

A STUDY ON ROLE OF LIFE INSURANCE CORPORATION OF INDIA WITH REFERENCE TO JEEVAN LAKSHYA POLICY

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ABSTRACT

The most important aspect of human life is its uncertainty. In the modern industrialized era. Human life and property are inevitably exposed to different kinds and varying degrees of risks and uncertainties. Human beings to protect themselves and their property from total disaster. Resort intelligently to protection coverage extended by the insurance companies which act as a trustee to the amount collected through premiums and provide certainty in the place of uncertainty. This article reveals the awareness. About LIC JEEVAN LAKSH POLICY holders five point there are a number insurance companies and different policy are available now but the role of JEEVAN LAKSH POLICY influencing peoples has to be calculated In this highly competition environment JLP has to satisfy the customers to gain more than other insurance policy . So understanding the customer needs their problems will enable the JLP to design appropriate products determine price correctly and increase their profitability.

Key words : LIC JEEVAN LAKSH POLICY Schemes

INTRODUCTION

LIC's Jeevan Lakshya is a Non-linked, Participating, Individual, Life Assurance plan which offers a combination of protection and savings. This plan provides for Annual Income benefit that may help to fulfil the needs of the family, primarily for the benefit of children, in case of unfortunate death of Policyholder any time before maturity and a lump sum amount at the time of maturity irrespective of survival of the Policyholder. This plan also takes care of liquidity needs through its loan facility.

LIC JEEVAN LAKSHAY TALBE NUMBER 933

OBJECTIVES OF THE STUDY

- 1) To complete study about LIC JEEVAN LAKSHYA POLIDY
- 2) To compare with other policy. How it is better than other policy
- 3) Study about merits and Demerits
- 4) What are the benefits of policy holder and nominee

Limitation

- 1) In this policy holder death benefits are more so for nominee will get more profit
- 2) Very poor persons may not be purchase the policy
- 3) Good Earners will purchase and take the policy holder because of tax benefits

A COMPLETE INSIGHT INTO LIC JEEVN LAKSHYA POLICY

All you need to know about life insurance Corporation Jeevan Lakshya policy the feature and benefits of the plan the eligibility criteria the documents required to avail the plan and what the premium of the plan is LIC is one of the most reputed insurance companies in India Founded in the year 1956

LIC of India introduced a participating non- linked plan called Jeevan Lakshya in the year 2015

This profit linked endowment assurance plan offers policy holders a mix of saving and protection this plan provides annual income benefit which is very useful for policy holders as it may help them fulfil their financial needs

This plan also has a loan facility which ensures policy holder always have cash in hand in addition to that a lump sum amount is paid out at the end of the maturity period regardless of the survival of the policy holder. In case of any eventuality 10% of the sum assured will be paid out to the nominees on every policy anniversary till the policy matures

KEY FEATURES OF LIC JEEVAN LAKSHYA PLAN

LIC Jeevan Lakshya plan comes with many innovative features listed below are some of the key features of the plan

The minimum sum assured under the LIC JLP plan comes with news term assurance and accidental death and Disability rider

The maximum sum assured is not capped there is no limit on the maximum sum assured under the LIC JLP plan

Simple reversionary bonus and final additional bonus is paid out at the end of the maturity period if applicable

The basic sum assured can be made in the multiples of Rs 10,000 only

- A) The minimum age of entry is 18 year
- B) The maximum age of entry is 50 year
- C) The maximum maturity age is 65 year
- D) The policy term can range from 13 years to 25 years
- E) The premium can be paid monthly, quarterly , half yearly or annually
- F) This plan comes with a suicide clause 80% of the single premium and extra premiums if any will be refunded , if the life assured commits suicide within 12 months from the commencement of the plan

CREDIT SCORE

Documents required to Apply for LIC JEEVAN LAKSHY plan

- 1) Duly filled application form
- 2) Passport size photographs
- 3) Medical reports
- 4) Age proof
- 5) Address proof

DEATH BENEFITS

Policy period 25 year

Sum assured 5 Lakh

For Eg; policy holder expires 5 years after the purchase of policy in the case policy will not expire but the rest of all premiums will be paid by LIC. Also the 10% of basic sum assured that is 10% of Rs 5 lack Rs 50,000 will be given per annum to family on maturity the nominees will get the death benefits that is Death benefits 110% of sum assured vested simple revisionary bonus + final additional bonus

$$= 5.50,000 + 6.12.500 + 2.25.000 = 13.87.000$$

TAX Benefits

Premium paid is exempted under sec 80C

Maturity and Death Benefits is tax free under sec 10(10D)

Premium Payment Mode:

Monthly,

Quarterly

Half yearly

Yearly

(Grace period is depends on their payment mode like 15 days for monthly mode and 30 days for quarterly)

Surrenders value : policy can be surrendered after 2 years from data of purchase

Loan facility : Available after 2 years of policy purchase

Revival of Policy : If policy premiums are not paid and policy gets closed , Then anytime within 5 years we can revive the policy by paying policy premiums with interest

Riders

Accidental death and disability benefits rides

In case of accidental death accident sum assured will be payable

In case of accidental disability accident sum assured will be payable (in monthly install ment) till nest 10 year

Also future premiums will be waiver for both accidental death rider + basis sum assured premium for policy

Accident benefit Rider

New term assurance rider

New critical illness benefit rider

Settlement options for maturity and death benefit

- 1) Lump sum
- 2) In instalment (chosen period 5 year 10 years and 15 years)
- 3) Also some amount in lumpsum and sum amount in instalment can also be availed the above 3 options can be only selected by the policy holder till he is alive

Maturity benefits

Age 30 years

Sum assured 5 lacks

Policy period 25 year

Premium payment term 22 years

His monthly premium will be 1770 Rs

Yearly premium paid 20,787

Total premium paid in 22 year =Rs 4,57,772

On maturity + sum assured+ vested simple revisionary bonus + final additional bonus

$5,00,000 + 6,12,000 = 2,25,000 = 13,37,000$

Deference Between two policy

Features	LIC JEEVAN LAKHSYA	LIC JEEVAN LABHA
AGE	35 YEAR	35 YEAR
SUM ASSURED	5 LACKS	5 LACKS
POLICY TERM	25 YEARS	25 YEARS
PRIMIUM PAYING TERMS	22 YEARS	16 YEARS
ANNUAL PREMIUM	21,589	23,110
TOTAL PREMIUM	4,75,433	3,70,268
MATURITY BENEFITS	13,37,500	13,50,000
MINIMUM SUM ASSURED	1,00,000	2,00,000
MAXIMUM MATURITY AGE	65 YEARS	75 YEARS
AGE AT ENTRY	18 YAERS	8 YEARS
ANNUAL INCIME BENEFIT	10% OF THE B ASIC SUM ASSURED	---NA ---

CONCLUSION

As we all know about human being is always think about positive and they ready to manage the uncertainty risk in their life and not only think about themselves they will think about their family members also . so for that he/ she may take LIC POLICY because of uncertainty risk factor to face the problem jeevan lakshya policy is good for policy holders as well as it is protected to their family also and during life it is a good saving and after the death of the policy holder it will give good returns to nominee

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