

## Life Insurance Corporation of India

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### Abstract

The Government of India made history on October 24, 2000 by once again bringing back insurance business to private companies, which had earlier been abolished 24 years ago. The opening of the insurance sector was facilitated through the Insurance Regulatory and Development Authority (IRDA). Today, organizations are competing in complex business environments characterized by continuous changes in economic, social politico- legal and regulatory factors. The insurance sector along with other elements of marketing, as well as financial infrastructure, have been touched and influenced by the process of liberalization and globalization in India. The customer is the king in the market. Life Insurance companies deal in intangible products. With the entry of private players, the competition is becoming intense. In order to satisfy the customer, every company is trying to implement a consumer behavior (CB) program.

**Keywords:** Strategic Insurance Management ,Consumer Behaviour.

### Introduction to LIC Life Insurance Company Ltd

Establishment and History:

LIC Life Insurance Company Ltd. is a prominent life insurance provider in India, known for its comprehensive range of insurance products and customer-centric services. Here's a detailed look at its establishment and history:

**Incorporation:** It is under the ownership of Government of India and administrative control of the Ministry of Finance. The Life Insurance Corporation of India was established on 1 September 1956, when the Parliament of India passed the Life Insurance of India Act, nationalising the insurance industry in India.

**LIC Ltd:** Life Insurance Corporation of India is an India-based insurance company. The Company is engaged in the business of life insurance in and outside India. It offers a range of individual and group insurance solutions including participating, non-participating and unit linked lines of businesses.

**LIC add the groups:** The portfolio comprises various insurance and investment products such as protection, pension, savings, investment, annuity, health and variable. Its segments include Life Individual, Participating Pension Individual, Participating Annuity Individual, Non Participating Life (Individual & Group), Non Participating Pension (Individual & Group), Non Participating Annuity Individual, Non Participating Variable individual, Non Participating Health individual, Non Participating Unit Linked. It has approximately 44 products, which include 33 individual products and 11 group products. Its insurance plans include Saral Jeevan Bima, Saral Pension, Arogya Rakshak, Dhan Rekha, Bima Jyoti, and others.

Number of employees : 98,463

**Initial Years:** In the initial years of its operations, Lic Life focused on building a strong foundation, developing a diverse range of life insurance products, and establishing a widespread distribution network across India. The company aimed to provide financial protection and security to individuals and families.

**Technological Advancements:** LIC Life has been at the forefront of adopting technological innovations in the insurance industry. Embracing digital platforms, the company aimed to enhance customer experience, streamline processes, and offer more accessible services.

**IPO and Public Listing:** Life Insurance Corporation of India (LIC) is the only PSU life insurer company in India since 1956 and was operating under a special LIC act till recently. But now it has come on board to pave the way for its maiden float under the IRDA regime. It has penetrated the domestic market and is the most trusted Brand. It follows its catch lines "Jindagi Ke Saath Bhi, Jindagi Ke Baad Bhi", "LIC that knows India better" and "Har Pal Aapke Saath" in the true sense.

**Financial Performance:** LIC has been providing life insurance in India for more than 65 years and is the largest life insurer in India, with a 61.6% market share in terms of premiums (or GWP), a 61.4% market share in terms of New Business Premium (or NBP), a 71.8% market share in terms of the number of individual policies issued, an 88.8% market share in terms of a number of group policies issued for the nine months ended December 31, 2021, as well as by the number of individual agents, which comprised 55% of all individual agents in India as at December 31, 2021. (Source: the CRISIL Report).

- **LIFE INSURATION CORPORATION OF INDIA (abbreviated as LIC)** is an Indian government owned insurance and investment corporation. It is under the owned insurance and investment corporation.
- It is under the ownership of Ministry of Finance, Government of India.
- The Life insurance Corporation of India was established on September 1, 1956, when the Parliament of India passed the Life Insurance of India Act that nationalized the insurance industry in India. Over 245 insurance companies and provident societies were merged to create the state-owned Life Insurance Corporation of India.
- As of 2019, Life Insurance Corporation of India had total life fund of ₹28.3 trillion. The total value of sold policies in the year 2018–19 is ₹21.4 million. Life Insurance 201 Corporation of India settled 26 million claims in 2018–19. It has 290 million policy holders.

**MISSION OF LIC:** - "Ensure and enhance the quality of people through financial security by providing products and services of aspired attributes with competitive returns, and by rendering resources for economic development.

**" VISION OF LIC:** - "A trans-nationally competitive financial conglomerate of significance to societies and pride of India."

**HISTORY:** - The story of insurance is probably as old as the story of mankind. The same instinct that prompts modern businessmen today to secure themselves against loss and disaster existed in primitive men also. They too sought to avert the evil consequences of fire and flood and loss of life and were willing to make some sort of sacrifice in order to achieve security. Though the concept of insurance is largely a development of the recent past, particularly after the industrial era – past few centuries – yet its beginnings date back almost 6000 years. Life Insurance in its modern form came to India from England in the year 1818. Oriental Life Insurance Company started by Europeans in Calcutta was the first life insurance company on Indian Soil. All the insurance companies established during that period were brought up with the purpose of looking after the needs of European community and Indian natives were not being insured by these companies. However, later with the efforts of eminent people like Babu Methy Lal Seal, the foreign life insurance companies started insuring Indian lives. But Indian lives were being treated as sub-standard lives and heavy extra premiums were being charged on them. Bombay Mutual Life Assurance Society heralded the birth of first Indian life insurance company in the year 1870, and covered Indian lives at normal rates. Starting as Indian enterprise with highly patriotic motives, insurance companies came into existence to carry the message of insurance and social security through insurance to various sectors of society. Bharat Insurance Company (1896) was also one of such companies inspired by nationalism. The Swadeshi movement of 1905-1907 gave rise to more insurance companies. The United India in Madras, National Indian and National Insurance in Calcutta and the Co-operative Assurance at Lahore were established in 1906. In 1907, Hindustan Co-operative Insurance Company took its birth in one of the rooms of the

Jadranko, house of the great poet Rabindranath Tagore, in Calcutta. The Indian Mercantile, General Assurance and Swadeshi Life (later Bombay Life) were some of the companies established during the same period. Prior to 1912 India had no legislation to regulate insurance business. In the year 1912, the Life Insurance Companies Act, and the Provident Fund Act were passed. The Life Insurance Companies Act, 1912 made it necessary that the premium rate tables and periodical valuations of companies should be certified by an actuary. But the Act discriminated between foreign and Indian companies on many accounts, putting the Indian companies at a disadvantage. The first two decades of the twentieth century saw lot of growth in insurance business. From 44 companies with total business-in-force as Rs.22.44 crore, it rose to 176 companies with total business-in-force as Rs.298 crore in 1938. During the mushrooming of insurance companies many financially unsound concerns were also floated which failed miserably. The Insurance Act 1938 was the first legislation governing not only life insurance but also non-life insurance to provide strict state control over insurance business. The demand for nationalization of life insurance industry was made repeatedly in the past but it gathered momentum in 1944 when a bill to amend the Life Insurance Act 1938 was introduced in the Legislative Assembly. However, it was much later on the 19th of January, 1956, that life insurance in India was nationalized. About 154

Indian insurance companies, 16 non-Indian companies and 75 provident were operating in India at the time of nationalization. Nationalization was accomplished in two stages; initially the management of the companies was taken over by means of an Ordinance, and later, the ownership too by means of a comprehensive bill. The Parliament of India passed the Life Insurance Corporation Act on the 19th of June 1956, and the Life Insurance Corporation of India was created on 1st September, 1956, with the objective of spreading life insurance much more widely and in particular to the rural areas with a view to reach all insurable persons in the country, providing them adequate financial cover at a reasonable cost. LIC had 5 zonal offices, 33 divisional offices and 212 branch offices, apart from its corporate office in the year 1956. Since life insurance contracts are long term contracts and during the currency of the policy it requires a variety of services need was felt in the later years to expand the operations and place a branch office at each district headquarter. Re- organization of LIC took place and large numbers of new branch offices were opened. As a result of reorganisation servicing functions were transferred to the branches, and branches were made accounting units. It worked wonders with the performance of the corporation. It may be seen that from about 200.00 crores of New Business in 1957 the corporation crossed 1000.00 crores only in the year 1969-70, and it took another 10 years for LIC to cross 2000.00 crore mark of new business. But with re-organisation happening in the early eighties, by 1985-86 LIC had already crossed 7000.00 crore Sum Assured on new policies. Today LIC functions with 2048 fully computerized branch offices, 113 divisional offices, 8 zonal offices, 1381 satellite offices and the corporate office. LIC's Wide Area Network covers 113 divisional offices and connects all the branches through a Metro Area Network. LIC has tied up with some Banks and Service providers to offer on-line premium collection facility in selected cities. LIC's ECS and ATM premium payment facility is an addition to customer convenience. Apart from on-line Kiosks and IVRS, Info Centres have been commissioned at Mumbai, Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, New Delhi, Pune and many other cities. With a vision of providing easy access to its policyholders, LIC has launched its SATELLITE SAMPARK offices. The satellite offices are smaller, leaner and closer to the customer. The digitalized records of the satellite offices will facilitate anywhere servicing and many other conveniences in the future. LIC continues to be the dominant life insurer even in the liberalized scenario of Indian insurance and is moving fast on

a new growth trajectory surpassing its own past records. LIC has issued over one crore policies during the current year. It has crossed the milestone of issuing 1,01,32,955 new policies by 15th Oct, 2005, posting a healthy growth rate of 16.67% over the corresponding period of the previous year. From then to now, LIC has crossed many milestones and has set unprecedented performance records in various aspects of life insurance business. The same motives which inspired our forefathers to bring insurance into existence in this country inspire us at LIC to take this message of protection to light the lamps of security in as many homes as possible and to help the people in providing security to their families.

**IPO:** - Finance Minister Nirmala Sitharaman announced a proposal to conduct an initial public offering for LIC in the 2021 Union Budget. The IPO is expected to be held in FY22. The Government of India will remain the majority shareholder after the public listing. Ten percent of shares are proposed to be allotted to existing LIC policyholders. In year 2021, government of India had proposed to significantly enhance the authorised capital of Life Insurance Corporation of India (LIC), to INR 250bn (\$3.4bn) to facilitate its public listing scheduled for the next fiscal year which

will begin on 1st April.

**STRUCTURE:** - The LIC's executive board consists of Chairman, currently M R Kumar, and Managing Directors, Vipin Anand, T. C. Suseel Kumar, Mukesh Kumar Gupta and Raj Kumar. The Central Office of LIC is based out of Mumbai which sits The Chairman, all four Managing Directors, and all Executive Directors (Department Heads). LIC has a total of 8 Zonal Offices namely Delhi, Chennai, Mumbai, Hyderabad, Kanpur, Kolkata, Bhopal & Patna

**OPERATIONS:** - 204 Today LIC functions with 2048 fully computerized branch offices, 8 zonal offices, around 113 divisional offices, 2,048 branches and 1408 satellite offices and the Central Office; it also has 73 customer zones and 25 metro-area service hubs located in different cities and towns of India. It also has a network of 1,537,064 individual agents, 342 Corporate Agents, 109 Referral Agents, 114 Brokers and 42 Banks for soliciting life insurance business from the public. The LIC has 22 departments each headed by an Executive Director namely Marketing, Bank assurance (B&AC), Corporate Communication, Personnel, CRM, Direct Marketing, E&OS, F&A, IT/BPR, Inspection, Investment, SBU/Estates, Investment Operations, P&GS, Actuarial, Chairman Sect, F&A, Micro Insurance, RTI, HRD, Engineering, and Vigilance. The LIC follows a horizontal line of command & vertical line of command, while each department is headed by an Executive Director, the Zonal offices are headed by a Zonal Manager who oversees all the departments & divisions of the Zone – making him de facto CEO of the Zone. The zonal departmental heads are Regional Managers.

Divisions are headed by Sr. Divisional Manager(I/C) who oversees all the departments & branches of the division. There are 3 layers of Horizontal Management namely Senior Divisional Manager(I/C), Zonal Manager(I/C) & the Chairman/MD. There are also 3 layers of vertical management namely Managers of Divisions, Regional Managers of Zonal Office & the Executive Directors of Central office. Horizontal Management is considered key managers of the corporation.

**HOLDINGS:** - LIC invests in sectors such as banks, cement, chemicals and fertilizers, electricity and transmission, electrical and electronics, engineering, construction and infrastructure, fastmoving consumer goods, finance and investments, healthcare, hotels, information technology, metals and mining, motor vehicles, and ancillaries, oil and natural resources, retail, textiles, transportation, and logistics. Among the Nifty companies, LIC's holding in terms of value in 2012 was estimated to be the highest in ITC (₹27,326 crores), followed by RIL (₹21,659 crores), ONGC (₹17,764 crores), SBI

(₹17,058 crores), L&T (₹16,800 crores), and ICICI Bank (₹10,006 crores). The share price drop in ITC on 18 July 2017 had caused LIC a major loss of around 7000 crores during the financial year. LIC also holds a 51% stake in IDBI Bank, making it the only insurer in India to own a bank, since regulations prohibit insurers from holding more than 15% stake in any company, LIC will have to decide a timeline for paring its stake in IDBI bank; also LIC may have to pare its stake in LIC Housing Finance Ltd as a company cannot be the promoter of two finance companies carrying out same housing finance business in India.

## **PLANS AND POLICY: -**

### **Types of LIC Life Insurance Plans ➤**

#### **LIC's Jeevan Pragati**

A non-linked plan constituted in such a way that after every five years of the policy, the risk cover will automatically increase. It is best suitable for retirement collection with the cover against accident. An endowment plan with profits makes it a combination of savings and financial protection.

- **Entry Age-** This policy is available for individuals from 12 years to 45 years.
- **Term Period-** The term period is from 12 years to 20 years.
- **Death Benefits-** In the case of the death of the policyholder, the nominee gets the sum assured with the bonus, and is either ten times the total annual premium or is calculated as per the terms of the policy.
- **Maturity Benefits-** The sum assured is paid with the bonus and the reversionary bonus for the

full term of the policy. Minimum sum assured is Rs.1, 50,000/-. Maximum age at maturity is 65years. Maturity amount is tax-free under section 10 (10D).

- **Tax Benefit** - The amount of premium paid is exempted under section 80C.
- **Loan Facility**- It is available after you have paid a premium for three years. Riders Available: The optional riders are for accidental death and disability.

➤ **LIC's Jeevan Labh**

This policy is limited premium paying and is not linked to share markets. It is an endowment plan with profits and hence the holder gets the sum assured with bonus and other benefits.

- **Premium**- Premium paying period is lesser than the policy term.
- **Entry Age** – The age of the policyholder should be between 8 years and 59 years
- **Term Period**- The Policy has a term period of 16 years to 25 years.
- **Grace Period**- There is a grace period of 30days for paying yearly, half yearly and quarterly premium, and a grace period of 15days in case of monthly premium.
- **Loan Facility**- Once you have paid the premium for three years, you can avail the loan
- **Tax Benefits**- The amount of premium paid is exempted under section 80C and the maturity amount is tax-free

➤ **LIC's Single Premium Endowment Plan**

This plan asks the policyholder to pay the lump sum of the premium as a single payment at the start of the plan. This is an endowment plan with bonus, in addition to other benefits

- **Entry Age**- The plan is available for individuals between the age of 90days and 65years.
- **Sum Assured**- The sum assured is paid in both the cases – once the policy tenure is complete and in the case of sudden demise of the policyholder. The sum assured is paid with a bonus in both the cases
- **Loan Facility**- Loan facility is available after the first year of the policy.
- **Guaranteed Surrender Value**- The holder gets 70% of the single premium paid if the policy is surrendered within 12months of the commencement of the policy; and receives 90% of the premium paid from the second year onwards.
- **Tax Benefits**- The premium paid is exempted under the section 80C and the maturity amount is tax-free under the section 10(10D).
- **Term Period**– The policy has a term period of 10years to 25 years.
- **Maturity Age** - The age of the insured should be between 18 years and 75years.

➤ **LIC's New Jeevan Anand**

The plan is a combination of whole life plan and an endowment plan. The plan continues to provide coverage in case of the sudden death of the insured and even after the maturity of the plan.

- **Maturity**- A traditional endowment plan with the added feature that even after the maturity, the plan continues to be in force.
- **Tax Benefits**- Premium paid and the maturity amount is exempted under section 80C and 10(10D).
- **Entry Age**- It is available for individuals between the age of 18 years and 50years.
- **Grace Period**- A grace period of 30days is applicable. Rider Available: LIC's Accidental death and disability benefit rider are applicable



➤ **LIC's Jeevan Lakshya**

This is a conventional endowment plan with profits. The policy is useful for minors and offers a lump-sum amount irrespective of the survival of the insured at the time of policy maturity

- **Sum Assured**- Minimum sum assured is Rs.1,00,000/-.
- **Entry Age** – The insured should be between 18 years and 50years of age and the maturity age is 65years.
- **Premium Tenure**- Irrespective of the tenure of the policy, the premium tenure is 3 years.
- **Maturity Benefits**- Sum Assured plus Bonus and the Final Additional Bonus (FAB).
- **Death Benefits**- Sum assured (110% of the premium paid) plus bonus and FAB. Riders Available:
- LIC's Accidental death and disability benefit rider
- LIC New Term Insurance Rider

➤ **LIC's Bima Diamond**

It is a perfect plan for individuals who are looking for a short-term investment with periodic guaranteed return and added benefits.

- **Extended Protection Period**- Your protection is extended, even after the completion of the policy tenure, to half of the policy tenure.
- **Money Back**- After every 4th year of the policy, you get an assured amount as money back.
- **Addition Cover Period**- In the case of non-payment of the premium for full five policy years, an Auto Cover Period of two years is offered.
- **Maturity Benefits**- The sum assured and the loyal additions are paid at maturity.
- **Maturity is calculated as** – 55% of the basic sum assured for 16 years and 45% of the basic sum assured for 20 and 24 years.

**Riders Available:**

- LIC's Accidental death and disability benefit rider
- LIC New Term Insurance Rider.

**LIC's New Money Back Plan -20 Years**

This plan is a money-back traditional endowment plan. It is a non-linked plan. The survival benefits are disbursed after the completion of every fifth year of the policy.

- **Policy Term**– The policy is valid for 20 years
- **Minimum Sum Assured** – Minimum sum assured is Rs.100,000/-
- **Survival Benefits**- 20% of the sum assured is paid on the 5th, 10th, and 15th year of the policy.
- **Death Benefits**- The nominee receives the sum payout plus the bonus and the FAB. It is ten times the total sum of the annual premium or 125% of the basic sum assured.
- **Maturity Benefits**- The balance 40% of the sum is paid with Bonus plus FAB to the policyholder.
- **LIC's New BimaBachat**

It is a traditional single premium endowment plan. However, the survival benefits are paid just like in a money back plan.

- **Survival Benefits-** After every three years, if the insured is alive, 15% of the basic sum assured is paid as survival benefit.
- **Maturity Benefits-** The complete single premium along with Loyalty Addition is paid.
- **Death Benefits-** In the case of death of the policy tenure the complete, sum assured along with the Loyalty addition are paid to the nominee.

➤ **LIC's New Children's Money Back plan**

A traditional money back policy specially designed for the benefit of children, even in the case of the absence of parents. The child's life is also covered.

- **Life Cover of Child-** If the age of the life assured is less than 8 years, the risk cover starts one day before the commencement date of two years.
- **Survival Benefits-** The survival benefits are disbursed once the life assured has attained the age of 18 years and is paid @20% of the sum assured. It is paid every policy anniversary year.
- **Death Benefits-** If the life assured dies before the commencement of the risk, the paid premiums are returned. The benefits of sum assured plus bonus and FAB is paid in case the death is after the commencement of risk.
- **Tax Benefits-** The premium paid and the sum assured are exempted under the section 80C and 10(10D).
- **Entry Age-** 0 years to 12 years.
- **Policy Term-** 25 years.

➤ **LIC's Jeevan Tarun**

This is a participating endowment plan for children up to the age of twelve years. There are four options to receive the maturity and survival benefits. It is best suited for a child's education.

- **Premium Period-** 20 years but the policy continues till 25 years
- **Risk Cover-** Either at the age of 8 years or two years after the commencement of the policy.
- **Survival Benefits-** The last five years, when the policyholder is not paying the premium, he has the option of receiving the survival benefits in four different forms- 0%, 5%, 10% and 15% of the sum assured.
- **Maturity Benefits-** The balance sum assured and the bonus are paid as the maturity benefits after the completion of tenure of the policy.
- **Death Benefits-** In the case of the death of policyholder, the nominee gets the sum assured at the time of death and the acquired bonus. This is irrespective of the amount paid as the "survival benefit".
- **Tax Benefits-** The premium paid and sum assured are exempted under section of 80C and 10(10D).

Riders Available:

- LIC's Premium Waiver Benefit Rider is offered.

➤ **LIC's Amulya Jeevan 2**

This is purely a term plan whereby in case the insured dies within the policy tenure, the nominee gets the sum assured or the death benefits.

- **Sum Assured -** Minimum Sum Assured is Rs.25Lacs. However, it can be as high as 1 crore. • **Tenure**

- The tenure can be as long as 35years.

- **Tax Benefits** - The Premium paid and the sum assured are exempted under the section 80C and 10(10D).

- **Entry Age** - Entry Age is 18 years to 60years.

- **Grace Period** - Grace Period of 30days is available to pay the premium.

➤ **LIC Bhagya Lakshmi Plan** This micro insurance policy is specially designed for lower- income groups and has features of investment, savings, and insurance. Unlike any term plan, it also offers Maturity Benefits to the surviving policyholder.

- **Death Benefit**- In case of sudden death of the policyholder within the policy tenure, the nominee gets the assured sum.

- **Maturity Benefits**- A total of 110% of the premium paid is paid to the live policyholder at the time of maturity.

- **Surrender Value**- Depending on the premium paying term of below or above ten years, the surrender value is calculated. If surrendered after paying a premium for ten years or more, the surrender value is calculated @ after three full year's premiums. If the surrendered within ten years, then the SA is calculated @ after two full year's premiums.

### **OBJECTIVES OF THE STUDY**

Following are the main objectives of the study are

- ➤To know the customers awareness regarding the life insurance.
- ➤ To know the customers awareness regarding the various life insurance companies in the insurance sector.
- ➤To know the customers preference towards the private or public insurance sector.
- ➤To know the different promotion strategy used by companies to aware their customers.
- ➤ To evaluate the factors underlying consumer perception towards investment in life insurance policies.
- ➤To develop and standardize a measure to evaluate investment pattern in life insurance services.

### **Key variable**

#### **Benefits to Insurance Policy Holder**

1. **Tax Benefits:** Relief in income tax is available for amount paid by way of premium for life insurance. Investment qualifying for rebate viz. insurance premia, premium paid toward annuity plans for life insurance are specified under section 88(2) of the income tax Act.

2. **Safety:** In life insurance, on death, the full sum assured is payable (with bonuses wherever applicable) whereas in other saving scheme, only the amount (saved with interest) is payable.

3. **Liquidity:** Loans can be raised on sole security of the policy which has acquired a paid-up value. Besides, a Life Insurance policy is also generally accepted as security for even a commercial loan/housing loan.

4. **Aid to Thrift:** Life Insurance encourages 'thrift' Long term saving can be made in a relatively painless manner because of 'easy instalment facility' (Premium can be made through monthly, quarterly, half yearly or yearly instalment). The Salary Saving Scheme, popularly known as SSS provide a convenient method if paying premium each month through deduction from one's salary. The Salary Saving Scheme can be introduced in an institution of establishment subject to specified terms and condition.

5. **Money at the time of Requirements:** A suitable insurance plan or a combination of different



plans can be taken to meet specific needs that are likely to arise in future such as children's education, start in-life or marriage provision or even periodical needs for cash ones a predetermined stretch of time. Alternatively, policy money can be so arranged to be used for other investments subject to certain conditions, loans are granted to policy holders for house or for purchase of flats.

6. **Insurance affords peace of mind:** The security is the prime motivating factor. The security ends the tension and finally leads to peace to mind.

7. **Insurance Eliminate Dependency** At the death of husband or the father or any lead person, the family would suffer a lot. The insurance is here to assist then like to provide adequate amount at the time of suffering. The economic dependency if the family is reduced.

8. **Insurance encourages savings:** In most of the life policies, element of saving is predominant, these policies combine of programme of Insurance and saving. Saving with insurance has certain extra advantage.

9. **Economic Growth of the country:** For the growth of the country insurance provides string hand and mid to protect against loss of death. From the insurance government get more financial resource and utilize strengthen the economic condition of the country.

### **Research Questions**

When researching a Life Insurance Company (LIC), there are several key areas you might want to explore to gather useful insights. Here are some questions to guide your research:

#### **1. Company Overview:**

- What is the history and background of the company?
- What are the company's main products and services?
- Is the company publicly listed or privately held?
- What is the company's market share in the insurance industry?

#### **2. Financial Performance:**

- What is the company's revenue and profit trend over the last few years?
- What are the company's assets and liabilities?
- What is the company's solvency ratio and how does it compare to industry standards?
- Does the company have a strong credit rating?
- What is the company's dividend history (if applicable)?

#### **3. Product Portfolio:**

- What types of life insurance policies does the company offer (e.g., term life, whole life, ULIPs)?
- How competitive are the premiums compared to other insurers in the market?
- Are there any unique or innovative products offered by the company?
- What are the policyholders' options for riders or add-ons?
- What is the claims settlement ratio and turnaround time for claims?

#### **4. Customer Service and Reputation:**

- What is the company's reputation in terms of customer satisfaction?
- How easy is it for customers to file claims?
- What are the company's customer support channels (phone, email, chat)?

- How transparent is the company with policyholders about terms, fees, and exclusions?
- Are there any customer reviews or feedback about the company's services?

## **5. Regulatory Compliance:**

- Is the company compliant with industry regulations and guidelines set by regulatory bodies (e.g., IRDAI in India)?
- Has the company ever faced regulatory issues or penalties?

## **6. Market and Competitive Landscape:**

- Who are the main competitors of the company in the life insurance sector?
- How does the company compare in terms of pricing, customer service, and product offerings?
- What is the company's positioning in the market? Are they a market leader or challenger?

## **7. Growth Strategies and Future Outlook:**

- What are the company's growth strategies for the next few years?
- Are they focusing on expanding into new markets or developing new products?
- What are the company's plans for digital transformation or technology integration (e.g., mobile apps, online services)?
- How is the company planning to adapt to emerging trends in the insurance industry (e.g., usage-based insurance, AI in underwriting)?

## **8. Sustainability and CSR Initiatives:**

- Does the company engage in any corporate social responsibility (CSR) initiatives?
- What are the company's sustainability practices (e.g., eco-friendly offices, reducing carbon footprint)?

## **9. Employee and Organizational Culture:**

- What is the work culture like at the company?
- How does the company retain and motivate its employees?
- Are there any notable leadership changes or management strategies in place?

## **10. Industry Overview:**

1. What are the key trends currently shaping the global insurance market?
2. How has the insurance industry evolved over the last decade, and what are the emerging trends?
3. How are different types of insurance (life, health, auto, property, etc.) performing in the market?
4. How does the insurance penetration rate vary across different countries or regions?
5. What are the key drivers of growth in the insurance industry today?

## **11. Market Competition:**

6. Who are the major players in the insurance market, and what market share do they hold?
7. How do traditional insurance companies compare to digital-first or InsurTech companies in terms of market penetration?
8. What competitive strategies are insurers adopting to maintain or increase their market share?

9. How does consolidation (mergers and acquisitions) in the insurance industry affect competition?
10. What role do international insurers play in local insurance markets?

## **12. Consumer Behavior:**

11. How has customer behavior towards purchasing insurance products changed in recent years?
12. What factors influence consumers when selecting an insurance provider (price, service, brand, etc.)?
13. How does customer trust impact the purchasing decisions for insurance products?
14. What is the role of digital platforms in consumer decision-making and purchasing behavior in the insurance industry?
15. How do generational differences (millennials vs. baby boomers) affect insurance product preferences?

## **13. Regulatory Environment:**

16. How have regulatory changes affected the insurance industry over the past 5 years?
17. What are the major challenges that insurance companies face in adhering to regulatory requirements?
18. How does the regulatory environment vary across regions (e.g., Europe, U.S., Asia) and what impact does it have on market dynamics?
19. How does the implementation of data protection regulations (e.g., GDPR) affect insurance companies' data management practices?
20. What role does the government play in the insurance industry (e.g., subsidies, tax incentives)?

## **14. Technological Impact:**

21. How is technology (AI, machine learning, big data) transforming the insurance industry?
22. What are the key technological innovations that insurance companies are adopting to improve customer experience and operational efficiency?
23. How are InsurTech startups disrupting traditional insurance models?
24. How is automation being used in underwriting, claims processing, and customer service?
25. What are the opportunities and challenges of using blockchain technology in the insurance sector?

## **15. Risk Management and Underwriting:**

26. How are insurance companies using predictive analytics and big data in their underwriting processes?
27. What are the major risks that insurance companies face today, and how are they mitigating them?
28. How do insurers manage emerging risks, such as climate change, cyber risk, and pandemics?
29. What role do reinsurance companies play in risk management and reducing financial exposure for primary insurers?
30. How do insurers assess and price risks in a rapidly changing world (e.g., shifting regulatory landscapes, evolving customer expectations)?

## **Literature review**

**MARETING STRATEGY OF LIC:** - Marketing Mix of LIC analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the LIC marketing strategy. There are several marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow. Marketing strategy helps companies achieve business goals & objectives, and marketing mix (4Ps) is the widely used framework to define the strategies. This article elaborates the product, pricing, advertising & distribution strategies used by LIC.

Let us start the LIC Marketing Mix & Strateg:

### **➤ LIC Product Strategy:**

The product strategy and mix in LIC marketing strategy can be explained as follows:

LIC or Life Insurance Corporation of India, is the biggest insurance company in India. LIC offers a range of financial and investment products in its marketing mix like insurance, special, unit, pension, Micro investment, withdrawn and health plans. LIC also offers participation in the government scheme of Aam Admi Bima Yojana. Insurance plans include different types of plans like Endowment plan (Jeevan Utkarsh, Jeevan Rakshak), Whole life plan (Jeevan Umang), Money Back plans (New Bima Bachat, Jeevan Tarun), Term assurance plan (Anmol Jeevan I & II) and Riders like New Critical Illness Benefit Rider. The special plans are combinations of insurance, investment and the security because of it. Pension plans are more suited for senior citizens for secure future. Through pension plan, LIC also gives access to government plan of Pradhan Mantri Vaya Vandana Yojana. Unit plans are the schemes for people with inconsistent income and has benefits of rich returns and tax savings. It also offers group schemes for employers, families, societies or associations. Life Insurance Corporation has different subsidiaries for specialized services. These are; LIC Housing Finance, LIC Pension Fund Ltd, LIC International, LIC Cards Services and LIC Mutual Fund.

### **➤ LIC Price/Pricing Strategy:**

Below is the pricing strategy in LIC marketing strategy: The main objective of LIC is to offer adequate financial cover to all insurable persons at reasonable and affordable cost. In 2017, LIC's market share for number of policies was 76.09% and sold 20 million new policies. The product range of LIC is varied and so is the price range. The website is equipped with a 'Premium Calculator' service wherein the premium for each scheme of Life Insurance Corporation can be calculated. It depends on variables like age, term and sum assured. The payment of the premium can be paid by cash, cheque or DD at cash counter of any LIC branch. Apart from this for ease of customers, premium can also be paid through Alternate channels as described on website.

Keeping up with the implementation of GST by Government of India, LIC has replaced the service tax from earlier transaction with GST. The Tax rate will be different for different schemes. It will also be charged on interest of delayed payments.

### **➤ LIC Place & Distribution Strategy:**

Following is the distribution strategy of LIC:

LIC of India operates on the principle of providing life insurance on wider scale and urban and rural areas so all the insurable individuals have access to it. When Life Insurance Corporation was established, it had 5 zonal offices, 33 divisional offices and 212 branch offices governed by corporate office. To maintain long term accessibility for the consumers and build up the trust with them, LIC expanded their operations and opened the branches in each district. Due to this lot of organizational changes were initiated and branches got more functionality and acted as accounting units. Presently, LIC headquarter is located in financial capital of India, Mumbai with 2048 computerized branch offices, 113 divisional offices 8 zonal offices, 1381 satellite offices. In tier 1 and 2 cities like Mumbai, Bangalore, Ahmedabad, Chennai, New Delhi, Pune on line kiosks and IVRS info centres have been specially made. The new initiative called 'Satellite Sam Park' offices have been opened for easy access to policy holders. Thus, LIC has

thoroughly penetrated the Indian market with reach in all the segments. Outside India, LIC operated in 13 countries through joint ventures or subsidiaries.

These countries include Bahrain, Qatar, Nepal, Singapore etc.

### ➤ **LIC Promotion & Advertising Strategy:**

The promotional and advertising strategy in the LIC marketing strategy is as follows: The product of LIC is intangible in nature involving customer involvement and loyalty in highly competitive market. Life Insurance Corporation has strong market share. With the emergence of new insurance organizations, LIC has to maintain its dominant position. LIC has used print and broadcast media exclusively. LIC advertisements feature in many national as well as local newspapers and magazines. It shows returns on the product and tax benefits from it. The television commercials for LIC appeal to emotions of consumer by depicting importance of life insurance for the family when the earner of the family is no more. It ends with the tagline of 'Zindagi Ke Sath Bhi, Zindagi Ke Baad Bhi' (With you during and after your life). LIC also involved in co-promotion at various exhibitions, seminars for other products like real estate, medical services. The communication with customer is maintained through multiple channels like IVRS, Call centres, Customer zone, SMS, e-mail, website and social networking sites.

Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of LIC (Life Insurance Corporation of India).

#### ✓ **People:**

LIC believes in insurance for all, i.e., all the insurable persons from rural and economically backward class should receive financial security of insurance. It has the objective of involving all their employees to their fullest capacity to serve the customers better. They also believe in integrating the corporate objective of organization with personal objective of employees leading to job satisfaction and pride. Life Insurance Corporation has a separate portal for its customers to submit their grievances. The grievance officers at respective Grievance Redressed Office, attend the customer without prior appointment. LIC insurances can be availed through the authorized LIC agents. The agents undergo exclusive training by LIC and have access to the infrastructure

access in the branch offices and sales-marketing support. Domestic as well as NRI customers have information portal on the website providing guidance on services like premium calculation, bonus information, policy status etc.

#### ✓ **Process:**

LIC is a pioneer in the insurance industry. It is highly respected and trusted organization. The website of Life Insurance Corporation is very informative and starts the customer education right from the need for insurance, enlists its benefits and describes detailed information regarding all aspects of insurance and other related financial services. It also gives detailed information about all the products and allows calculation of cost and benefits of each. The form for the policy can be procured from the website or the agent or the nearest branch of LIC. Application for policy requires the documents from the applicant. There are multiple ways for payment of the premium making the process easy for consumer. The claim for the policy can also be made by submission of formal request through form and producing necessary documentation. Thus, over the years LIC has improved and adjusted its operations as per the changing times, keeping them customer centric.

✓ **Physical Evidence:** The offices of Life Insurance Corporation are in every district. The contracts for infrastructure developments of the offices are invited through the Tender Notices. These notices are circulated in the newspapers and website and bids are invited. The infrastructure is congenial to the requirements of customer having spacious building with proper layout, adequate seating and waiting arrangements, pleasing ambiance, clear sign boards for assistance, availability of the informative material and literature, telephone and basic restroom and drinking water facilities. The physical proofs of all the necessary documents are required for the application and availing of the policy. After the policy is acquired, it can be procured in the physical form and for some of the official purposes, it is considered as a proof of address and date of birth. LIC logo consists of joined hands holding a lamp. Hence this completes the marketing mix of Life Insurance Corporation (LIC).



## **Methodology and Further research**

### **WHY TO OPT FOR LIC LIFE INSURANCE PLANS:-**

LIC is said to be the largest life insurance company in the world with 23 crore customers and counting. It offers some of the most reasonably rated premiums and adequate coverage options, regardless of which walk of life an individual belongs to. The brand name is not the sole reason one should opt for LIC since it is not ideal to rely on life insurance products from a single brand. Here is why one should opt for LIC as a life insurance provider:

- **Technologically superior Network:** LIC has been the leader as an insurance provider for its efforts to stay ahead of the game by being at par if not better in terms of its network when it comes to providing advanced and efficient services with over 2000 branch offices and 156 satellite branches. The company uses technology such as WAN, IVRS, LAN, IVRS & even EDMS that allow people to go paperless when dealing with insurance documentation.
- **Not Alone in the Game:** The company does not work alone but partners with insurance and financial tycoons including NSE, LIC Mutual Fund, NCDEX, Stock Holding Corporation of India, Insurance institute of India and National insurance Academy among many similar organizations. Hence, it is working through convergence as well.
- **Going International:** It has fully functional offices in countries such as Nepal, Sri Lanka, Saudi Arabia and Bahrain. LIC has also been ambitious enough to plan opening offices in Australia, Canada and USA.
- **Product Variety:** You will soon discover from the below given list that this company boasts of one of the highest numbers of policy types available in life insurance alone. It has the largest portfolios when it comes to life insurance group schemes to be one of their highlights. They have a huge clientele of corporates for group insurance.
- **Innovation in the Industry:** The company launches new products every other quarter and they are mostly to serve the society than to make profits although they are doing pretty well as an insurance company, financially. They were the first to launch micro-insurance products so that people living below the poverty line in India could afford insurance for a certain amount of discount.

• **Performance in The Stock Market:** When it comes to stock market positioning, LIC stocks are one of the most stable stocks available in the BSE. Some of the most well-performing stock lists almost always feature this company especially when it comes to insurance providers.

**AWARDS AND ACHIEVEMENTS:** -LIC which was founded in 1956 was awarded as the Life Insurance Company of the Year in 2014. Some of awards won by LIC are: Pitch TOP 50 Brands 2014

- Indian Insurance Awards 2014 - Claims Leader
- Indian Insurance awards 2014 - Life Insurance Company of the year
- Lok mat BFSI Awards 2014 - Highest Claim Settlement
- Lok mat BFSI Awards 2014 - Best Life Insurance Company
- Global Brand Excellence Awards Brand Excellence in BFSI
- Global Brand Excellence Awards - Best Use of social media in Marketing
- Asia BFSI Best CSR Practices
- Asia BFSI Best Life Insurance Company
- Hindustan Times Mumbai Hot 50

- Readers Digest 2014 Trusted Brand
- ET Best Brands
- 2nd Bright Awards
- Super Brands 2014
- ABP News Brand Excellence Awards
- Indira Gandhi Award from President of India
- West Bengal State Award 2014
- BFSI Vision CSR Award - Community Development
- BFSI Vision CSR Award - HealthCare and Combating Diseases
- IPSE Awards 2014 - Insurance PSE of the year
- NASEOH - Sri Vijay Merchant Memorial Award
- Greentech CSR Award
- Money Today FPCIL.
- The Economic Times Brand Equity Survey 2012 rated LIC as the No. 6 Most Trusted Service Brand of India.
- From the year 2006, LIC has been continuously winning the Readers' Digest Trusted brand award.

### **CONCLUSION REFERENCE**

The purpose of the study was how LIC works and how it retains the market. In FY21 LIC has the one of the leading organisations who offers best insurance plans. LIC collects highest ever premium of Rs. 1.84 trillion in FY21. LIC continued its performance in new business, despite a highly challenging business environment due to the covid- 19. LIC is offering several plans which it says will provide insurance, protection, wealth creation in the long term, secure financial future after retirement, health insurance. Apart from these, one will get tax benefits under income tax act.

LIC employees are expected to benefit from wage revision with over 25 per cent hike in their packets 5 days' work week. They always try to hold their customers by offering them with great new policy every quarters.

The customers have kept faith in LIC.

And during pandemic of second wave on the month of May it benefited to lots of customers financially and give relief for them and to their family.

Due to the great performance, it contributed 11% in the GDP growth during pandemic. Which make me curious how it survives in pandemic and make such growth in this year that's why I choose LIC as a topic of internship report.

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**Joint Venture with LIC and 10 Life Insurance Alternatives in 2023.**

Here is a list of the top 10 competitors or alternatives to LIC Life Insurance online.

**1. Max Life Insurance**

Max Life insurance is a leading life insurance company in India. Max Life Insurance Company Limited is a Joint Venture between Max Financial Services Limited and Axis Bank Limited.

Max Financial Services Ltd. is a part of the Max Group, an Indian multi-business corporation. Max Life Insurance offers different life insurance products such as term insurance, return of premium insurance, Annuity insurance, child plans, investment plans, money-back plans, ULIPs, and other life insurance products to individuals and groups. Max Life has positioned itself on the quality platform and has maintained a strong presence in the Indian market.

**Key Highlights:-**

Foundation: 2000

Claim Settlement Ratio: 99.35% Solvency Ratio: 2.02

Number of Branches: 277

**Benefits & Features:**

- Affordable Premiums
- Easy Policy issuance
- Financial Security
- Product Variety
- Tax Benefits
- Online Availability
- Riders as Additional Benefits

**Plans Available:**

- Term Plans
- ULIP Plans
- Child Plans

- Online Plans
- Retirement Plans
- Savings Plans
- Health Plans
- Group Plans

## 2. AEGON Life Insurance

AEGON Life is one of the top digital life insurance companies in India. AEGON Life insurance was launched together with AEGON N. V, an international provider of life insurance, pensions, and asset management, and Bennett Coleman & Company, India's largest media conjunction popularly known as the Times Group. AEGON Life Insurance Company offers an array of reasonably priced life insurance policies. Their insurance plans are made-to-measure to shield you against the mounting financial outlays post-death. AEGON Life insurance, you can rest assured knowing that you and your family's unique needs are being taken note of and fulfilled.

**Key Highlights:-** Foundation: 2008

Claim Settlement Ratio: 99.25% Solvency Ratio: 2.41

Number of Branches: 83

### Benefits & Features:

- Tax Benefits
- Guaranteed Income
- Wealth Creation
- Savings & Loan Facility
- Investment Option
- Superior customer service
- Hassle-free claim settlement

### Plans Available:

- Term Plans
- ULIP Plans
- Savings Plans
- Retirement Plans
- Money Back Plans
- Group Plans
- Other Plans

## 3. Bharti AXA Life Insurance

Bharti AXA life insurance is a collaboration of Bharti Enterprises which is one of India's leading business groups and the AXA Group with has its headquarters in Paris. It is one of India's leading business groups with interests in Telecom, agricultural business, and financial services. Bharti AXA life insurance company offers various types of insurance products on a wide scale. It consists of saving plans, children's education plans, term insurance plans, ULIP plans, etc. Bharti AXA Life Insurance provides long-term value to its customers.

**Key Highlights:-**

Foundation: 2006

Claim Settlement Ratio: 99.05% Solvency Ratio: 1.78

Number of Branches: 268

**Benefits & Features:**

- Variety of Plans
- Pays off Liabilities
- Excellent Customer Support
- Tax Benefits
- Long-Term Coverage
- Cost Effective
- Flexibility in Premium Payment

**Plans Available:**

- Term Plans
- Child Plans
- Savings Plans
- Investment Plans
- Protection Plans
- ULIP Plans
- Retirement Plans

**4. Bajaj Allianz Life Insurance**

Bajaj Allianz life insurance company is one of India's leading private life insurance companies. It is a joint venture between Bajaj Finserv Limited owned by Bajaj Group of India and Allianz SE, a European Financial Services company. Bajaj Allianz life insurance company limited has launched innovative insurance solutions taking into consideration the time to the time change in customers' needs and requirements. Bajaj Allianz Life Insurance Company offers a wide variety of life insurance products that serve different sections of society.

**Key Highlights:-**

Foundation: 2001

Claim Settlement Ratio: 99.02% Solvency Ratio: 6.66

Number of Branches: 509

**Benefits & Features:**

- Return of Premium option
- Pays off Liabilities
- Flexibility in Premium Payment
- Tax Benefits
- Long-Term Coverage
- Affordable premiums
- Death Benefits



**Plans Available:**

- Term Insurance Plans
- Endowment Plans
- Pension Plans
- ULIP Plans
- Group Plans
- Child Plans
- Investment Plans
- Health Care Plans

**5 HDFC Life Insurance**

HDFC Life Insurance Company Limited is a standard life insurance company supporter of housing development Finance Corporation Limited. It is a joint venture between HDFC Ltd and standard life Aberdeen, a global investment company. HDFC life insurance provides innovative and customer-centric insurance plans that can help our customers secure their family's future as well as help them with other benefits such as tax savings. It offers a wide range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings, Investment, and Health Solutions.

**Key Highlights:-**

Foundation: 2000

Claim Settlement Ratio: 98.66% Solvency Ratio: 2.01

Number of Branches:390

**Benefits & Features:**

- Long-Term Coverage
- Variety of Products
- Hassle Free Claim Settlement
- Award-Winning Services
- Excellent Customer Support
- Affordable products
- Death Benefits
- Tax Benefits

**Plans Available:**

- Term Plans
- ULIP Plans
- Savings Plans
- Child Plans
- Health Plans
- Pension Plans
- POS Plans
- Combo Plans

## 6 Pramerica Life Insurance

Pramerica Life Insurance Limited erstwhile DHFL Pramerica Life Insurance Company Limited is headquartered in Gurugram. Pramerica Life Insurance is a joint venture between DHFL Investments Limited, a wholly-owned subsidiary of Dewan Housing Finance Corporation Ltd. (DHFL) Prudential International Insurance Holdings. The company provides a wide range of life insurance solutions for individuals as well as groups. Pramerica life insurance company's target is to provide affordable, efficient, and effective life insurance life cover. It offers various financial protection needs such as securing their child's future, retirement planning, tax saving, and wealth creation.

### Key Highlights:-

Foundation: 2013

Claim Settlement Ratio: 98.61% Solvency Ratio: 4.42

Number of Branches:133

### Benefits & Features:

- Long-Term Coverage
- Affordable Premiums
- Excellent Customer Services
- Wide Range of Products
- Financial Assistance
- Tax Benefits
- Return of Premiums
- Easy Claim Settlement

### Plans Available:

- Protection Plans
- ULIP Plans
- Savings Plans
- Child Progress Plans
- Health Plans
- Retirement Plans
- Group Plans

## 7 Exide Life Insurance

Exide Life Insurance is one of the Top 10 Most trusted companies in India. It was formerly known as ING Vysya Life Insurance Company. It is a non-government and commercial life insurance company headquartered in Bengaluru. The Exide Insurance Company is owned by Exide Industries Limited and serves over 15 lakh customers. The Company is focused on providing long-term protection and savings solution plans and has a strong traditional product portfolio with a consistent bonus track record in the insurance sector. The company steps beyond life insurance and provides need-based life insurance solutions.

### Key Highlights:-

Foundation: 2000

Claim Settlement Ratio: 98.54% Solvency Ratio: 2.24

Number of Branches:200+

**Benefits & Features:**

- Wide Range of Products
- Affordable Premiums
- Customized Premium Payment Options
- Incredible Claim Settlement Ratio
- Customer-Friendly Procedures
- Excellent customer service
- Tax Benefits

**Plans Available:**

- Term Plans
- Child Plans
- Retirement Plans
- Savings Plans
- Investment Plans
- Health Plans
- Rider Plans

**8. Kotak Mahindra Life Insurance**

Kotak Mahindra Life insurance company limited is one of India's best and fastest-growing insurance companies. It is a joint venture between Kotak Mahindra Bank Limited and Old Mutual Limited, a pan African investment, savings insurance, and banking group operating. It provides an extensive range of financial products to meet both corporate and individual investment needs. Kotak life insurance secures your future and makes sure that all your investments keep giving you profitable returns. Kotak Life Insurance Company provides a wide range of affordable Life Insurance Policies.

**Key Highlights:-**

Foundation: 2001

Claim Settlement Ratio: 98.50% Solvency Ratio: 2.90

Number of Branches:232

**Benefits & Features:**

- Wide Range of Products
- High Coverage At Low Premiums
- Easy Policy issuance
- Award Winning Services
- Long-Term Coverage
- Tax Benefits

**Plans Available:**

- Term Plans
- Child Plans
- Savings and Investment Plans
- Protection Plans
- Retirement Plans
- ULIP Plans

- Health Plans

#### 9. **Reliance Nippon Life Insurance**

Reliance Nippon Life Insurance Company Limited is one of India's leading private sector life insurance companies. Reliance Nippon Life Insurance Company is an important part of Reliance Capital and it is a private- sector financial services and Non-banking Company. Reliance Capital has diversified businesses in insurance of all kinds, asset management, mutual funds, commercial finance, and other financial services. Reliance Life has a huge variety of life insurance plans that offers tailor-made plans as per the customers' requirements.

##### **Key Highlights:-**

Foundation: 2001

Claim Settlement Ratio: 98.49% Solvency Ratio: 2.45

Number of Branches:713

##### **Benefits & Features:**

- Affordable Premiums
- Multiple Premium Payment Frequencies
- Excellent Customer Services
- Multiple Add-On Covers
- Wide Range of Products
- Tax Benefits
- Customized Protection

##### **Plans Available:**

- Term Plans
- Savings Plans
- Retirement Plans
- ULIP Plans
- Health Plans
- Group Plans

#### 10. **PNB MetLife Insurance**

PNB MetLife India Insurance Company Limited is one of the major life insurers in India. PNB MetLife is a collaboration between MetLife International Holdings Inc., Punjab National Bank Limited, Jammu and Kashmir Bank Limited, M.Pallonji and Company Private Limited, and other private investors. This company offers a wide range of products for protection and retirement. It is a one-step solution toward a safe future for you and your loved ones.

##### **Key Highlights:-**

Foundation: 2001

Claim Settlement Ratio: 98.17% Solvency Ratio: 1.90

Number of Branches:117

##### **Benefits & Features:**

- Affordable Premiums
- Maximum Sum Assured
- Excellent Customer Services
- Multiple Add-On Covers

- Wide Range of Products
- Return of Premiums
- Flexible Tenure
- Tax Benefits

**Plans Available:**

- Family Protection Plans
- Online Plans
- Long-Term Plans
- Child Education Plans
- Retirement Plans
- Health Insurance Plan
- Group Plans

**Conclusion:**

The best way to save for your future is through a life insurance policy. Different types of life insurers offer different types of life insurance policies. Each company has its benefits and risks which you should be aware of before making a decision. It is also important to compare different types of policies before deciding on what type of policy is best for you. The best way to find the perfect life insurance alternative is from the PolicyBachat website where you can compare the top life insurers so that you can find the plan that best suits your needs.

So, compare life insurance quotes and grab the best life insurance policy

### **Saraswat Bank's Strategic Partnership with LIC: Expanding Insurance Services and Promoting Financial Inclusion in India**

Posted on August 29, 2023 by admin

Saraswat Bank's Strategic Partnership with LIC: Expanding Insurance Services and Promoting Financial Inclusion in India

In a significant development for the banking and insurance sectors, the Life Insurance Corporation of India (LIC) and Mumbai-based Saraswat Cooperative Bank have entered into a partnership. According to the agreement, Saraswat Bank, the largest Urban Cooperative Bank (UCB) in India, will sell LIC's insurance products.

#### **Expanding Customer Services**

Through this strategic partnership, Saraswat Cooperative Bank aims to cater to over 20 lakh customers via its extensive network of 294 branches spread across six states. This move is set to enhance the bank's service portfolio and offer a broader range of financial products to its customers.

#### **Inclusive Insurance for All**

Under the terms of the agreement, the cooperative bank will be selling insurance products targeted at all segments of society. This initiative aligns with the bank's commitment to promoting financial inclusion and ensuring that its customers have access to comprehensive financial services.

**Also Read:** G S Mahanagar Co-op Bank Announces 15% Dividend at 50th AGM

#### **Saraswat Bank: A Pillar of the Cooperative Sector**

With a legacy spanning over 100 years, Saraswat Cooperative Bank has established itself as India's largest UCB. The bank's recent partnership with LIC further underscores its commitment to growth and service enhancement.



## Conclusion

The collaboration between LIC and Saraswat Bank marks a significant step in expanding access to insurance products in India. As the bank continues to innovate and diversify its service offerings, it will be interesting to observe how this partnership impacts its growth strategy and customer satisfaction levels in the coming years **Posted in** cooperative Bank News, News

## The Superstar Portfolio: A Look into LIC's Investment Strategy

Life Insurance Corporation of India (LIC), often hailed as the country's biggest Domestic Institutional Investor (DII), is a financial juggernaut that manages equity assets worth a staggering Rs. 11.16 lakh crore. LIC is not just an insurance giant; it's a financial powerhouse that plays a significant role in shaping India's investment landscape.

### Holdings and Portfolio of LIC

With stakes in a whopping 273 listed firms, LIC's influence in the stock market is undeniable. As of March 31, 2023, LIC's publicly held stocks were worth a jaw-dropping ₹ 57,357.7 crore. However, a few months later, as of June 30, 2023, the insurer held shares in 4 stocks valued at ₹ 11,442.1 crore, signalling some interesting changes in its investment strategy.

### Recent Stock Picks by LIC

LIC made waves in the June quarter with a strategic move into several high-value stocks. Among these were IDBI Bank, Bharti Airtel, State Bank of India, Larsen & Toubro, and Tata Consultancy Services, each worth billions in LIC's growing portfolio. Additionally, the insurer raised its stake significantly in Tata Chemicals by a remarkable 301 basis points, showcasing its confidence in the company's future prospects.

### Performance and Outlook of LIC's Recent Picks

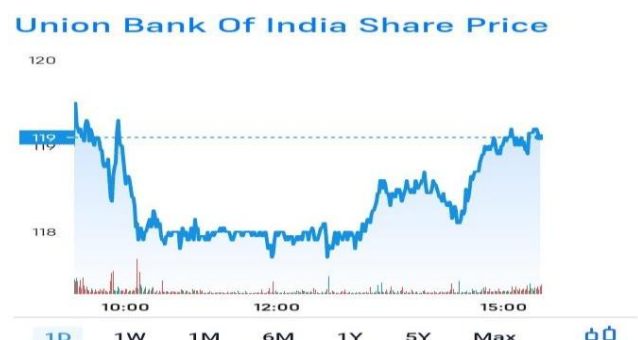
LIC's equity assets surged by an impressive 10.97 percent during the quarter, solidifying its position as a financial heavyweight. The insurer held a substantial 3.85 percent share in the value of NSE-listed companies as of June 30, 2023.

One standout performer in LIC's portfolio was ITC Ltd, which witnessed a substantial jump of ₹ 12,918 crore in value terms during the quarter. Reliance Industries (RIL) also saw LIC's holdings rise by ₹ 7,902 crore. These gains were propelled by favorable market conditions, with ITC's stock climbing 17 percent during the quarter.

### The Stock Picks Upto RS. 100

While LIC's high-value investments are eye-catching, it's equally intriguing to explore some of the stocks in its portfolio

Ratios	(FY23)
Capital Adequacy Ratio (%)	16.04
Net Interest Margin (%)	3.07
Gross NPA (%)	7.53
Net NPA (%)	1.7
CASA Ratio (%)	35.62



that are currently trading below ₹ 100. These stocks, often overlooked by investors, carry their own potential.

### 1) Union Bank of India

LIC holds a 1.35 percent stake in this banking company, with shares trading at ₹ 100 apiece as of 26 Sep 2023.

### 2-CESC

Engaged in electricity generation and distribution, CESC has LIC as a significant shareholder with a 3.41 percent stake. Its shares were trading at ₹ 90.2 apiece as of 26-Sep-23.

Ratios	(FY23)
Stock P/E (x)	8.47
Dividend Yield (%)	4.98
ROCE %	11.4
ROE %	12.2
Debt to equity (x)	1.31
Return on assets %	3.61
PEG Ratio (x)	1.14
Int Coverage (x)	2.57

#### CESC Share Price

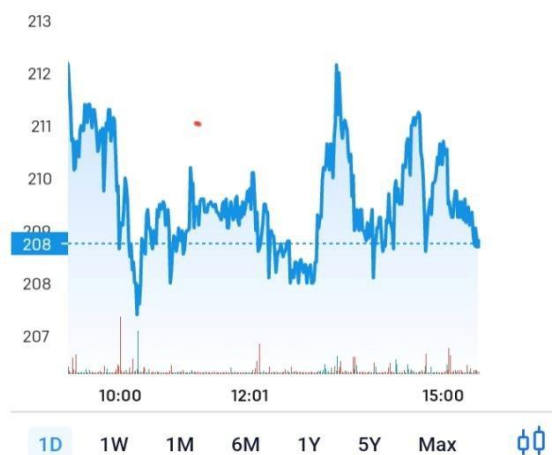


### 3) National Fertilizers

LIC holds a hefty 9.60 percent stake in this company, which manufactures neem-coated urea and bio-fertilizers. Shares were trading at ₹ 72.4 apiece as of 26-Sep-23.

#### National Fertilizers Share Price

Ratios	(FY23)
Stock P/E (x)	17.7
Dividend Yield (%)	3.85
ROCE %	15
ROE %	17.9
Debt to equity (x)	1.44
Return on assets %	3.88
PEG Ratio (x)	0.91
Int Coverage (x)	1.76

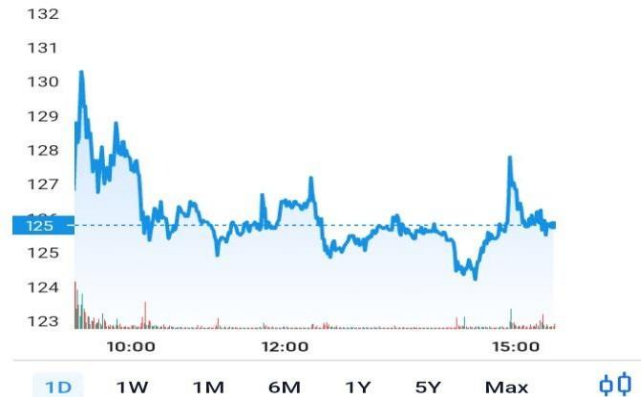


### 4) Housing And Urban Development Corporation

With a 5.78 percent stake, LIC believes in HUDCO's role in financing housing and urban development. Shares were trading at ₹ 90 apiece as of 26-Sep-23

Ratios
Yield on Loans (%)
Cost of Funds (%)
Net Interest Margin (%)
Gross NPA (%)
Net NPA (%)

#### Housing And Urban Development Corporation Share Price



#### 5) NBCC

LIC holds a 6.55 percent stake in NBCC, a company involved in project management consultancy, engineering procurement, construction, and real estate. Shares were trading at INR 57.7 apiece as of 26-Sep-23.

Ratios	(FY23)
Stock P/E (x)	30.3
Dividend Yield (%)	0.95
ROCE %	26.4
ROE %	19
Debt to equity (x)	0
Return on assets %	4.18
PEG Ratio (x)	30

#### NBCC (India) Share Price



#### Potential of Those Stocks and Performance of Those Stocks

While these stocks may have relatively lower market prices, they offer intriguing investment opportunities. LIC's presence as a major shareholder speaks to its confidence in their potential. As investors, it's essential to keep an eye on these stocks, as they have the potential to grow and become valuable assets in LIC's already impressive portfolio.

LIC's investment strategy is a fascinating saga of astute financial decisions and calculated risks. The insurer's ability to adapt to market conditions, whether by making strategic investments in high-performing stocks or nurturing promising underdogs, showcases its prowess as a financial powerhouse in India's dynamic economic landscape. As investors, there's much to learn and gain from the LIC's superstar portfolio..