also found that the customers are not well acquainted with SLIC products and most customers are unaware of the brand and its offerings, so with this report I can say there is a very high chance of opportunity for SLIC but it should make aware customers first specially in ODISHA in order to get those potential customers.

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CHAPTER – 1

1.1 INTRODUCTION

1.2 SCOPE

1.3 OBJECTIVE OF STUDY

1.4 METHODOLOGY

1.5 LIMITATIONS

1.1INTRODUCTION

INSURANCE

Insurance is a contract providing for payment of sum of money to the person assured or failing him to the person entitled to receive the same on the happening of certain event uncertainty of death is inherent in human life. It is this risk, which gives rise to the necessity for some form of protection against the financial loss arising from death. Insurance substitutes this uncertainty by certainty. The objective of insurance is normally to provide:

1. Family protection
2. Provision for old age
3. Protection against risks
 - Insurance cover is essential because it provides the following benefit:
 - A lump sum payment to the nominees in the time of the death of the policy holder.
 - A regular payment to the nominees in the event of the death of the policy holder Tax benefit as premiums paid reduce the liability of tax.
 - Relieves economic hardships in the family on the uneventful death of the sole income holder.
 - Inculcates the habit of savings.

Need for Life Insurance

Today there is no shortage of investment options for a person to choose from. Modern day investments includes gold,property,fixed income instruments,mutual funds and of course life insurance.Given the plethora of choices,it becomes imperative to make the right choice when investing your hard earned money.Life insurance is a unique investment that helps you to meet you deals needs savings for life's important goals and protecting your assets.

Life insurance is the only investment option that offers specific products tailor made for different life stages.It thus ensures that benefits offered to the customer reflect the needs of the customer at that particular life stage.

Life Insurers

1. Max New York Life Insurance Co Ltd
2. HDFC Standard Life Insurance Company Ltd
3. ICICI Prudential Life Insurance Company Ltd
4. Kotak Mahindra Life Insurance Company Ltd
5. Birla Sun Life Insurance Company Ltd
6. Tata AIG Life Insurance Company Ltd
7. SBI Life Insurance Company Ltd
8. ING Vysya Life Insurance Company Ltd
9. Allianz Bajaj Life Insurance Company Ltd
10. Met Life India Insurance Company Pvt. Ltd
11. Reliance Life Insurance Company Ltd
12. Shriram Life Insurance Company Ltd
13. Sahara India Life Insurance Company Ltd
14. Bharti AXA Life Insurance Company Ltd
15. Aviva Life Insurance Company Ltd

Investor perception on life insurance:

Consumer behavior studies the behavior of individual or a group of people. The study of consumer behavior provides marketers to understand and predict the future market behavior. In this paper role of IRDA, role of private insurance companies, also the types of insurance policy taken by consumer, the total sum assured of life insurance, the reasons for invested in life insurance have been studied.

Consumer behavior is the process where the individual decides what, when, how and from whom to purchase goods and services. Consumer behavior studies how individuals, group and organization select, buy use dispose of goods, services, ideas or experience to satisfy their needs and desire. The study of consumer behavior enables marketers to understand and predict consumer behavior in the market place in advance and it is concerned not only with what consumers buy but also with why, when, where, how and how often they buy it.

Consumer research is the methodology which is used to study consumer behavior and it takes place at every phase of the consumption process during before and after the purchase. Consumer behavior is inter disciplinary approach that is based on concepts and theories about people that have been developed by scientists in diverse disciplines such as psychology, sociology, social psychology, cultural anthropology and economics. Consumer behavior has become an integral part of strategic and social responsibility. It should also be an integral component of every marketing decision embodied in a revised marketing and the social marketing concept. It helps marketers to fulfill the needs of their target markets in such a way that it develops a society. The insurance sector in India come a full circle from being an open competitive market to nationalization and back to a liberalized market. Tracing the developments in the Indian insurance sector reveals the 360-degree turn witnessed over a period of almost 190 years. The business of life insurance started in India in the year 1818 with the establishment of the Oriental Life Insurance Company in Calcutta. Insurance may be described as a social device to reduce risk of life and property. Under the plan of insurance, a large number of people associate themselves by sharing risk, attached to individual. The risk, which can be insured against include fire, death, and incident. Any risk contingent upon these may be insured against at a premium commensurate with the risk involved. Insurance is actually a contract between two parties where by one party called insurer undertakes in exchange for a fixed sum called premium to pay the other party on happening of a certain event. Insurance is a contract whereby in return for the payment of premium by the insured, the insurers pay the financial losses suffered by the insured as a result of the occurrence of unforeseen event.

Insurance Regulatory and Development Authority(IRDA) 1999

Reforms in the insurance sector were initiated with the passage of the IRDA bill in December 1999, it was set up as an independent body and it has been able to frame globally compatible legislations

The IRDA was set up to protect the interests of holder of insurance policies to regulate, promote and insure orderly growth of the insurance industry and for matters connected therewith or incidental thereto.

The act extends to whole of India. With the establishment of this act govt. amended insurance act 1938, Life Insurance act 1956. IRDA was formed on the recommendations of Malhotra Committee. In 1999 Government of India has set Malhotra Committee to examine the structure of insurance industry.

1.2 SCOPE

- The result of this research would help the company to have a better understanding about the consumer's perception towards life insurance
- The study helps the company by creating awareness about the investors of different ages and income levels
- The study also enables the company to focus the consumer's preferences and expectations on the product which they offer

1.3 OBJECTIVE

- To study the consumer preference regarding life insurance companies
- To study about the awareness of insurance as a platform of investment
- To understand various factors that affect the consumer behaviour towards purchasing insurance products.

1.4 RESEARCH METHODOLOGY

Methodology is a systematic way of solving a problem it includes the research method for solving a problem it includes the research method for solving the problems.

Type Of Research: Descriptive research

Sources of Data: This report consists of both primary and secondary source of data. The secondary sources are company's website, research articles from journals, magazines, newspapers, books and reports. The primary data gathered through administering a structure questionnaire. In addition to this in certain context I have followed the interview method.

SAMPLE DESIGN

The target population of the study consists of various respondents of various places. This survey was done by collecting the data from the respondents.

SAMPLE SIZE

After due consultation with the company supervisor as well as with the college guide, also keeping in mind the requirements of the company for the research, the sample size that was found to be appropriate for the study was 50.

SAMPLING TECHNIQUE

The sampling technique that adapted to conduct the survey was convenient sampling and the area of the research was concentrated in the city of Cuttack only. The survey was conducted by visiting different places like colleges, corporate offices, respondent's home, shops etc.

DATA SOURCE

The task of data collection begins after a research problem has been defined. In this study data was collected through both primary and secondary data source.

A. PRIMARY DATA

A primary data is data which is collected for gathering information first time and to analyze the problem. In this study the primary data was collected among the consumers offering questionnaire.

B. SECONDARY DATA

Secondary data consists of information that already exists somewhere been collected for some other purposes. In this study secondary data was collected from company website, magazines and brochures.

LIMITATIONS

The following limitations can be pointed out from the research

- The sample size chosen for the questionnaire was only 50 and that may not represent the true picture of the consumer perception about Life Insurance sector.

- The research got confined to the city of Cuttack only. The respondent belonged only to Cuttack and others who were out of Cuttack.
- The product offered by different companies had different options and names in them, so at the time of comparison it will become very difficult. The parameters for comparison will also different in selected companies.
- The selection of people for the questionnaire was done on the basis of convenient random sampling.
- There were certain cases in which the people select did not have any life insurance policy so they could not give any positive feedback regarding the important criteria to be considered before taking a life insurance policy.

CHAPTER-2

COMPANY PROFILE

COMPANY PROFILE



The Shriram group is one of the largest and well respected financial services conglomerate in India. The group's main line of activities in financial services include chit funds, truck financing, consumer durable financing, stock broking, insurance broking, and life insurance.

Shriram Life Insurance Company is a joint venture between Shriram Group founded in 1974, headquartered in Chennai and Sanlam, a leading financial services group based in Cape Town, South Africa. Together, Sanlam and Shriram's group aims to provide the best life insurance products to cater different segments of Indian market. In 2016, Shriram life insurance Company's objective aims in reaching out to the common man with products and services that would be helpful to him/her as they set out on the path to prosperity.

- Shriram life has more than 528 branches with over and above 1.45 crore customers.
- Shriram life clocked Rs 1020 cr gross premium in 2015-2016.
- The company has a network of 609 offices and 75000 agents across India.
- Shriram has an outstanding underwriting record and has awarded as Underwriting Initiative of the year.
- Shriram life insurance generates more than 40% business through providing insurance to rural area and weaker segment individuals AAM AADMI of India.
- The founder of Shriram group, Mr. R Thyagarajan, has been awarded with Padma Bhushan award.
- Shriram life insurance Company also known as SLIC was founded in the year 2005 and commenced operations in the year 2006.
- SLIC is well known for their efficient use of capital and low operational costs.

Mission & Vision of the Company

The Shriram life insurance company is set out with the objective of reaching out to the common man with a hosts of products and services that would be helpful to his path to prosperity.

Efficiency in operations integrity and a strong focus on catering to the needs of the common man by offering him high quality and cost effective products and services are the values driving the organization. These core values are deep rooted within the organization and have been strongly adhered to over the decades

The company prides itself on its perfect understanding of the customer. Each product or service is tailor made to perfectly suit the needs of the customer. It is this guiding philosophy of putting people first that has brought the company closer to the grassroots and has made it the preferred choice for all the truck financing requirements amongst the customers.

MANAGEMENT

BOARD OF DIRECTORS

MR. T. S. KRISHNA MURTHY (Chairman)

Mr. T. S. Krishna Murthy, an IRS officer is the Chairman of SLIC. He was appointed as the Election Commissioner in January 2000 after a long stint of over 36 years in civil services. He is the first officer from the Indian Revenue Service (IRS) to become a Secretary to the Government of India (1997-2000) and later the Election Commissioner (2000-2004). He was also appointed as the Chief Election Commission of India from February 2004 to May 2005.

MR CASPARUS JACOBUS HENDRIK KROMHOUT (Managing Director & Chief Executive Officer)

An industrial engineer with ISCOR mining, Mr. Kromhout joined Sanlam in 1997. His work largely focused on project portfolio value management. Since his appointment as COO of Shriram Life in 2010, he has driven all the key projects in building organizational capabilities and preparing the company for a better future. Mr. Kromhout was appointed Managing Director, CEO and Principal Officer in December, 2015.

MR MANOJ KUMAR JAIN (Managing Director)

As the MD of Shriram Life Insurance Ltd, Mr Manoj Jain has led the company's success in recent years. He has over 27 years of experience in financial services, with over 15 years in life insurance. He has worked with HDFC Standard Life, Tata Motor Finance and 20th Century Finance Group. He was awarded, 'CEO of the year 'at ABP News - Banking, Financial Services & Insurance Awards, in February 2015.

SMT. AKHILA SRINIVASAN (Director)

Previously the Managing Director of Shriram Investments Ltd., Smt. Akhila Srinivasan was nominated as one amongst the 25 most powerful business women in the country by Business Today magazine. She handles key responsibilities at the Group level and has pioneered many social welfare programmes.

MR. G. VAIDYANATHAN (Executive Director)

An IIM – alumnus Mr G. Vaidyanathan is also a member of the Institute of Costs and Works Accountants of India and a member of the Institute of Company Secretaries. He has industry experience spanning over three decades with most of it in manufacturing and financial service sectors including a brief stint in Dubai. As the CFO, he handled accounting, finance and all corporate services.

MR. S. P. RAGHUNATHAN (Chief Underwriter)

A Shriram veteran, Mr Raghu Nathan is a fellow of the Insurance Institute of India and worked with LIC for 27 years and with the Shriram Group for another 27 in various capacities. He is involved in guiding and mentoring the Underwriting, Claims and Legal teams and also acts as a bridge linking the Sales teams and HO. A firm believer in empowering people, he has nurtured highly competent and business savvy teams within these groups.

MR.BRAHMAIAH TELAPROLU (Chief Financial Officer)

Mr Brahmaiah Telaprolu joined Shriram Life Insurance in early 2021 as the Chief Financial Officer. He possess a rich experience of over 30 years in the area of Finance and Accounts having worked in diverse industries, including manufacturing, financial services and the power sector. He has also worked in Shriram Transport Finance as a Senior Vice President – Finance & Accounts. Prior to joining SLIC he has worked as a CFO with MB Power.

FINANCE DEPARTMENTS

Generally, financial planning means deciding in advance, the financial activities are to be carried on to achieve the objective of the firm. In Broader sense in the words of Walker and Boungh as; “financial planning includes the determination of firm’s financial objectives, formulating and promulgating financial policies and developing and procedures.”

Financial planning is necessary to achieve both long term and short term objectives. A sound financial planning includes how much need of funds for both the terms. Then from where they are to be received and utilized.

Shriram Life would evaluated different proposal placed before them and selects the best out of them. It estimates how much capital is going to be required for various proposals and how much is return on the capital employed. The financial manager lays down the estimate on the capital of cash per week, per month and per year.

CAPITALIZATION

At the time of incorporation of any business, it is the first problem before the promoters to decide how much capitalization should be made in a business. The amount of capital of any time should not exceed nor less than the amount required. So, it is necessary to have proper capitalization for the success of the enterprise. But Gerstenberg defines it as;

“The total accounting value of all capital regularly employed in business, it includes owner’s capital and any other sources.”

Thus term includes:

- The value of ordinary and preference shares
- The value of all surplus earned and capital
- The value of bonds and security still not redeemed
- The value of long term loans

However the modern view includes short term funds and liabilities under the firm. It should be properly capitalized. Shriram Life Insurance issue shares. So, all of these terms do apply.

MARKETING DEPARTMENT

Shriram Life Insurance makes use of various distribution channels:-

Career Agents:-

Career agents are full-time commissioned sales personnel holding an agency contract. They are generally considered to be independent contractors, consequently an insurance company can exercise control only over the activities of the agent, which are specified in his contract. Despite this limitation on control, career agents with suitable training, supervision and motivation can be highly productive and cost effective. Moreover their level of customer services usually very high due to the renewal commissions, policy persistency bonuses, or other customer service-related awards paid to them.

Many insurance companies, however avoid this channel, believing that agents might oversell out of their interesting quantity and not quality. Such problems with career agents usually arise, not due to the nature of this channel, but rather due to the use of improperly designed remuneration and/or incentive packages.

Direct Response

In this channel no salesperson visit the customer to induce a sale and no face-to-face contact between consumer and seller occurs. The consumer purchases products directly by responding to the company's advertisement, mailing or telephone offers. This channel can be used for simple packaged products, which can be easily understood by the consumer without explanation.

Advertisement

This very popular medium among the entire medium any person can see this advertisement of the products and buy the product from nearest branch.

Internet

Internet banking is already securely established as an effective and profitable basis for conducting banking operations. The reasonable expectations are that personal banking services will increasingly be delivered by Internet Banking. Company can also feel confident that Internet Banking will also prove an effective vehicle for cross selling of insurance savings and protection products. It seems likely a growing proportion of the affluent population.

Shriram Life Insurance Plans

- **Life plans:** This plans caters to the needs of people who want to protect their families in case of an untimely death, it offers flexibility in paying premiums monthly or annually. The insured has the option to select to whom the 'Death Sum Assured' has to be paid in case of an untimely death.
- **ULIP Plans;** A Unit Linked Insurance plan is a plan, which is a combination of investment and insurance. The performance of these plans are the linked to the market, as a part of the premiums is invested in market securities-equity, debts, hybrid based on the investor's choice that helps to build funds and the remainder of the premiums is kept to provide life cover.
- **Term Plans:** A term life insurance plan has 3 options for comprehensive cover which comes with flexible premiums based on choice of the benefit options and affordable premiums as low as INR7343p.a for a cover of INR 1crore.
- **Plans for Women:** These are life insurance plans especially designed for women. Such insurance plans are made after considering their financial requirements.
- **Child plans:** A child plans helps to build funds for your child's educations, college education and marriage.
- **Pension Plans:** A pension plan ensures that you continue to receive a regular income post your retirement years.
- **Savings Plans:** The savings plans by Shriram life offers life cover along with savings. with the help savings plans the family is not only protected against the financial loss in

case of the breadwinner passing away but also helps an individual to passing away but also helps an individual to build funds for short and long term goals.

PRODUCTS

The Products are categorized as Online Plans, Individual Plans & Group Plans

1. Online Plans

- Shriram Life Online Term Plan
- Shriram Life Comprehensive Cancer Care Plan

2, Individual Plans

The individual plans are categorized as

i. Savings plans

- Shriram Life Super Income Plan
- Shriram Life Golden Premier Saver Plan
- Shriram Life Assured Income Plan
- Shriram Life Genius Assured Benefit Plan
- Shriram Life POS Assured Savings Plan
- Shriram Life Assured Advantage Plus
- Shriram Life Akshay Nidhi
- Shriram life New Shri Life
- Shriram Life New Shri Vidya

ii. Investment Plans

- Shriram Life Growth Plus
- Shriram Life Fortune Builder
- Shriram Life Wealth Plus

iii. Protection plan

- Shriram Life Smart protection plan
- Shriram Life my spouse term plan
- Shriram Life cash back term
- Shriram Life family protection plan

- Corona rakshak policy
- Shriram Life saral jeevan bima

iv. Retirement plans

- Shriram Life pension plus
- Shriram Life immediate annuity plus
- Shriram Life saral pension

v. Microinsurance plans

- Shriram grameena suraksha plan

vi. Riders

- Shriram Life critical illness plus rider
- Shriram accidental death and disability income rider
- Extra insurance cover rider
- Family income benefit rider

3,Group plans

- Shriram Life group life protector
- Shriram Life term life insurance plan
- Shriram Life traditional employee benefit plan
- Shriram Life superannuation plan
- Shriram Life Pradhan mantra jeevan jyoti bima yojana
- Shriram Life sujana
- Shriram Life jana sahay

BENEFITS OF SHRIRAM LIFE INSURANCE

- **Financial Protection:** Plans which provide financial protection to your family.
- **Flexibility:** Flexible premium and payout options.
- **Online plans:** Specifically designed online plans that costs lower.
- **Variety:** Offers a variety of online as well as offline plans.
- **Customer service:** Offers good, hassle free, pre sales and post sales services.

Highlights of Shriram Life Insurance

Shriram Life has more than 528 branches with over and above 1.45 crore customers

The company has a network of 609 offices and 75,000 agents across India

Shriram has an outstanding underwriting record and has awarded as underwriting initiative of the year

The founder of shriram group, Mr R thyagarjan has been awarded with Padma bhusan.

Awards Won by Shriram Life insurance company

- The Bizz Americas 2016 Award-Shriram life insurance.
- Best life insurance company-BFSI Award,ABP News.
- International Arch of Europe award-Frankfurt 2015.
- Indian insurance award for non-urban coverage-life insurance –Finetelekt, SP Media Pvt.Ltd.
- Managerial excellence award 2015-For excellence in diverse areas-madras management association.

DOCUMENTATION NEEDED TO APPLY FOR SHRIRAM LIFE INSURANCE

The most common type of documentation comprises of the following, the information on the same is available on the official website of SLIC shrirlife.com/download-forms.

- **Proposal Form:** The form which is to be filled in by the insured in written or electronic or any other format as approved by the authority, for furnishing all material information as required by the insurer in respect of a risk, in order to enable the insurer to take informed decision in the context of underwriting the risk, and in the event of acceptance of the risk, to determine the rates, advantages, terms and conditions of the cover to be granted.
- **Know Your Customer (KYC):** Identity, address, income and age proof

CHAPTER – 3

COMPETITOR ANALYSIS

COMPETITORS

Shriram life insurance top 5 competitors are -

1. LIC (Life Insurance Corporation of India)



2. ICICI Prudential Life Insurance



3. Reliance Life Insurance



4. SBI Life Insurance



5. Bajaj Allianz



Jiyo Befikar

Competitor Analysis

(A)Product features matrix-

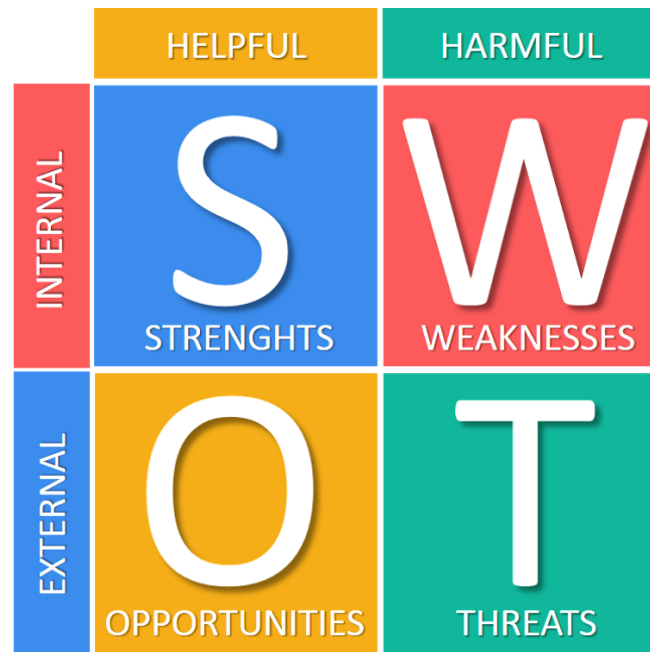
FEATURES	SLIC	LIC	ICICI Pru LI
PRODUCT NAME	Super income plan	LIC Dhan Rekha Plan	ICICI pru Cash Advantage
Age of entry	25 years -50 years	90day-80years	3years – 60years
Annual Premium	30,000(min)	50,000	30,000
Scope for half yearly, quarterly and monthly premium	half yearly, quarterly and monthly premium available	half yearly, quarterly and monthly premium available	half yearly, quarterly and monthly premium available
Sum Assured	3,000,000	2,250,000	2,100,000
Other features total 7-8	1.Flexible payment 2.Guaranteed monthly income 3.Tax benefits 4.Risk coverage till 75years 5.Survival benefit at 75 age	1.Flexible payment 2.maturity benefit 3. survival benefit 4.death benefit 5.disability benefit 6.tax benefits	1.flexible payment 2.death benefit 3.cash benefit 4.maturity benefit 5.loan benefits 6.tax benefits

(B)Differential competitor analysis

2020-2021	SLIC	LIC	RELA INCE LI	SBI LI	BAJAJ ALLIANZ	ICICI PRU LI
Total revenue(Crore)	2018	28,105.92	4736	2373.55	9639	2753.82
Total Profit(Cr)	111	19381	1135	12857.95	1330	9286
Claim Settlement ratio	91.6%	93.45%	98.48%	89.74%	98.02%	97.8%
Claim Settlement amount	77.88cr	12797.85cr	157.03cr	810.35cr	310.71cr	97.8cr
Total insurance sold	145514	9269392	112635	884372	250500	379520

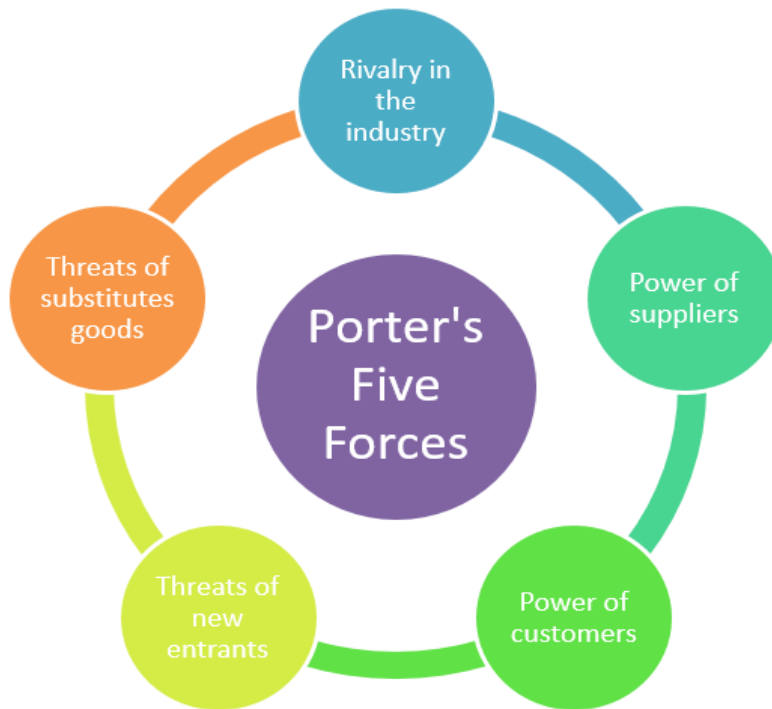
From the above analysis we can see the revenue earned by SLIC and its competitors in FY 2020-2021 along with total profit in the year 2021. The claim settlement amount of SLIC and its competitors are also show in the above comparison. The total insurance sold in the FY is shown above with the help financial statement of SLIC and its Competitors.

SWOT ANALYSIS OF SHRIRAM LIFE INSURANCE



STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. Insurance policies for all strata's of society 2. Policies with consideration for social Impact 3. International expertise of Sanlam group 4. Spread of 750 offices across India 5. More than 75,000 loyal and dedicated agents and has a customer base of 30 lacs chit subscribers and investors 	<ol style="list-style-type: none"> 1. Low key I.T infrastructure as compared to big brands 2. Low Marketing and brand presence as compared to other competitors 3. Insurance companies have a poor image when it comes to payment of dues
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Growing rural market 2. Earning Urban Youth looking for investments 3. Cross selling through financial services such as banking 	<ol style="list-style-type: none"> 1. Stringent Economic measures by Government and RBI 2. Entry of new NBFCs in the sector

PORTER'S FIVE FORCES ANALYSIS:-



(i)Competitive Rivalry:

- Highly competitive industries
- Large Insurance company offer similar product
- Insurance product is similar to commodity
- Companies with the low cost, operating efficiency, and superior customer service will be more competitive.
- Consolidation and activity among the larger companies

(ii)Threat of New Entrants:

- Difficult to enter insurance industry as a small “startup” due to capital and regulatory requirement.
- Large financial service companies such as bank or investment bank offering insurance products
- Entrance of niche companies such as Life Settlement firms that buy existing policies

(iii)Power of Suppliers:

- Suppliers of capitals, such as reinsurer, control the cost structure of external capital which could cause difficulties with insurer to write new user.
- Threat of suppliers or other competitors hiring away key professional and executive talent

(iv)Power of Buyers

- Individual consumers are not the major factor
- Brokers and distributors of Genworth products have more bargaining power as what product to sell to the customers availability of substitutes:
- Many substitute in the insurance industries

(v)Threats of Substitute Goods

The existence of products outside of the realm of the common product boundaries increase the propensity of customers to switch to alternatives. In order to discover these alternatives one should look beyond similar products that are branded differently by competitors. Instead, every product that serves a similar need for customers should be taken into account. .

CHAPTER – 4

CUSTOMER ANALYSIS

CUSTOMERS

Shriramlife insurance commenced operation in 2006. Synonymous with its efficient use of capital and low operational cost. SLIC is offering life insurance plans and solution that cater to a wide demographic. It has a network of 630 offices and 75000 agents across INDIA. There is around 1 lakh customers who are connected with SLIC & the number of customers are increasing day by day.

Here are the types of customers given below:-

1.Potential Customers- The Potential Paul:

The potential Paul is a type of customer that is on the very beginning of your sales funnel. These customers show lot of interest to know about your product, it may be through website or they make a call to customer care. These customers lead that needs nurturing and warming up before making a buying decision. The company can capitalize on his interest by clearly showing him what he is going to get from the insurance policy.

2. New Customer – New Neil:

New nail is the fresh customer that just bought insurance policy from the company. He is still learning the ropes of using the policy. Eventhough company made a sale, it can't leave the customer without any help because the time which company saves by not helping Neil will be less valuable than future business he may bring.

3. Impulsive Customer:

These type of customers can make a buying decision in an instant. They don't need much convincing to make a purchase. They may pay the whole amount of annual premium at a time.

Company gives less effort for this type of customers

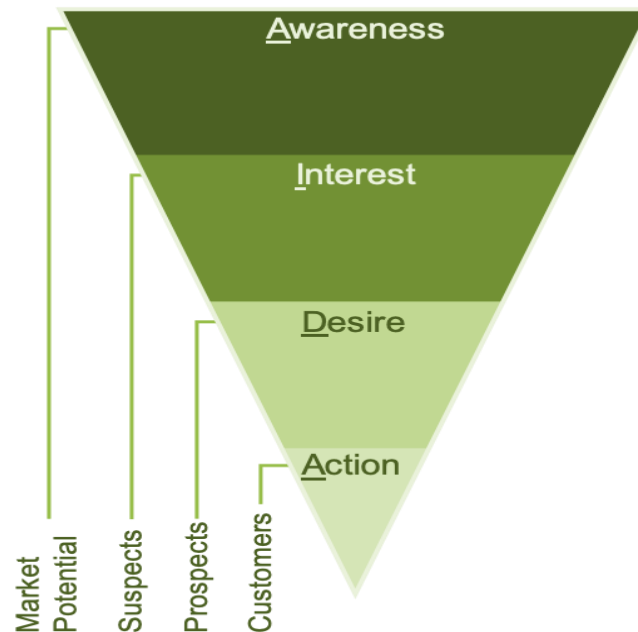
4. Discount Customers

These are the customers who see value in insurance policy but won't buy it at full price. They are usually looking for some extra discount on that policy.

5. Loyal Customers

These type of customers keeps coming back for more insurance policies. They act like company's brand ambassador by recommending company's insurance policy to his friend and family, sending a health stream of new customers to company.

AIDA-



WHO CAN BE YOUR CUSTOMERS?

- Business Persons
- Private Employees:
- Government Employees:
- Retired persons:

CHAPTER-5

DATA ANALYSIS AND FINDINGS

DATA ANALYSIS

Demographic Profile of Respondents -

The demographic profile of respondents is as follows-.

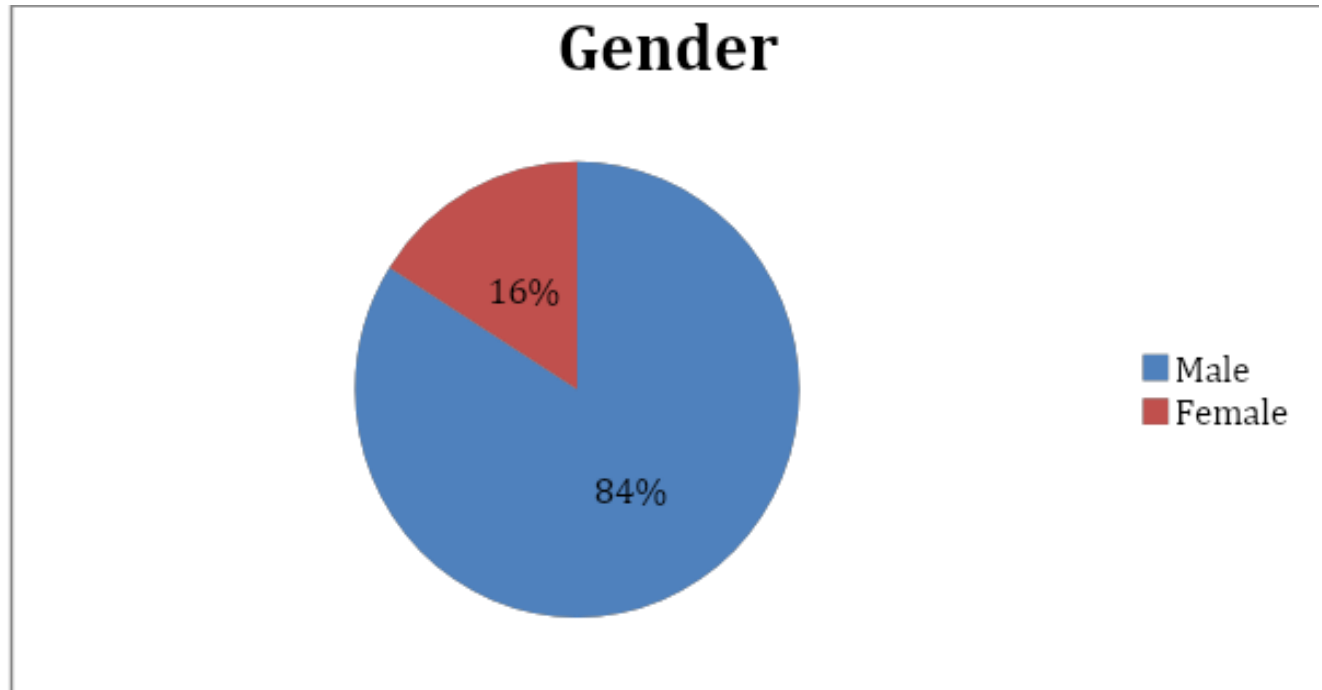


Figure 1

A sex ratio of 84% male and 16 % female have seen among the respondents. In a practical scenario of investment, proportion of males is more than the female. Again, prominent numbers of males are prone to risk and buying life insurance. Thus, the sex ratio of male and female of respondents under this project justifies the truth.

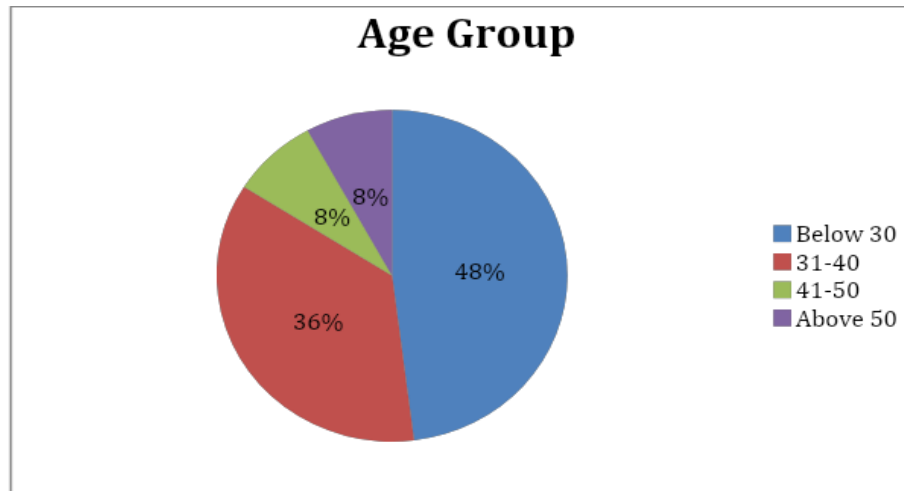


Figure 2

Five different age groups of respondents have been chosen for the study. As the convenient method of sampling is followed for this study, the numbers of respondents are 48% in age group of below 30. Few student respondents were chosen and fortunately all have life insurance policies by their name. The second highest age group is 31-40 and they are 36%. This group of persons are at planning stage of their life and good number of life insurance buyers are found under this group. Other two age groups show 8% in both.

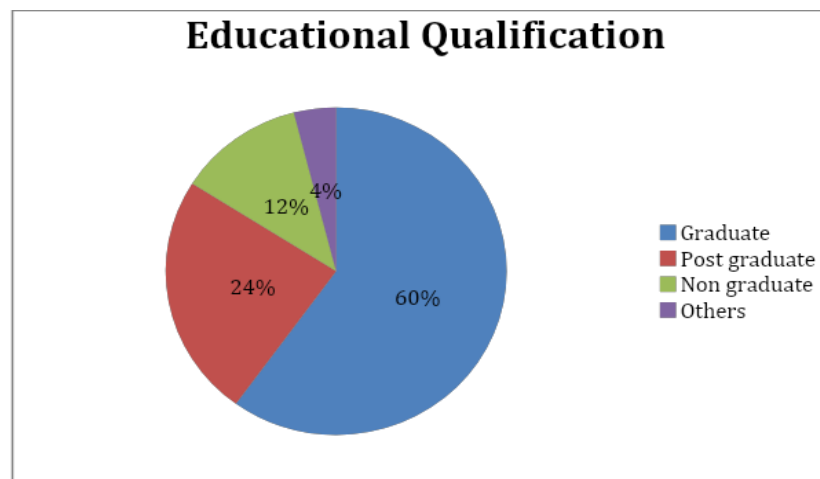


Figure 3

Out of 50 numbers of respondents the highest 60% are graduates, because this is now a minimum qualification. The second highest is 24% and they are post graduates. 12% are non-graduates and rest 4% others.

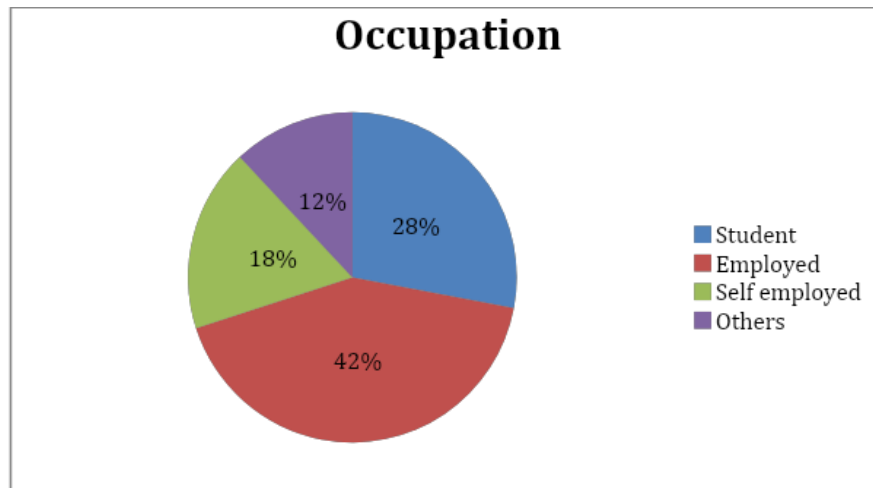


Figure 4

Twenty eight percent of students are found in the total sample. Forty two percent of respondents are employed. Eighteen percent are under self-employment and rest 12% are others. More ever majority numbers of employed respondents are life insurance buyers. They purchase life insurance policies because of many reasons such as, savings for future, future protection, investment for future and tax savings.

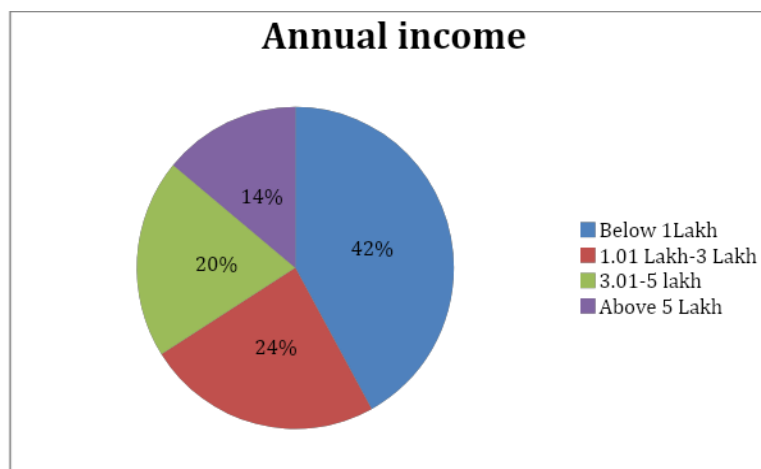


Figure 5

The above figure defines the annual income of respondents. Out of 50 respondents 42% are under the income range of below one lakh whereas only 14% of respondents are earning more than 5 lakhs. A percentage of 20% are within the income range of 3.01 lakh to 5 lakh and 14% are within 1.01 lakh to 3 lakh.

1. What percentage of salary do you usually save?

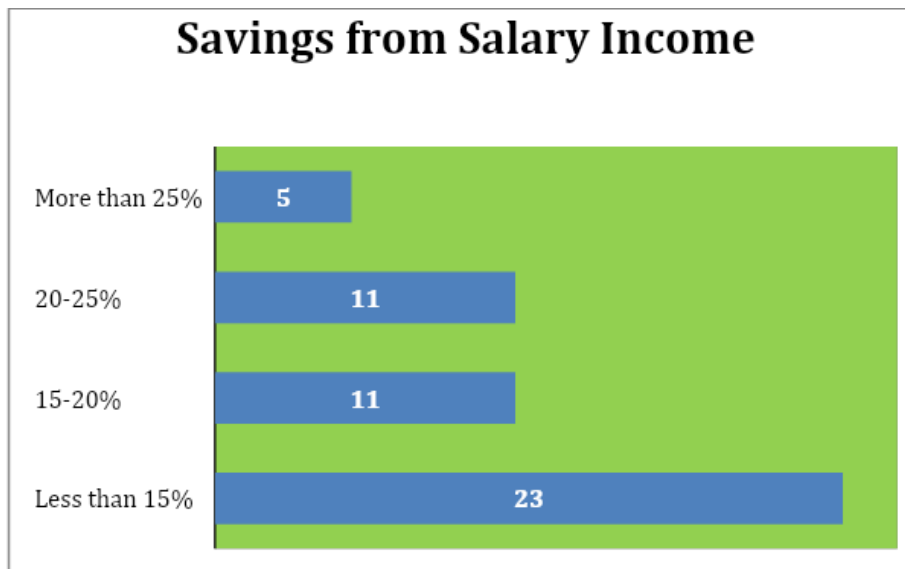


Figure 6

The above figure shows out of 50 respondents 23 numbers of persons are savings less than 15% of their salary. Only a least of 5 numbers of persons are saving more than 25% of their salary. 11 numbers of persons are savings within the range of 15-20% and 20-25% of their salary.

2. What kind of investment do you prefer?

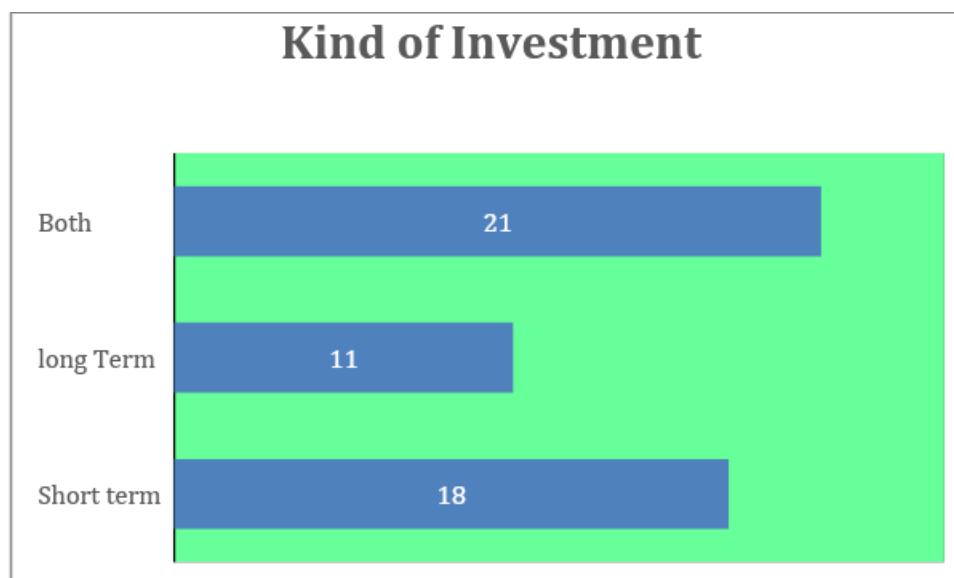


Figure 7

Majority of 18 numbers of respondents out of 50 prefer to investment in short term. Eleven numbers of respondents prefer to investment in long term. Rest 21 number of persons prefer to investment in both long and short term to meet varied group of requirements.

3. Do you have life insurance policy?

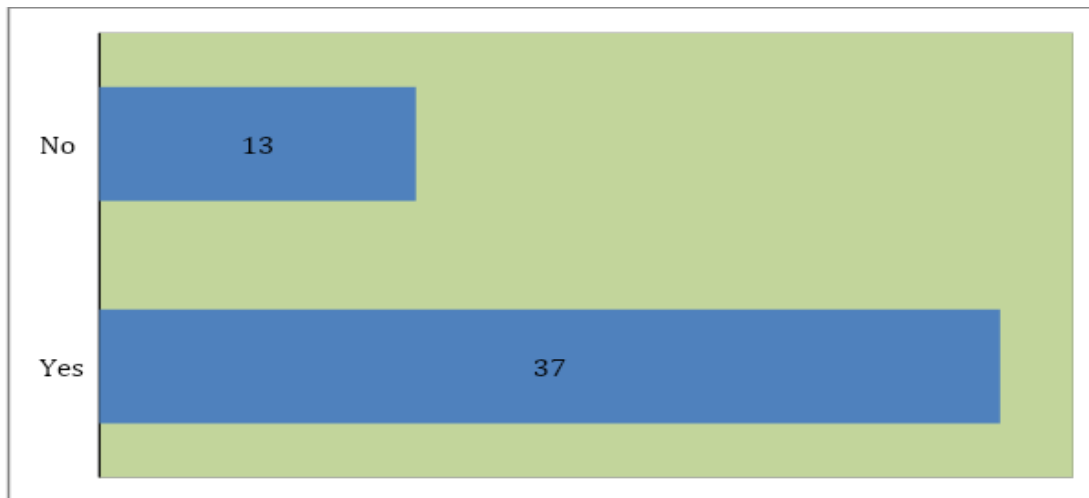


Figure 8

The above figure signifies that out of 50 respondents 37 numbers of respondents have life insurance policy and rest 13 numbers of persons have not purchased a single life insurance policy on their life. It tells that Indians are not fully aware about life insurance protection.

4. Which insurance company policy do you have?

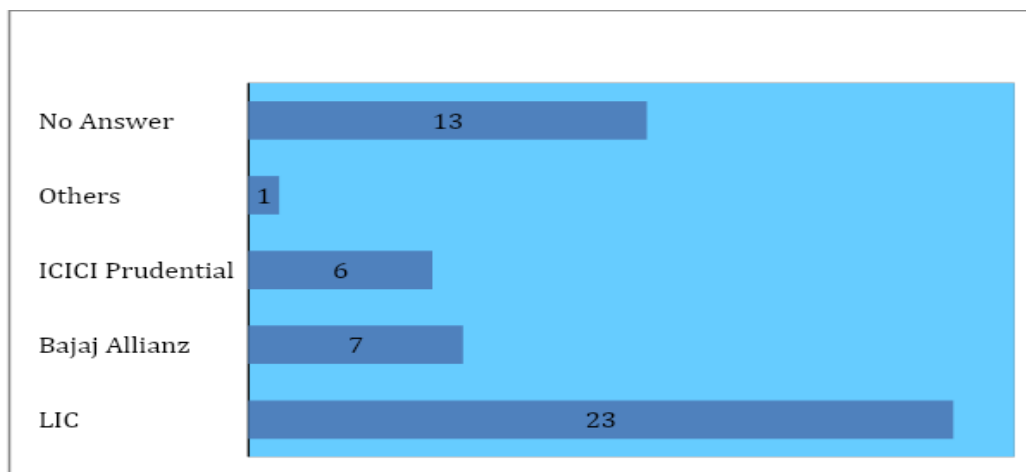


Figure 9

Out of 50 respondents 23 have insurance policy/s in LIC of India and 7 are in possession of life insurance policies in BAJAJ ALLIANZ, Six numbers of respondents have policies in ICICI PRUDENTIAL and only one respondent has a policy in other companies. Rest 13 numbers of respondents do not have a single insurance policy on their life.

5. Buy a new policy would you like to invest in Shriram Life Insurance Company?

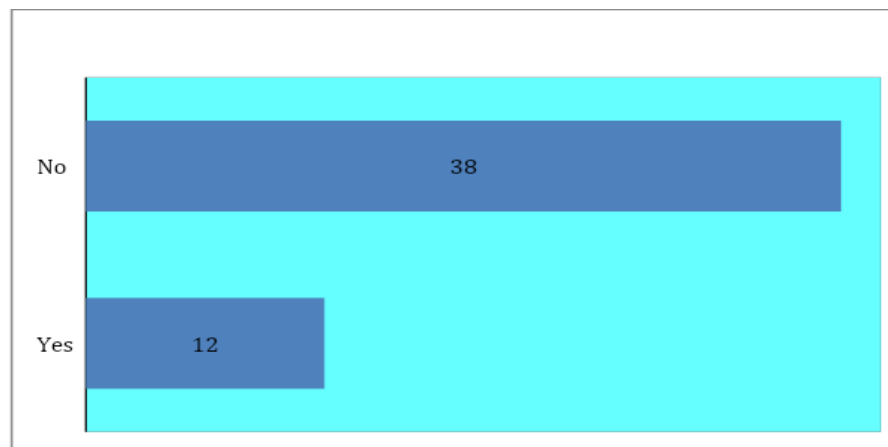


Figure 10

The above figure shows that out of fifty respondents 12 numbers (24%) desire to buy a new life insurance policy in Shriram life insurance company and rest 38 (76%) are not interested in buying life insurance policy/s.

6. What will make you to invest in Shriram life insurance?

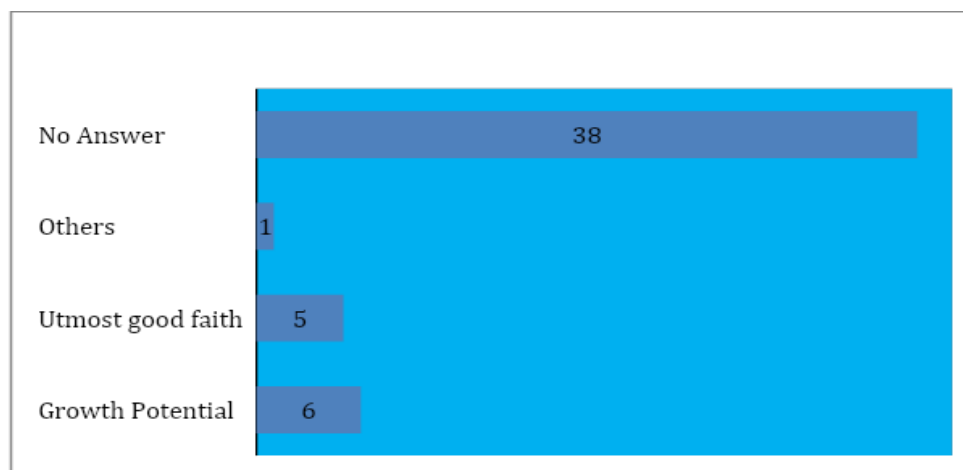


Figure 11

Out of 50 respondents 6 numbers are interested in Shriram life insurance to buy a life insurance because of its growth potential. Only five numbers of respondents in the said company are buying for utmost good faith. Only one person says his purchase was driven by different other reasons for different reasons. Rest 38 numbers are not interested in Shriram life insurance.

7. What parameters you have looked into at the time of buying policy from Life Insurance Company?

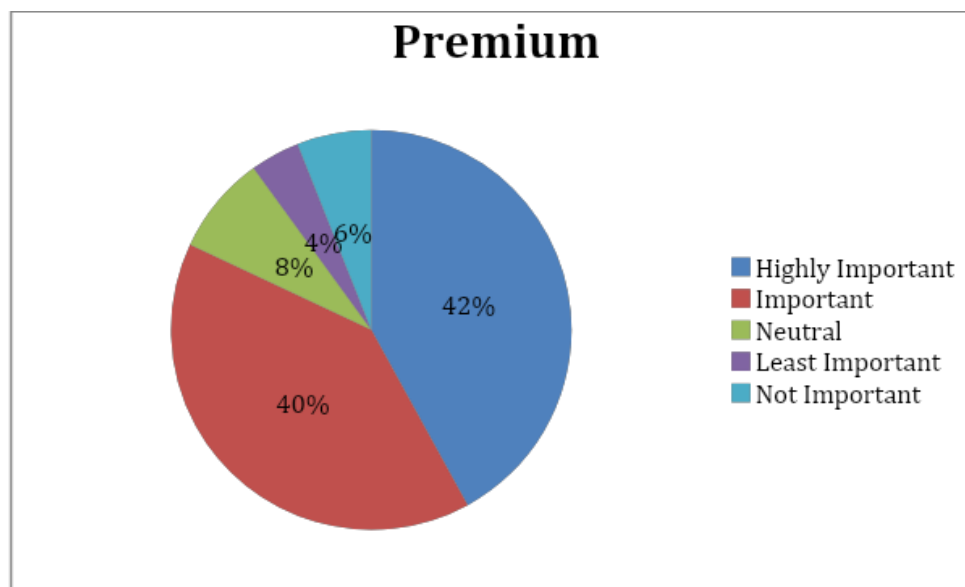


Figure 12

Above figure out of 50 respondents 42 % said premium highly important while buying policy from life insurance Company, 40% said premium is important, 8% remains neutral, 6% said premium is not important and rest 4% said premium is least important.

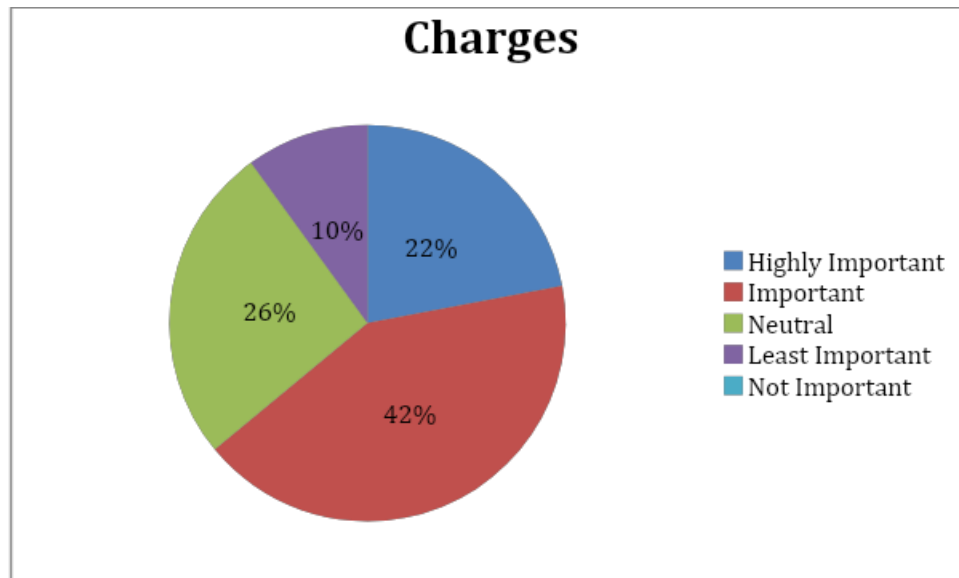


Figure 13

Above figure out of 50 respondents 42 % said charges is important while buying policy from life insurance company, 26% said charges is neutral, 22% remains highly important and rest 10% said charges is least important..

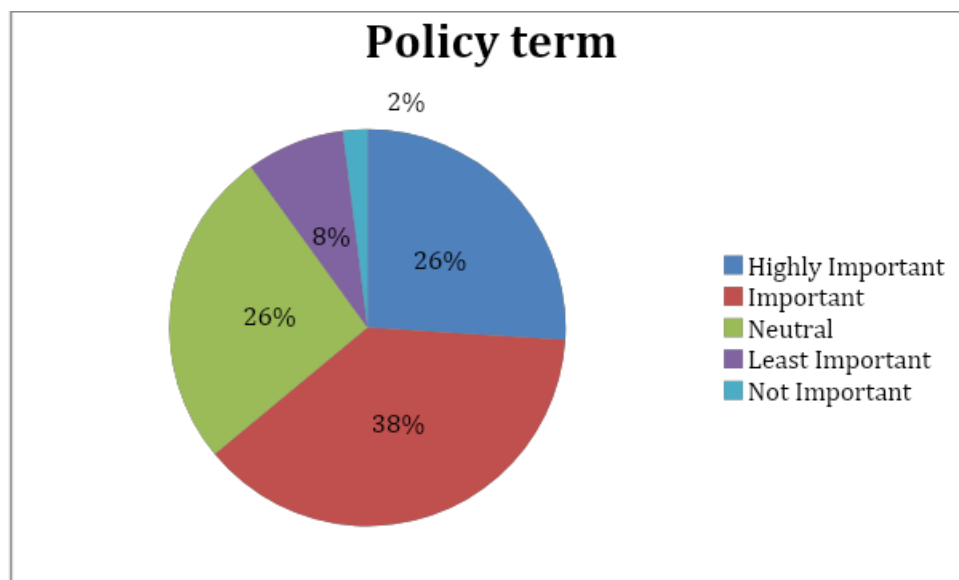


Figure 14

Above figure out of 50 respondents 38% said policy term important while buying policy from Life Insurance Company, 26% said policy is highly important, 26% remains neutral, 8% said policy is least important and rest 2% said premium is not important.

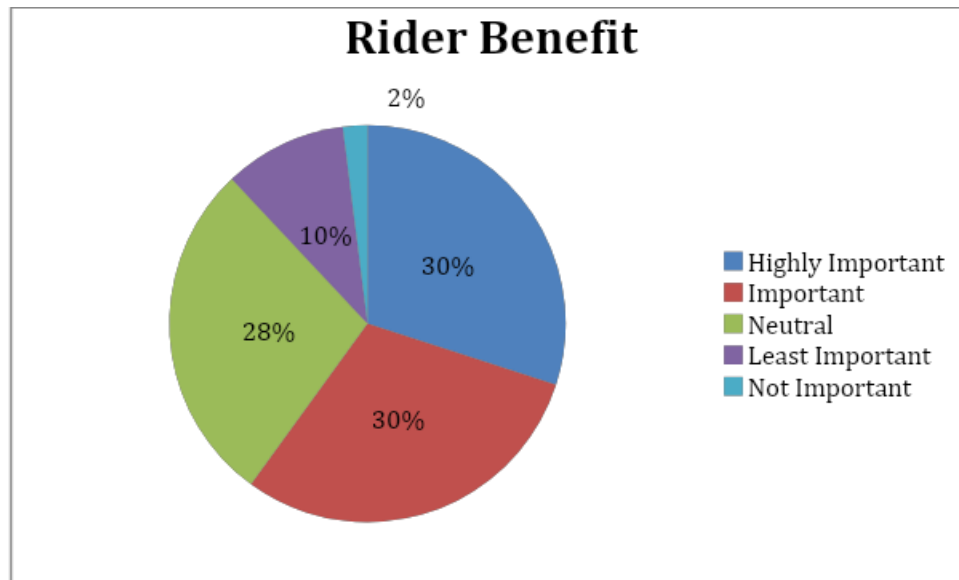


Figure 15

Above figure out of 50 respondents 30% said rider benefits important while buying policy from life insurance company, 30% said rider benefits is highly important, 28% remains neutral, 10% said rider benefit is least important and rest 2% said rider benefit is not important.

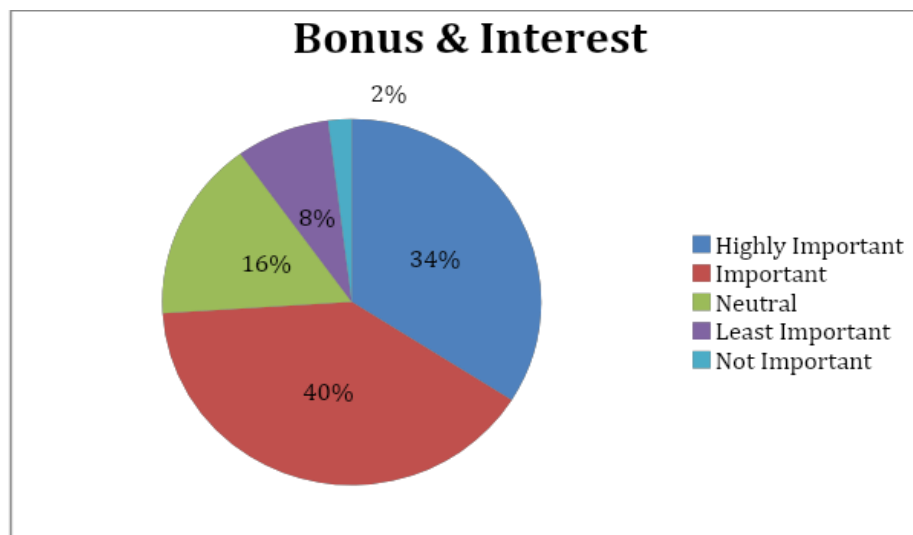


Figure 16

Above figure out of 50 respondent's 40% bonus & interest said bonus & interest important while buying policy from life insurance company, 34 % said bonus & interest is highly important, 16% remains neutral, 8% said bonus & interest is least important and rest 2% said bonus & interest is not important.

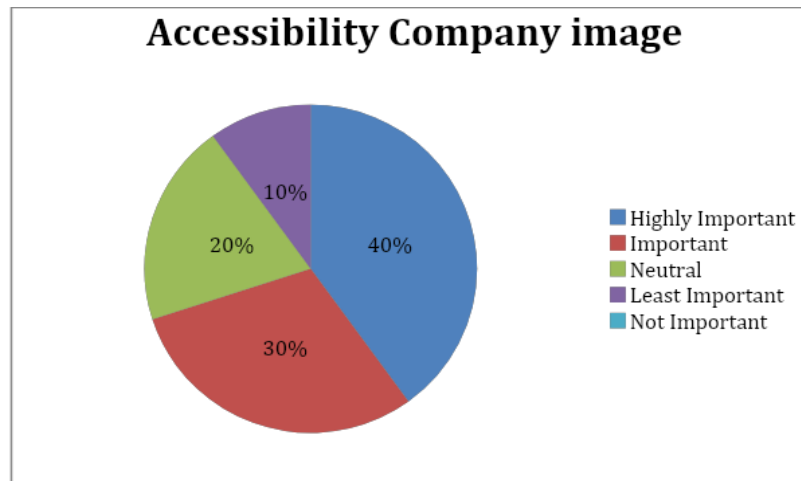


Figure 17

Above figure out of 50 respondents 40% said company image is highly important while buying policy from life insurance company, 30% said company image is important, 20% remains neutral and rest 10% said company images is least important.

8. State your expectation on investment alternatives by ticking according to its important?

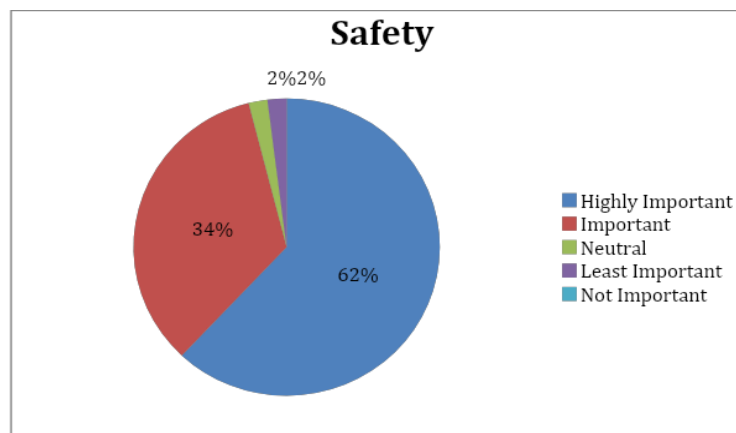


Figure 18

Out of 50 respondents 62% said safety is highly important, 34% said safety is important, 2% remains neutral and rest 2% said safety is least important.

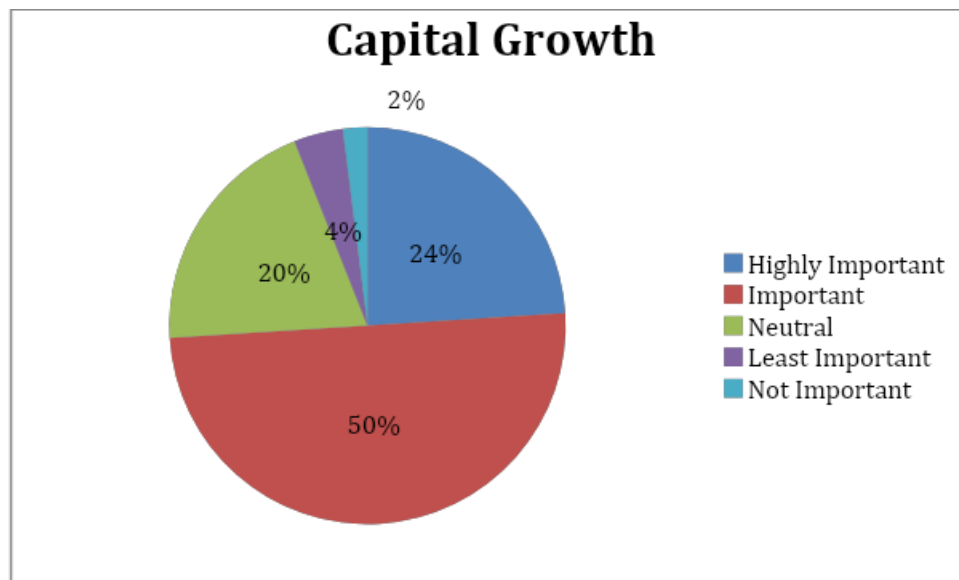


Figure 19

Out of the 50 respondents 50% said capital growth is important, 24% said capital growth is highly important. 20% remains neutral, 4% said capital growth is least important and rest 2% said capital growth is not important.

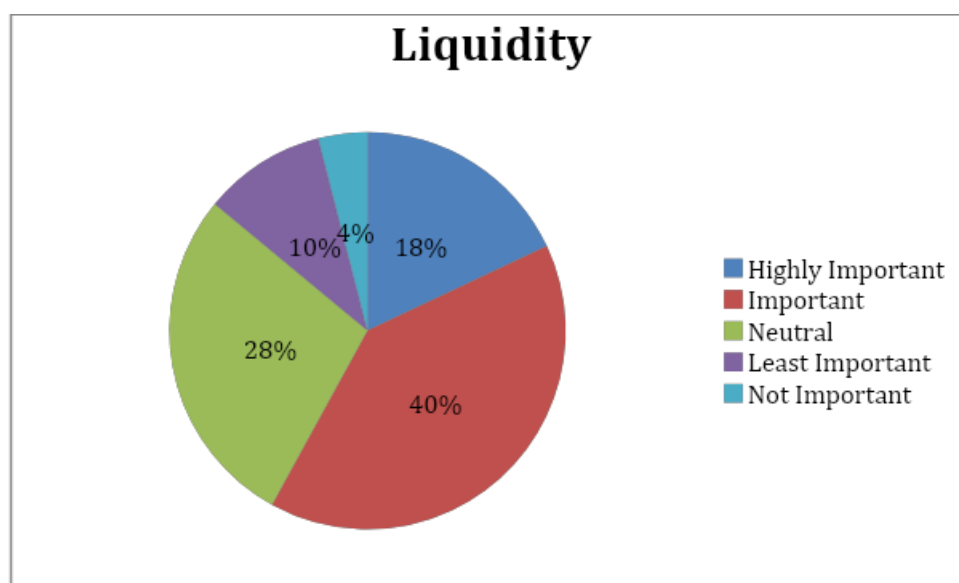


Figure 20

Out of the 50 respondents 40% said liquidity is important, 18% said liquidity is highly important. 28% remains neutral, 10% said liquidity is least important and rest 4% said liquidity is not important.

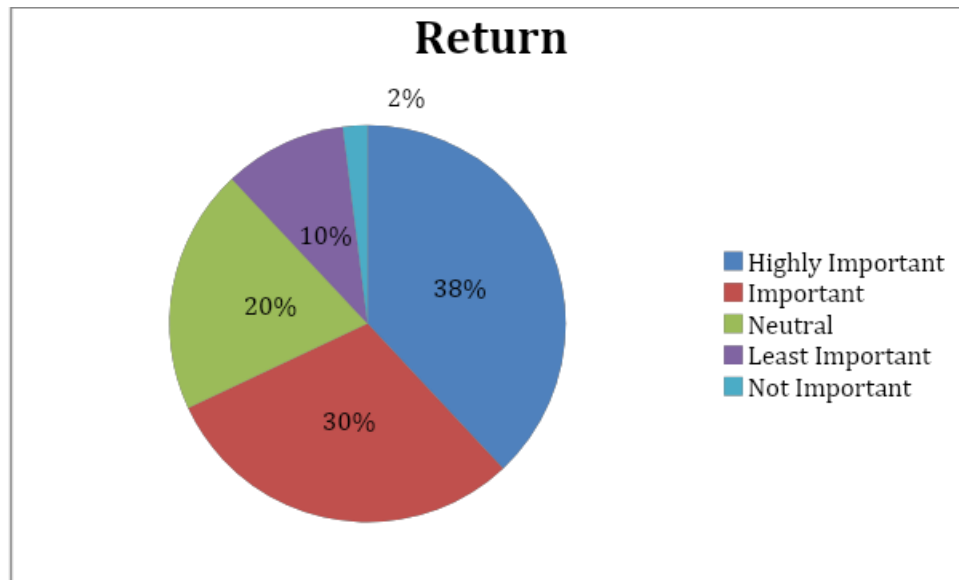


Figure 21

Out of 50 respondents 38% said return is highly important, 30% said return is important, 20% remains neutral, 10% said return is least important and rest 2% is not important.

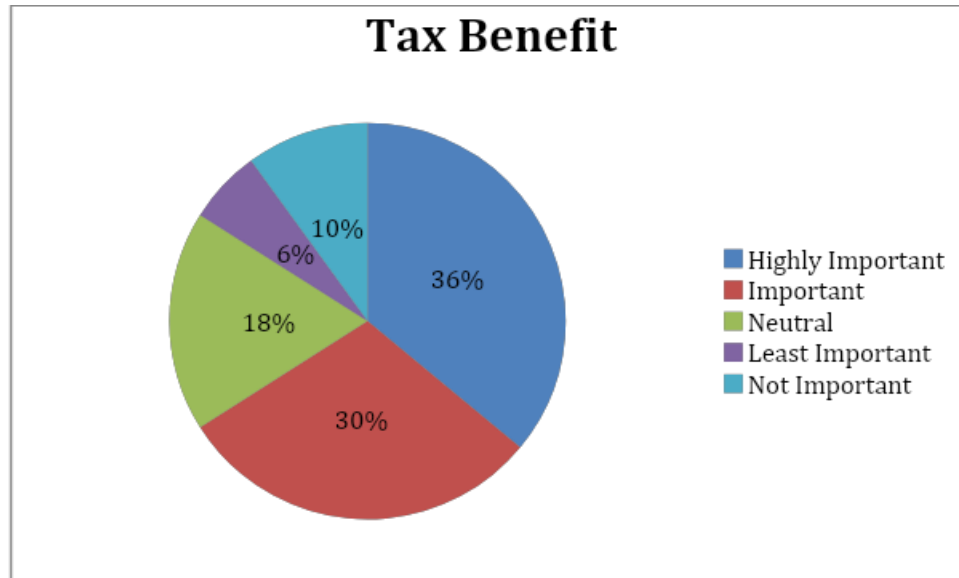


Figure 22

Out of 50 respondents 36% said tax benefit is highly important, 30% said tax benefit is important, 18% remains neutral, 10% said tax benefit is not important and rest 6% said tax benefit is least important.

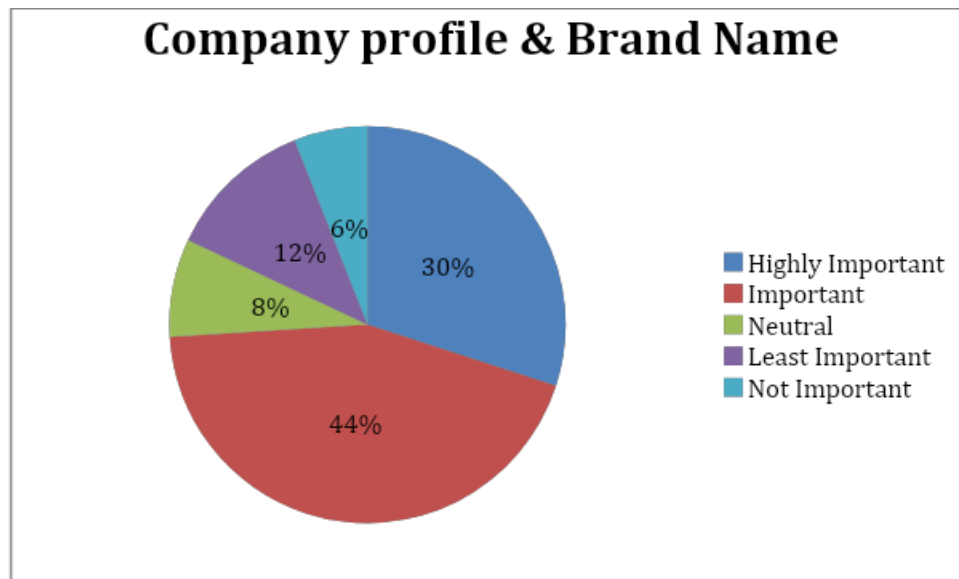


Figure 23

Out of 50 respondents 44% said company profile & brand name is important,30% said company profile & brand name is highly important,8% remains neutral,12% said company profile and brand name is least important and rest 6% said company profile and brand name is not important.

9. What factors do you consider while selecting a life insurance company?

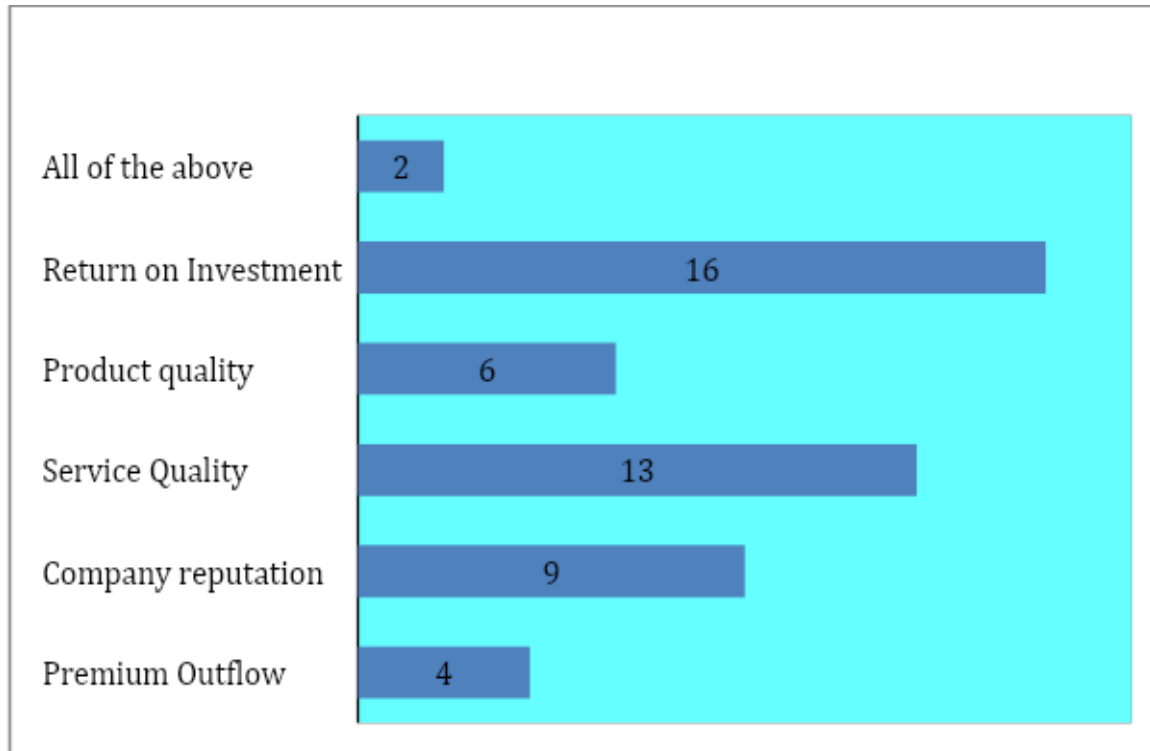


Figure 24

Out of 50 respondents 16 no of person selecting a life insurance company on return on investment factor, 13 no of person on service quality factor, 9 person on company reputation factor, 6 no of person on product quality factors, 4 no of person on premium outflow factors and rest 2 persons select all factors.

10. What is the value of your life insurance?

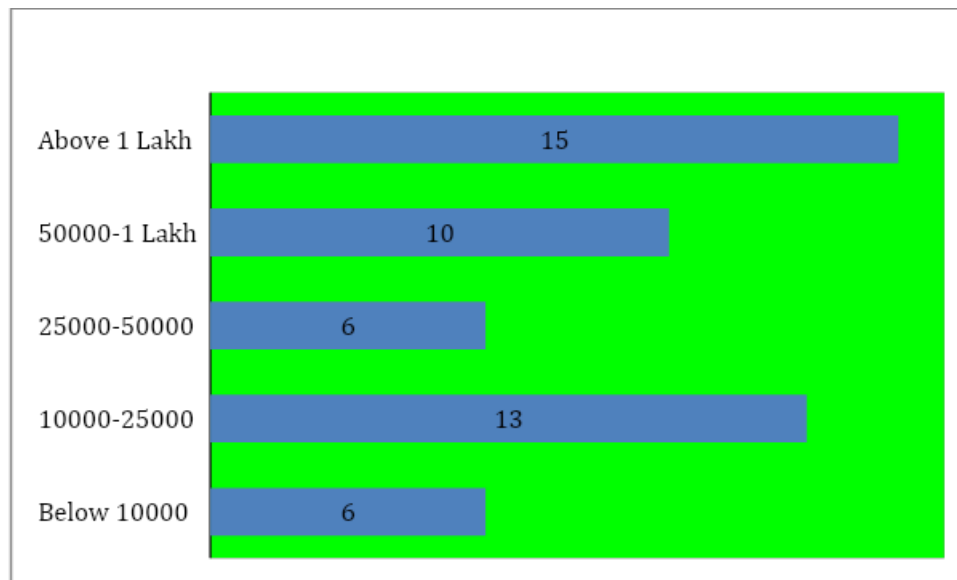


Figure 25

Above figure out of 50 respondents 15 no of person the value of life insurance is above 1 lakh, 13 no of person in 10000-25000, 10 no of person in 50000-1 lakh, 6 no of person in 25000-50000 and rest 6 person in below 10000.

11. What scheme of insurance policy have you taken?

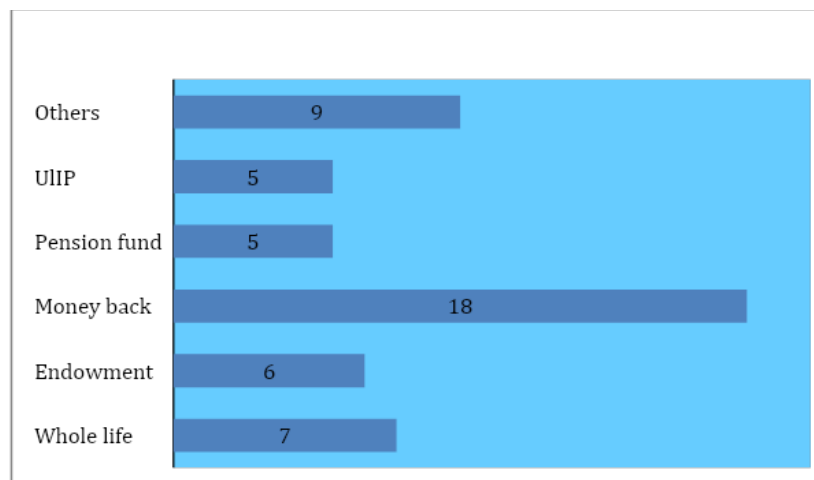


Figure 26

Out of 50 respondents 18 no of person taken money back insurance policy,7 no of person taken whole life,6 no of person taken endowment, 5 no of person taken pension fund, 5 no of person taken ULIP and rest 9 person taken others insurance policy.

12. Are you satisfied with current life insurance company?

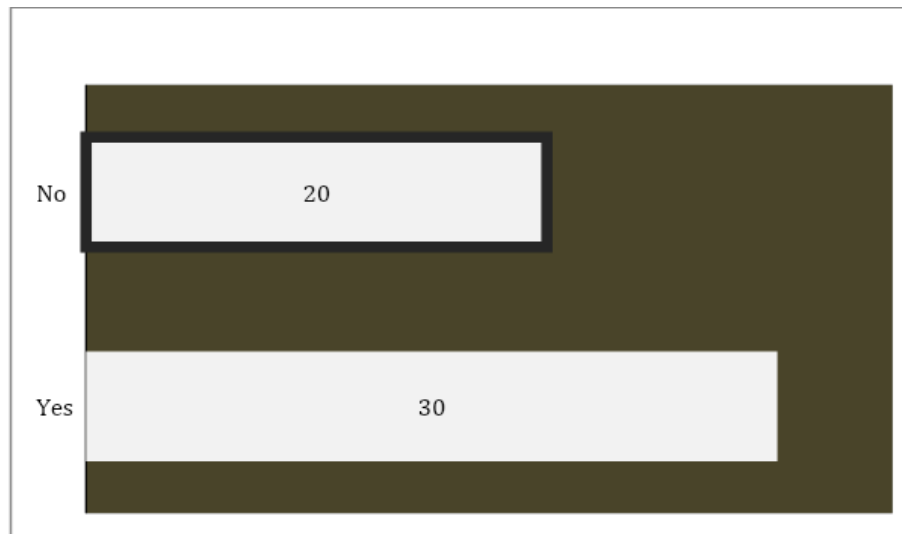


Figure 27

Out of 50 respondents 30 no of person satisfied with current life company and rest 20 are not satisfied.

13. Most likely periodicity of policy?

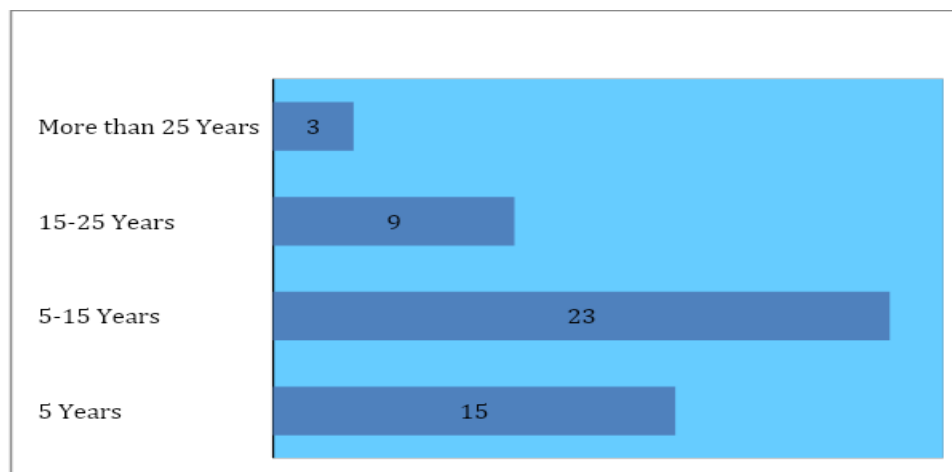


Figure 28

Above figure out of 50 respondents 23 no of person likely 5-15 years periodicity of policy, 15 no of person on 5years, 9 no of person on 15-25 years and rest 3 persons likely more than 25 years periodicity of policy.

14. How would you like to pay Premium?

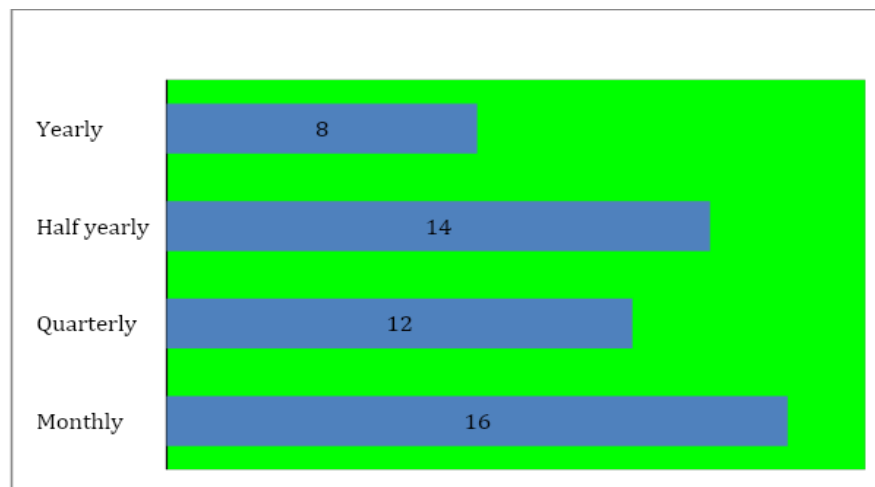


Figure 29

Out of 50 respondents 16 no of persons like to pay premium monthly, 14 no of persons pay premium half yearly, 12 no of persons like to pay premium quarterly and rest 8 persons pay premium yearly.

15. Flexible product / new product that meets investment need-

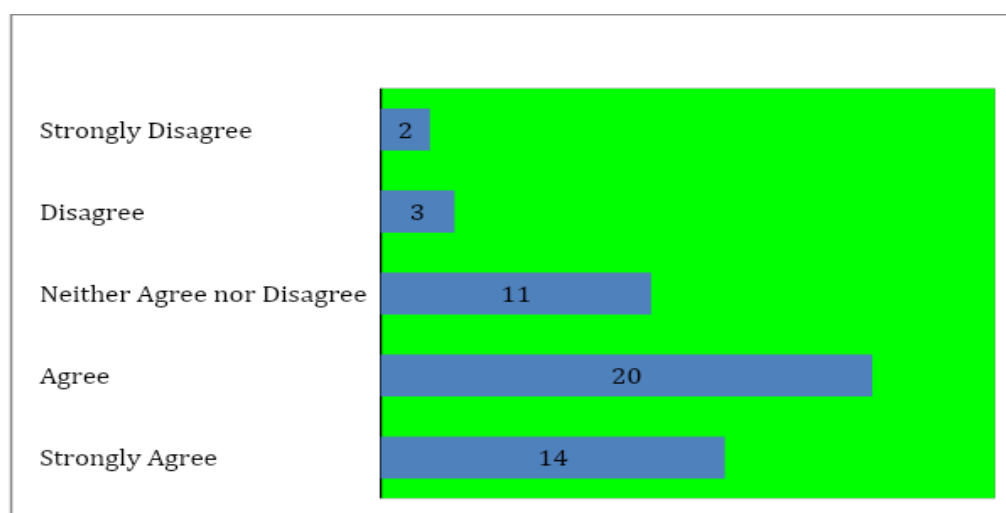


Figure 30

Above figure out of 50 respondents 20 no of person are agree to new product that meets investment need,14 persons are strongly agree, 11persons are neither agree nor disagree, 3person are disagree and rest 2persons are strongly disagree.

16. Premium paid is too low as compared to the benefits derived

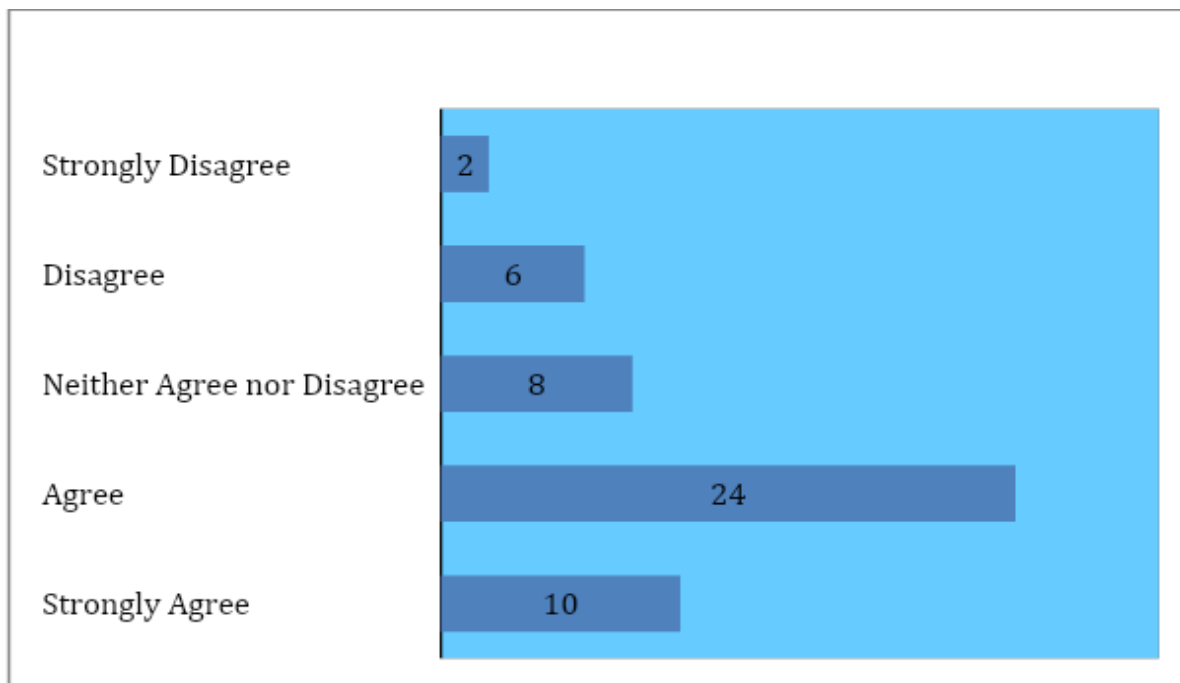


Figure 31

Out of 50 respondents 24 no of persons are agree to premium paid is too low as compared to the benefits derived, 10 persons are strongly agree, 8 persons are neither agree nor disagree, 6 persons are disagree and rest 2 are strongly disagree.

FINDINGS

- 84% respondents are male and 16% respondents are female.
- 48% respondents are belongs to age group below 30. It define that most of the people are youth.
- And out of 50 respondents 60% people are graduate.
- And out of 50 respondents 42 % people are employed.
- Out of 50 respondents 42% people's annual income below 1 lakhs.
- 23 persons out of 50 respondents usually save less 15% of his salary.
- Out of 50 respondent's 21 persons are investment his money in both short term and long term.
- Out of 50 respondents 37 persons are insured his life.
- 23 persons have insurance policy in LIC of India out of 50 respondents.
- Only 12person out of 50 respondents are interest to invest in Shriram Life insurance company.
- Out of 50 respondents 42% people said while buying policy they looked premium policy is highly important.
- Out of 50 respondents 42% people said while buying policy they looked charges factor is important.
- Out of 50 respondents 38% people said while buying policy they looked policy term is important.
- Out of 50 respondents 30% people said while buying policy they looked rider benefits is highly important.
- Out of 50 respondents 40% people said while buying policy they looked bonus and interest is important.
- Out of 50 respondents 40% people said while buying policy they looked company image is highly important.
- 62% persons said safety is highly important in investment their money out of 50 respondents.
- 50% person said capital growth is important in investment their money out of 50 respondents.
- 40% person said liquidity is important in investment their money out of 50 respondents.

- 38% person said return factors is highly important in investment their money out of 50 respondents.
- 36% person said tax benefits factors is highly important in investment their money out of 50 respondents.
- 44% person said company profile and brand name is important in investment their money out of 50 respondents.
- Out of 50 respondents 16 persons selecting life insurance Company on return on investment factors.
- Out of 50 respondents 15 persons value of life insurance is above 1 lakh.
- 18 persons out of 50 respondents taken money back scheme of insurance policy.
- 30 persons out of 50 respondents are satisfied with current life insurance company.
- Out of 50 respondents 23 persons are likely under the 5-15 years periodicity of policy.
- Out of 50 respondents 16 persons are like to pay premium monthly.
- 20 persons are agree to flexible product meets in investment need out of 50 respondents.
- 24 persons are agree premium paid is too low as compared to the benefits out of 50 respondents.

CHAPTER – 6

SUGGESTIONS AND CONCLUSION

SUGGESTIONS

1. Consumer should be aware of company's profile and returns associated with insurance.
2. The financial advisor should be right enough to serve the consumer. The consumer should also be aware of the advisor or others who is looking after their investment.
3. Company should publish their performance by comparing it with their competitors.
4. Company should adopt strategies to explore that private insurance companies are safer and securer than public insurance company like LIC.
5. Middle income people suggest that premium can be collected on monthly basis instead of twice a year.
6. Company's reputation is more important because bad impression on image or brand name is considered while decision making among consumers.
7. Company should use advertisement and other promotional strategy to make a space in the mind of customers.

CONCLUSION

Insurance is a tool by which fatalities of a small number are compensated out of funds collected from plenteous. Insurance is a safeguard against uncertain events that may occur in the future. Over the last 5 to 6 years, the Shriram life insurance company has tripled investors' money than the other competent, this progress leads to increase the company image and makes a way to lead the total insurance market.

Thus the study also comprise company image is the highly important criteria that consumers consider before taking up a life insurance. This is mainly because people expect safety and secure for their money which they invest. Followed by the factor premium which we pay to the insurer and then bonus and interest paid by the company, services etc.

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