

1. INTRODUCTION

1.1 INDUSTRY PROFILE

Insurance Industry

Insurance is one of the important instruments designed to deal with risk through sharing. Insurance is an economic device whereby the individual substitutes a small certain cost (the premium) for a large uncertain financial losses (i.e. the contingency insured against) that would exist if it were not for the insurance. It reduces and eliminates risk through the process of combining a number of homogenous exposures into a group and makes the losses predictable for a group as a whole. Insurance is of primary importance both in regard to national economy and international trade. It facilitates more optimum utilization of venture capital through risk management. The two fundamental characteristics of insurance are:

1. It transfers risk from one person to a group.
2. It facilitates sharing of losses on some equitable basis by all members of one group.

Progress of Insurance in India

The Indian insurance industry is almost two hundred years old. The life insurance business started to expand as oriental life insurance set up its operations in 1818 in Calcutta. In 1823, Bombay Life Insurance company began operations in Bombay which followed by the Madras equitable Life Insurance society in 1829. In 1871, i.e., the beginning seemed to be good but in 1971, things changed when Bombay Mutual Life Insurance society took a revolutionary step by providing insurance cover to Indian lives at normal rates. In 1928, the Indian Insurance companies Act was enacted to enable the government to collect statistical information about both life and non-life insurance business transacted in India by Indian as well as foreign insurers,

Including the provident insurance societies. The insurance act of 1938 was the first comprehensive arrangement made by the government to protect the interest of the policyholders. The act also protects the interest of the policyholders. The Act also had comprehensive provision for detailed and effective control over the activities of

the insures. To facilitate proper administration of the Act, an insurance wing was formed and attached to the union ministry of finance.

After Independence, by the year 1956, 154 Indian insures, 16 non-Indian insures, 75 provident societies were carrying on life insurance business in India. On January 19, 1956 the business of the 229 Indian Insurance, provident insurance societies and non-Indian insures were taken over by the central government and then nationalized on September 1st, 1956 afterwards nationalized under Life Insurance Corporation of India was formed under LIC Act with an equity of Rs 50 crore from the central government.

Since Nationalization, the Life Insurance Corporation of India has built up a life insurance fund of more than Rs 62,499 crores and established throughout the country, including a significant coverage of rural areas. At the same time, there have been several negative attributes in the overall operative style of the LIC.

LIC should strengthen

1. Unresponsiveness to customers' needs.
2. Low insurance awareness among public
3. Non-fulfillment of customer needs.
4. Inadequate product package
5. costly coverage and low returns on investment
6. Weak marketing setup and agency organization
7. Excessive policy lapses
8. Inadequate coverage of insurable population
9. Top heavy management with excessive centralization and weak Supervision control.
10. Overstaffing
11. Unsatisfactory work culture

General Insurance:

General Insurance came to India from the United Kingdom. The business was being transacted by British and other foreign insurance companies through their agency in India. In 1850, Triton Insurance Company was established in Calcutta as the first general insurance company. The first general insurance company to be setup by Indians was Indian Mercantile Insurance Company Limited, which started its operations in 1907.

In 1961, the Indian Insurance Act of 1938 was amended further to finalize the voluntary reinsurance agreement with the creation of a government company.

In 1968, the Insurance Act of 1938 was amended again to provide for an extension of special control over the general insurance business. However before these controls could be exercised, the non-life insurance business was taken over by central government. After amalgamating 170 insurance companies, both Indian and foreign four nationalized companies were formed under general insurance corporation of India.

Since nationalization, the general insurance business in the country has grown both in coverage and in volume.

The year 1968 has been important year when the insurance act was amended again to provide for extension of social control over insures transacting general insurance business. On June 1st, 1969 the legislation came. Before this legislation could be implemented, the management of non-Life insures was taken over by the central government in 1971. The general company along with it is our subsidiaries thus came into being on January 1st, 1973.

Privatization –The final Frontier

The insurance sector made a lot of progress, which prompted the government to open the insurance sector to private players. For this change, the government appointed the Malhotra committee, headed by former finance secretary and RBI governor R N Malhotra in 1993, to evaluate the India insurance industry and recommended its future direction. The Malhotra committee was setup with the objective of complementing the reforms initiated in the financial sector.

The reforms were aimed at creating a more efficient and competitive financial system suitable for requirements of the economy. In 1994, the committee submitted the report and the key recommendations are:

Structure:

1. Government stake in the insurance companies to be brought down to 50 percent.
2. Government was to take over the holdings of GIC and its subsidiaries could act as independent corporations.
3. All the insurance companies were to be given greater freedom to operate.

Regulatory Body

1. The insurance Act to be changed
2. An Insurance regulatory body to be set up.

Customer Service

1. LIC to pay interest on delays in payments beyond 30 days.
2. Insurance companies to be encouraged to setup unit linked pension plans.
3. Computerization of operations and updating of technology to be carried out in the insurance industry.
4. In order to improve the customer services and the increase the coverage of the insurance industry, it has opened up to competition. It was decided to allow competition in a limited way by stipulating the minimum capital requirement of 100 crore. The committee felt the need to provide greater autonomy to insurance companies in order to improve their performance and enable them to act as independent companies with economic motives. For this purpose, it had purposed setting up an independent regulatory body.

The Entry of the Private Sector

The issue of opening up the business industry to the Private sector, both Indian and foreign, was totally debated in India after the submission of the Malthotra report. The Malthotra committee recommended restricted entry of the private sector in the insurance business and laid down several preconditions such as –

No single company was to be allowed to operate both in the life and general insurance business; also, their number should be controlled.

- The promoters holding requirements had to be within a band of 20-40 percent.
- Foreign companies could be allowed entry through a separate Indian subsidiary, preferably under a joint venture with an Indian company.
- The Public sector unions were to be enabled, both organizationally and technically to respond quickly to competition.

Alongside this guarded approach to completion, there are two opposing views, one for and the other against limited competition. The domestic corporate sector and about half of the individual life policy - holders, foreign

Insurances and multilateral finance agencies are in favor of a more liberal policy towards competition on grounds of lower tariff, better returns on investment and development of debt market. Those opposed to the idea of competition are mainly the trade unions, political parties on the left and the right of the centrist coalition government and other half of the life policyholders. The climate of opinion in the country favored the Malhotra committee's guarded approach towards the issue of competition in the insurance business.

The Regulatory Authority

The Insurance Regulatory Authority was formed in early 1996 with a chairman and one other member; five more members were to join later. The Regulatory and Development Authority (IRDA), finalized the guidelines an

- Dividing the insurance into various segments.
- Issue of licenses
- Conditions for new entrance and intermediaries

The current reforms in the Insurance sector were initiated with the passage of the IRDA Bill in parliament in Dec 1999. The IRDA since its corporation as a statutory body in April 2000 has fastidiously stuck to its schedule of framing regulations and registering the private sector insurance companies.

The other decision taken simultaneously to provide the supporting systems to the insurance companies was the launch of the IRDA's online service for issue and renewal of licenses to agents.

The approval of institution for imparting training to agents has also ensured that the insurance companies would have trained workforce of insurance agents in plakhe to sell their products, which are expected to be introduced by early next year.

Since being setup as an independent statutory body the IRDA has put in a framework of globally compatible regulations. In the private sector, twelve life insurance and nine general insurance companies have been registered by IRDA until date.

IRDA is of the view that apart from general and life insurance it is necessary to define two other areas super annuation pension and health while pension will be a part of life insurance, dedicated pension funds have also been allowed to operate separately. The existence of composite life and general insurance players has been reeled out, except perhaps for the niche market players. The IRDA has also finalized a list of niche market players to include in its guidelines.

IRDA has also issued guidelines for the entry and qualification norms for insurance intermediaries such as brokers, sockeyes, consultants and agents. These guidelines are already being followed, whereby minimum qualification proper training, commission, capital adequacy requirements and pattern of ownership fall under its preview. A mandatory minimum social and rural commitment for all companies has also been stipulated. Besides the investment, guidelines by the IRDA have allowed greater flexibility thus making insurance products competitive in terms of returns with other financial products.

Reinsurance

The Malhotra committee's recommendation on reinsurance all set to maintain a status quo, except that this will be the only future role of General Insurance Corporation after its holdings company status is abolished. The GIC's reinsurance portfolios consist of –

- Fire and marine hull business
- Inter – company sessions
- Negotiation of excess loss treaties
- Facultative sessions of large overseas risk
- Inward reinsurance business for itself and its subsidiaries

The IRDA should be informed about reinsurance accepted by and used to by GIC to take necessary corrective steps. The LIC has also been advised to play a more dynamic role as a reinsurer than presently the case.

Public Sector Staff

The Malhotra committee's report is categorical about the overstaffing of LIC offices. Its suggested remedy is staff reduction in the head office and staff redeployments from zonal officer to the branches. Similarly, the General Insurance Corporation and its four subsidiary companies require cuts all along the line. Excess staffs in the subsidiaries all to be posted to branch offices where most of the business is transacted.

In both public sector unions, the staff unions have been instrumented in adopting a number of restrictive labor practices, which adversely affect their effect and economical functioning. This has resulted in the deterioration of the public sector organizational productivity and work ethos. It is therefore, essential to eliminate these restrictive practices.

The committee found that the rural and semi-urban branches are overstaffed but it is not clear whether infusion of more staff to their branch would be demand driven, or is supposed to create additional business in the process.

Domestic Competition

New entrants to the insurance sector are likely to place the existing insurers of business at a disadvantage. Moreover, the new entrants are likely to concentrate on the urban market. To avoid this, the Malhotra committee has suggested the IRDA to specify a proportion of the business of the new entrants in rural non-traditional areas. Failure to realize this rural business target may attract a penalty. There is also a need to induct new players for spreading rural non-traditional insurance business.

In order to create a level playing field between public and private sector insurers, the special dispensation given to the LIC and the GLC have been withdrawn.

The Insurance Regulatory and Development Authority have been made a statutory body.

Powers of the erstwhile controller of Insurance have been transferred to the IRDA.

Reform of the insurance public sector entities are progressing.

Globalization

Despite opening up the insurance sector to private companies, foreign companies have not been invited to participate directly. Hence, they are operating in India through joint venture route. A number of foreign insurance majors have made substantial investments in the Indian insurance business and several joint ventures with large Indian insurance business and several joint ventures with Indian houses are successfully operating.

The IRDA is working overtime to streamline the regulations for the insurance industry in the country the latest example of an effort to boring the Indian insurance sector at pas with the international standards, is the IRDA's recent directive making it compulsory for life insurers to provide on their web sites, premium rates with the facility of a premium calculator.

This would facilitate great transparency and enable companion of rates across companies. It will also reduce the chance of miss selling by agents. This information and the calculator facility are necessary for every life insurer and being incorporated.

In case of non life insurance, rated of products that are governed by tariffs and rates are already displayed on the website of the Tariff Advisory committee life insurers piece their products based on the age and medical condition of the insured.

Marketing Implications of Services Characteristics

Services are relatively intangible, produced and consumed simultaneously and often less standardized than goods. These unique characteristics of services have specific marketing implications and accordingly service marketer must adopt appropriate marketing strategies. Although service industries are quite heterogeneous (ranging from beauty salons to utilities), Berry identified some significant characteristics of services.

More Intangible than Tangible

A good is an object, a device, a thing. A service is a deed, a performance, an effort. When a good is purchased, something tangible is acquired; something that can be seen, touched, perhaps smelled or worn. When a service is purchased, there is generally nothing tangible to show for it. Services are consumed but not possessed, therefore the absence of tangible features means that it is difficult

for the seller to demonstrate or display services and for buyers to sample, test, or make a thorough evaluation. To reduce uncertainty, buyers look for signs or evidence of service quality. Therefore the service providers task, according to Leavitt, is to "manage the evidence" and to the intangible". Shostack even summarized that most market offerings are a combination of tangible and intangible elements. It is whether the essence of what is being bought is tangible or intangible that determines -its classification as a good or a service.

Simultaneous Production and Consumption

Services are typically produced and consumed at the same time. The relationship between production and consumption therefore dictates that production and marketing are highly integrated processes. The telephone company produces telephone service while the telephone user consumes it.

Generally, goods are produced, then sold, and then consumed. Services, on the other hand, are usually sold first, then produced and consumed simultaneously.

The service provider and the client are often physically present when consumption takes place. Sasser observed that the firm is unable to store or transport services that only direct distribution is possible, thereby potentially limiting the number of markets the firm can cover. Apart from the stress laid on 'right place' and 'right time' in case of distributing goods, there is additional importance given to the performance of service in the 'right way' as well.

Less Standardized and Uniform

It is argued that it is often impossible to assure consistency in the services provided by a seller or to standardize offerings among sellers or the same service, while it is possible to offer consistency and uniformity of products. Levitt argues that such a distinction has limited value because it is a production-oriented approach, as even an identical generic product will be differentiated when it is viewed as offered product for sale. Thus, while the core product may be uniform, the process will always be differentiated.

Secondly, Levitt⁶ argues that owing to the industrialization of services, their production can no longer be viewed as being heterogeneous. Attempts have been made to improve productivity in the service sector by the introduction of technology. Uniformity can be achieved by substituting equipment and machinery for labour. Hostage suggested that service firms could also reduce variability by training the service providers in appropriate responses to each customer situation. They can also monitor customer satisfaction through suggestion and compliant system so that poor service can be detected and corrected.

Perishability

Kurtz and Boone observed that the utility of most services is short lived; therefore, they cannot be produced ahead of time and stored for periods of peak demand. The perishability of services is not a problem when demand is steady because it is easy to staff for the services in advance. When there are wide, fluctuations in demand, there should be a highly flexible production system or idle productive capacity.

Sesser has described several strategies for producing a better match between demand and supply in a service business. On the demand side, the firm can make use of differential pricing, cultivating non-peak demand and developing complementary services. On the supply side, for effective

Matching with demand, the firm may hire part-time employees to serve peak demand; peak-time efficiency routines can be introduced, facilities for future expansion can be developed, and increased consumer participation can be encouraged.

Self-Learning Questions and Exercises

After reading the chapter, if you undertake the following exercises, you should be able to understand the concepts, which are discussed in this chapter better.

CATEGORIES OF SERVICE MIX

A company's offering to the market place often includes some services. The service component can be a minor or a major part of the total offering. Five categories can be distinguished: -

- Pure tangible good: - The offering consists primarily of a tangible good such as soap, toothpaste or salt. No services accompany the product.
- Tangible good with accompanying services: - The offering consists of a tangible good accompanied by one or more services.
- Hybrid: The offering consists of equal parts of goods and services.
- Major Service with accompanying minor goods and services. The offer consists of a major service along with additional services or supporting goods.
- Pure service: - The offering consists of primary of a service. Because of these varying goods- to -service mix, it is difficult to generalize about services without further distinctions.
- Services vary as to whether they are equipment based or people based.
- Some services require client's presence and some do not.
- Services differ as to whether they meet a personal need.
- Service providers differ in their objectives.

PRIVATE SECTOR

“We should place more faith in our private sector and also allow it to collaborate more freely with private sector throughout the world. Let us not shut out the world, lest the world shuts us out. We have enough skills commercial, technical and managerial in our country that we can confidently let our private sector collaborate more freely”.

T. Thomas, Former Chairman,
Hindustan Lever Ltd.

Private sector or private enterprise refers to all types of individual or corporate enterprises, domestic and foreign, in any field of productive activity. Private sector enterprises are characterized by ownership and management in private hands, personal initiative and profit motto.

In the 18th and 19th centuries, private sector units were of a laissez faire variety i.e. the private sector was completely free of state interference. Private enterprises were normally small units, owned and managed by individual proprietors and partnerships and only to a minority of cases, they were public limited companies. They had only one motto: to earn at high a profit as possible. However, to these days, the private sector is qualitatively different from private enterprises of the past, in the sense that the corporate industrial units are owned by the shareholders and managed by professional managers. The latter are not always interested to maximizing profit for the shareholders but have other corporate objectives as well, such as expansion and consolidation, social consciousness and social welfare, etc. The scope of private enterprise is automatically restricted.

PROBLEMS

Some of the problems of the private sector are highlighted below:

Procedural delays:

In all developing countries and India is no exception - there are too many regulations imposed by the Government on the private sector which lead to too many procedural delays.

Unrealistic Controls:

The Government is influenced by contradictory motives, as for Instance, the protection of the consumers (price controls) and the prevention of concentration of wealth and income (capacity restraint). The price controls imposed by the government on many of the goods do not give proper incentive for additional production. On the other hand, price controls under conditions of shortage tend to perpetuate shortage, rise of black markets and possible shifting of investment from controlled item to the production of non-controlled items in this connection, the system of dual pricing has been found to be much better than unrealistic price controls.

Reservation for the small sector

The Government has generally worked on the assumption that small industries are in conflict with large ones which always strife the growth of the small and cottage sector. As a result of such measures, the complementarity of the two sectors in the process of growth has been lost. While it may not be desirable to continue reservations or differential excise duties for all times to come, it is vitally necessary that the small-scale units be saved from the unfair competition of large unit. For this purpose, modernization of the techniques of production used by the small units should be effected as a top priority. Such a policy will reconcile the benefits of growth and employment generation.

Problem of finance and credit

The public sector enterprises normally depend upon budgetary resources for their expansion, though they also raise considerable funds from the market. The large private sector corporate units do not normally find much difficulty in raising funds from the banks, the public sector financial institutions and from the market. In recent years, the system of raising funds from the market through convertible and non-convertible debentures has become quit

Popular. Bu the problem has been rather acute for the small units that find it difficult to raise funds for expansion.

Soon after the Policy Resolution of 1956, a number of companies were floated by the Government of India in collaboration win the private sector by sharing ownership, management and control. Prominent examples are Cochin Refineries (1963), Madras Refineries (1965), Madras Refineries (1956), Gujarat State Fertilizer Company (1065), etc. In Cochin Refineries, 54 percent of the equity is with the Central Government, 26 percent win the foreign participating company and the rest with public and the State Government, in Madras Refineries, 74 percent ownership is win the Central Government and 26 percent with the participating foreign companies.

1.2 THEORETICAL BACKGROUND

INTRODUCTION TO SERVICE MARKETING

Services are the deeds, processes and performance. Services are the activities which are intangible in nature, therefore standardization is one of the major issues in services. Services are typically delivered by employees of the

Services provide, therefore, there is also need to manage the human resources.

Service industries are quite varied. The government sector with its courts, employment services, hospitals, loan agencies, military services, police and fire departments etc. a good part of the business sector with its airlines, banks, hotels, insurance companies etc... is in the service business many workers in the manufacturing sector, such as computer operators, accountants and legal staff are really service providers.

According to Phillip Kotler "a service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product."

According to American Marketing Association, services are defined as "activities, benefits or satisfactions which are offered for sale, or are provided in connection with the sales of goods."

Characteristics of Services

Services have certain special characteristics. These characteristics create special marketing challenges and opportunities. They are given below:

1. Intangibility: Services are intangible in nature. So it is impossible for customer to hear, see, feel, taste or smell before they buy them. The buyer has to have faith in the service provider. To improve the client's confidence, service providers can do the following things

1. They can increase the tangibility of the service.
2. They can emphasize the benefits of services rather than simply describing its features.
3. They can develop brand names for their service.
4. They can use a fame to create confidence in service in the minds of prospects.

2. Inseparability: Very often services cannot be separated from their provider. A service cannot be put on a shelf and bought by the customer whenever needed. It requires the presence of the service provider. For example, surgery requires the presence of doctors and their equipments, conducting the legal proceedings of a client's case requires the physical presence of a lawyer. Moreover, some services must be created and provided simultaneously. For example, dentists create and dispense almost all their services at the same time. Hence, due to inseparability, direct sale of services, is the only channel of distribution. This feature also restricts the scale of operation of the firm. For instance, a doctor can treat only certain number of patients. But, when a service firm is acting as a creator of a

Service, the service may be sold by the representatives of such a firm. For instance, a travel agent or insurance agent may represent and help in promoting the service.

3. Heterogeneity: Services are heterogeneous in their nature. That is, they are highly variable. Each unit of the service is somewhat different from other units of the same service. For instance, a car mechanic cannot offer equal quality of service when he is repairing a number of cars. Besides, it is difficult to judge accurately the quality of services. Further, price and the quality of service performed may not have perfect matching. It means that price paid for a service may be too low or too high in relation to its actual performance. So in order to control quality, service firms can take the following two steps:

- (1) Proper personnel selection and training, and
- (2) Reviewing customer satisfaction frequently.

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INTRODUCTION TO INSURANCE

Insurance is a protection against financial loss arising on the happening of an unexpected event. Insurance companies collect premiums to provide for this protection. A loss is paid out of the premiums collected from the insuring public and the Insurance companies act as intermediaries to the amount collected.

Insurance is desired to safeguard oneself and one's family against possible losses on account of risks and perils. It provides financial compensation for the losses suffered due to the happening of any unforeseen events. Insurance scheme helps in building up of saving habits among the individuals. It is a key role in helping to plan life. Insurance helps us to lead the life in the chosen way.

NEED OF THE INSURANCE

Own a house

One may need a fire Insurance policy, Risks of fire accident may be remote, but note that Fire Insurance policy includes risks life lighting, earth quake, cyclone, flood & inundation and damage due to rioting mob, striking workers, malicious and terrorist damage, besides a host of other risks,

Contents of the house

House contains furniture & fittings, utensils, clothes, beds, domestic appliances (like fridge, grinder, washing machine, ovens, etc.) TV, VCR, Music system, jewelry. All these assets may be covered against fire risk. The risk of loss due to burglary may be higher but unless these assets are covered against fire risk, burglary cover may not be granted

Computer

These days, computer has become a common household item. The computer (Electronic Equipment's) policy will cover all you electronic equipment along with your computer.

Health is Wealth

One can never be sure when you may require health services. Hospitalization benefit policy is available to suit every pocket. With the policy on hand, one can think of best medical services.

Own a Car

One has to be insured against 'Act' risks (M.V. Act.) The insurance is compulsory and one should carry a certificate of insurance covering the vehicle, while using the motor vehicle. However, this policy does not cover loss or damage to own vehicle. If one is comprehensive, policy may be opted. However, if one will be leaving the car in the garage for long periods (say while going abroad, etc.) the car can be covered against "Act." risks + Fire and / or Burglary risks instead of a comprehensive policy, thus saving the premiums.

2. RESERCH DESIGN OF THE STUDY

The American marketing Research defines marketing research as follows:-

Marketing Research is a function, which links the consumer, customer and public to the marketers through information – Information is used to identify and define marketing opportunities and problems, general, refine and evaluate marketing action, monitor marketing performance and improve understanding of marketing as a process.

2.1 STATEMENT OF THE PROBLEM

The study is based on “The Level of Awareness of Amasure Insurance Agency Ltd.” This study will throw a light to the awareness of AmSure Insurance Agency. Along with it, it will help to give opinion of customers regarding the AmSure insurance policies.

2.2 SCOPE OF THE STUDY

The scope of the study is considered as one of the important part in the research as it indicates the inherent purpose of the study. It shows the areas where it is possible to use the data and results of the study. The scope of study is mainly done to find out the opportunities in the market.

The scope of this study is as follows: -

- The study will facilitate improving the customers knowledge towards AmSure insurance policies
- The study will help in increasing the number of customers in Bangalore city.
- The study will open an opportunity for improving the market as well as brand image in Bangalore city.

The study will be help full in evaluating the awareness of AmSure Insurance policies

2.3 NEED OF THE STUDY:

The Insurance industry has opened wide opportunities for service and infrastructures sectors. The growth has to be chandelier, which consist of some major challenges product in no ovation, distribution network, investment management, customer service and education.

Customers feel insurance as complete financial solution affirming stable returns with total protection. The importance of research is to understanding the customer's needs better which will help the insurance companies to design appropriate products.

Needs of this project are enlisted below: -

- The study will be necessary to understand the consumers attitude towards AmSure insurance policy
- The study will be helpful in evaluating the awareness of AmSure Insurance policies.
- The study will finally provide an intensive understanding of market for its improvement.

2.4 OBJECTIVES OF THE STUDY

In marketing, most battles are won with ideas, words and discipline thinking. The objective is the part of discipline thinking.

Objectives range from very general to specific but they should be clear enough to pin – point what researchers want to achieve through study.

Main objective of the research

- To study the awareness of public about AmSure insurance products.
- To study the customer expectations from AmSure life insurance service.
- To study the customer satisfaction towards AmSure Insurance.

To identify the extra features to be added to the product according to customers

RESEARCH METHODOLOGY

2.5 RESEARCH METHOD

Descriptive Research is used in this research. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

A structured questionnaire was used to collect Primary data about the topic. The questions were arranged in a sequential and logical order. Both open and closed end question are used in the questionnaire.

2.6 SAMPLING TECHNIQUE

The fundamental idea of sampling is that if a small number of items or parts (called sample) are chosen at random from a large number of items or a whole (called a population), the sample will tend to have the same characteristic and will have approximately the same proportion as the population.

In this study, random sampling is adopted. A random sampling gives every unit of the population a known and non-zero probability of being selected. Random sampling implies equal probability of every unit in the population. Here the respondents selected are those customers of age between under 25 to above 45 years.

2.7 SAMPLE SIZE

It refers to the number of people surveyed for this topic, in this study, 100 respondents were surveyed and responses were drawn.

2.8 SAMPLE FRAME

Sampling frame is a means of representing the elements of population. It should be noted that the frame should not be incomplete or defective. In this survey, the frame includes the customers of age between under 25 to above 45 years.

2.9 DATA COLLECTION

PRIMARY DATA

Primary data refers to original information gathered for a specific purpose and provides up to date, accurate and relevant information. Primary data are that, which are collected freshly and for first and thus happens to be original in character. In addition, it is generated in an investigation according to the needs of the problem.

Primary data is collected based on Survey method with the help of questionnaires.

SECONDARY DATA

Secondary data can be defined as data collected by someone else for purposes other than solving problem being investigation and are previously meant for another purpose.

A secondary source of data is collected from the books, periodicals, magazines, Newspapers, Journals, Various websites.

2.10 LIMITATION OF THE STUDY

The limitation of the study means the problem faced by the researcher the period of study.

- Many respondents are not having sufficient knowledge about the product.
- The study is restricted to Bangalore city only.
- Respondents who gave the necessary information was limited
- The study was conducted for a short period.
- Not all classes of people had an idea about the product.

2.11 CHAPTER SCHEME

The study is derived into several parts:

1. First part deals with general introduction and theoretical background and about Insurance.
2. Second part deals with statement of the problem, scope of the study, research methodology, sample size, sample unit, sample frame, source of data collection, limitations.
3. The third chapter includes the company profile and product profile.
4. Data collected were analyzed and interpreted by using statistical tools like charts tables and graphs in the third part.
5. Fourth part deals with summary of findings, Conclusion and Recommendation.
6. Fifth part deals with Bibliography and Annexure.

2.12 PLAN OF ANALYSIS:

Simple Percentage method was used for analyzing the questions in the questionnaire with bar charts and pie charts, and the questionnaires were analyzed in simple manner for preparing the statistical tables for analysis.

Great care was taken to design the questionnaire and it was tested and debugged before it was administered on a large scale. The forms of questions asked were designed to greatly influence the response to seek for greater accuracy.

3. COMPANY PROFILE

AmSure Insurance Agency Ltd. is a 50-50 joint venture between Hollard Insurance from South Africa & Amway India Enterprises

The joint venture company, AmSure, operates as a Corporate Agent and has established a partnership with Max New York Life for the Life Assurance products. At the moment, AmSure distributes four exciting Max New York Life Products. In time, a General Insurer's products will also be added to the AmSure line of products.

Hollard is South Africa's largest independent insurance company, and the only company to offer both life and general insurance products across all classes in the South African market. Although firmly rooted in South Africa, the Group has expanded internationally to Australia, India and, closer to home, to their neighboring countries of Mozambique, Botswana and Namibia.

Amway India Enterprises is a 100% subsidiary of Amway, USA and is the biggest direct selling company in India.

The AmSure central office is currently based in Noida, with regional representation in Mumbai, Bangalore, Chennai, Kolkata, and Delhi and in locations where Amway has branch infrastructure.

AmSure strongly believe in the development of individuals and the importance of every employee understanding insurance, products and regulations. All team members are trained as per IRDA norms.

Max New York Life is a joint venture between Max India Limited and New York Life of the United States. Max India is a multi-business Indian Corporation, while New York Life is a Fortune 500 company with a heritage of over 160 years as a life insurance specialist. Max New York Life has established itself as one of India's leading private life insurance companies and is the first life insurance company to obtain the ISO9001:2000 quality certification. Max New York Life is renowned for its efficient underwriting and claims process, along with superior customer service standards.

Amway, Hollard and Max New York Life have pooled their extensive global expertise to ensure that AmSure gives you access to unique, exclusive products, designed to meet your specific needs.

AmSure believe that insurance is a vital extension of Amway's existing world-class quality product range. It offers you an excellent opportunity to build up savings and secure your family's future. It also gives you a chance to spread the message of this essential need to your near and dear ones by referring them to AmSure.

PRODUCT PROFILE

Max Amsure Business Builder™

Building a sustainable, successful business takes time and dedication. - Your reward is ultimate financial independence for yourself and your family through annuity income.

However, have you ensured that your family will be financially secure should something unforeseen happen to you, while you are still working hard to build your business?

Keeping your unique requirements in mind, Amsure brings you the Max Amsure Business Builder™ - specially designed by Max New York Life Insurance - to give you, a financial safety net and peace of mind, as you concentrate on building your business.

The Max Amsure Business Builder™ provides high levels of life cover when you really need it.

The Max Amsure Business Builder™ provides you with high levels of life cover in the early stages of building your business. The death benefits will decrease every year to dovetail with the increasing income that you built up in your business. This reduces to 50% of the original sum assured over the period of 7 years. The sum assured becomes constant thereafter. **So you only pay for the cover you really need.**

Enjoy coverage from day one and in the unfortunate event of either accidental or natural death the applicable sum assured will be paid to the beneficiaries.

Plus: Your Max Amsure Business Builder™ includes disability cover

We are all at risk of being disabled, whether as a result of an accident or illness. The Max Amsure Business Builder™ therefore specifically includes total permanent disability cover for policy holders under the age of 50, at the same sum assured as your life cover, to ensure that you have all-round protection. This benefit is available till the policy holder turns 65 years of age.

Receive up to 120% of your money back

The Max Amsure Business Builder™ is designed to ensure that you always get great benefits. If no claims have been made at the end of the term, you will receive your money back. If you choose the 15-year policy, you will receive a guaranteed 100% of all your premiums in cash. If you choose the 20 year policy, you will receive a remarkable a guaranteed 120% of your premiums, paid in cash on maturity. So you will receive life and disability cover and get back more than what you have paid in premiums.

Flexible Options

- You have a choice of two different policy terms, 15 or 20 years, depending on your requirements.
- As long as you are over 18 years and under the age of 50, you can apply for the Max Amsure Business Builder™.

You decide on the protection you need - premiums start from as little as Rs. 2,000 annually.

Easy to apply

Amsure has made it easy for you to apply for the Max Amsure Business Builder™. There are no extensive medicals examinations to go through.

No obligation - 15 day free look period

You have 15 days to go through the document in your own home with your family to make sure that it meets all your expectations. Should you feel that the policy does not fulfill your needs, you can cancel and return it to us within 15 days.

Tax Benefits

The premiums paid under this plan qualify for a deduction under Section 80C of the Income Tax Act, while the maturity benefits are exempt from tax under Section 10(10D) of the Income Tax Act.

Life Insurance by Max New York Life

Max New York Life Insurance has been chosen to provide life insurance products for Amsure. Max New York Life Insurance is a joint venture between Max India Limited and New York Life of United States. Max India is multi-business Indian Corporation, while New York Life is a Fortune 500 company with a heritage of over 160 years as a life insurance specialist. Max New York Life has established itself as one India's leading private life insurance companies and is the first life insurance company to obtain the ISO9001:2000 quality certification. With its efficient underwriting and claims processes, along with superior customer services standards, Max New York Life Insurance is an ideal partner for Amsure and its customers. Amsure has actively participated in designing the unique products to meet your needs.

Max Amsure Bonus Builder™

At the end of the day, we all hope to enjoy a long and healthy life, and a financially secure retirement. We also hope to provide our families with financial security, should something untoward happen to us.

The reality is however, that the majority of us need to work through retirement, as we have not saved enough for a comfortable, worry-free future.

These needs are addressed with the Max Amsure Bonus Builder™, which is specially designed by Max New York Life Insurance. It is a unique, flexible, tax efficient plan that combines life cover and retirement benefits. With the Max Amsure Bonus Builder Plan™, you will only pay premiums for a limited period while your earnings are the largest. On retirement, a regular annual payment is made to you to help cover your living expenses. In the event of death, your nominee is paid the full guaranteed sum assured as well as all accumulated bonuses.

Regular Bonus Payments on retirement - GUARANTEED

After retirement, meeting your day-to-day living expenses is often a problem. The Max Amsure Bonus Builder™ will pay you 5% of your total sum assured every year for a period of 20 years between the ages 61 to 80. These money back payments are living benefits contingent on survival. This means that apart from the Death benefit, you will receive 20 equal payment of addind up to your sum assured in cash every year for 20 yrs - tax-free.

Unlike many other retirement policies, these annual payments are guaranteed. When you apply for the policy, you already know what your annual payments will be, so you can tailor them to meet your requirements.

The Max Amsure Bonus Builder™ has been specially designed by Max New York Life Insurance to provide flexibility to suit your unique life circumstances. On retirement, if you find that annuity payments do not suit your lifestyle, you have the option to cash in your policy and immediately receive the full value of your base

Plus you are eligible for bonuses

In addition to your guaranteed benefit, from your third policy anniversary, you will be entitled to participate in any bonuses declared by Max New York Life, you can choose to receive these bonuses as cash payouts, use them to offset your future premium payments or reinvest them for greater benefits. This could grow into a substantial nest egg, for use during your retirement years.

Additional Peace of mind for you and your family

- **Life Cover**

The Max Amsure Bonus BuilderTM provides you with life cover over the term of the policy up to age 100, ensuring that your nominee will be paid the sum assured plus any accumulated bonuses, in the unfortunate event of your passing away.

If you are blessed with a long and healthy life and survive until the age of 100 years, then the sum assured, as well as all the bonuses declared will be paid to you as a lump sum.

- **Terminal Illness Benefit**

As an additional benefit, the Max Amsure Bonus BuilderTM also pays out up to 50% of the sum assured (subject to a maximum of Rs. 5 lakhs), in the event of the diagnosis of a terminal illness which would result in death within 6 months.

Your choice of Additional Benefits

The Max Amsure Bonus BuilderTM includes a range of optional additional benefits, for you to tailor-make your policy according to your unique set of circumstances.

- **Term Rider** - allows you to buy additional life cover for a limited period, while you are repaying a loan or while your children are still young and rely on you financially.
- **Waiver of Premium Rider** - ensures that the policyholder does not need to pay any further premiums in the event of permanent disability.
- **Dread Disease Rider** - provides additional benefits to assist with medical expenses and lost income in case of certain specified dread diseases such as cancer, heart attack and kidney failure.
- **Permanent Accident Benefit** - provides additional protection against the risk of death and permanent total disability as a result of an accident.

No obligation - 15 day free look period

You have 15 days to go through the policy document in your own home with your family to make sure that it meets all your expectations. Should you feel that the policy does not fulfill your needs, you can cancel and return it to us within 15 days.

Tax Benefits

The premiums paid under this plan qualify for a deduction under Section 80C of the Income Tax Act, while the maturity benefits are exempt from tax under Section 10(10D) of the Income Tax Act.

Max Amsure Future BuilderTM

We all want the best for our children. We want to give them the best foundation to ensure their prosperity and make their dreams come true.

However, these dreams are expensive. Whether it is a university education, a wedding or a business, large amounts of capital are required. Without planning, most

families will not have the funds available to give their children that valuable start in life. The solution is to start saving early, while your child is still young.

Amsure is proud to announce the Max Amsure Future Builder™, an effective savings policy, especially designed by Max New York Life Insurance with your child's future in mind. You start saving every year while your child is still young. When your child reaches adulthood, a lump sum will be available to use as he/she chooses.

Your Sum Assured on maturity is guaranteed

You decide how much money your child will need in the future, and choose the sum assured of your policy accordingly. Your child will then receive the guaranteed sum assured on maturity of the policy. You get peace of mind and a risk-free investment, since you know exactly how much your child is going to receive at the end of the policy term.

Plus you are eligible for bonuses

After the third policy anniversary, you will be entitled to participate in bonuses declared annually by Max New York Life Insurance. This is in addition to the guaranteed amount received on maturity of the policy. You can choose to receive these bonuses as cash payouts or use them to offset your future premium payments, or just let them accumulate until maturity to ensure an even larger payout for your child. Bonuses declared are non-guaranteed.

Protect your child's future

Max Amsure Future Builder™ also gives you the option to secure your child's future, against all eventualities. By choosing the specially designed Payer Benefit Rider, you will ensure that your child's Max Amsure Future Builder™ Plan continues until maturity, if you should pass away or become permanently disabled as a result of an accident or illness. No further premium payments are required.

Options to buy a permanent insurance policy

Upon maturity, you will have the option to purchase a permanent life insurance policy on the life of your child without fresh medical underwriting, for an amount up to the sum insured.

Death Benefit

In the event of death of the life insured before maturity of the policy, the premiums paid will be returned along with interest at 4% rate per annum, compounded annually together with any accrued bonuses.

Flexible Options

- You can begin with the Max Amsure Future BuilderTM at any time from when your child is 3 months old to 14 years, but the earlier you start the better.
- You decide on the policy term, which can be anything from 10 to 24 years, depending on the age of your child.
- You also decide on the sum assured of your policy, with premiums starting from as little as Rs. 2,000 annually.

No obligation - 15-day free look period

- You have 15 days to go through the document in your own home with your family to make sure that it meets all your expectations. Should you feel that the policy does not fulfil your needs, you can cancel and return it to us within 15 days.

Tax Benefits

The premiums paid under this plan qualify for a deduction under Section 80C of the Income Tax Act, while the maturity benefits are exempt from tax under Section 10(10D) of the Income Tax Act.

Max Amsure Secure Returns Builder™

The Max Amsure Secure Returns Builder™ has been designed by Max New York Life Insurance as an innovative product to manage your investments and protection needs through your insurance policy.

IN THIS POLICY, THE INVESTMENT RISK IN INVESTMENT PORTFOLIO IS BORNE BY THE POLICY HOLDER.

ULIP's give you the opportunity to combine your insurance and investment needs.

In addition to the above features, Max Amsure Secure Returns Builder™ offers the following unique features:

- A Maturity Guarantee
- Inflation Protection

Choice of moving money from one fund to another

Our professional advisors will assist you in deciding how much you would like to invest in the four funds offered. Further, based on your risk taking ability, they will also help you decide what portion of your premium you would like to invest in which fund.

You are guaranteed Sum Assured will be equal to 10 times your Annual Premium.

Once your premium has been invested in your funds of choice, units will be purchased for you. A unit represents a proportionate share in the unit-linked fund you have invested in. Each fund declares the value of each unit on every valuation date, which is called the Net Asset Value (or NAV). The value of your units represents the value of your policy, and you can see the value of your policy on any day by multiplying the number of units in each fund by the NAV of units for the respective fund on that day.

These two easy steps can be quickly restated as follows:

- Choose the amount of premium you wish to invest
- Choose the unit linked funds you wish to invest your premiums in.

The four cornerstones of the Max Amsure Secure Returns Builder™:

1. **Investment and Returns:** the opportunity to invest your premiums in any of the four funds offered, in a ratio of your choice.
2. **Guarantee on Protection and on Maturity:** a guaranteed Sum Assured (i.e. guaranteed payment in case of your unfortunate death) as well as the opportunity for a maturity guarantee.
3. **Inflation Protection:** the opportunity to neutralize the effects of inflation.

Flexibility to optimize returns: the flexibility to optimize returns through spreading your premiums over unit linked funds offering different risk-return profiles.

4. DATA ANALYSIS AND INTERPRETATION

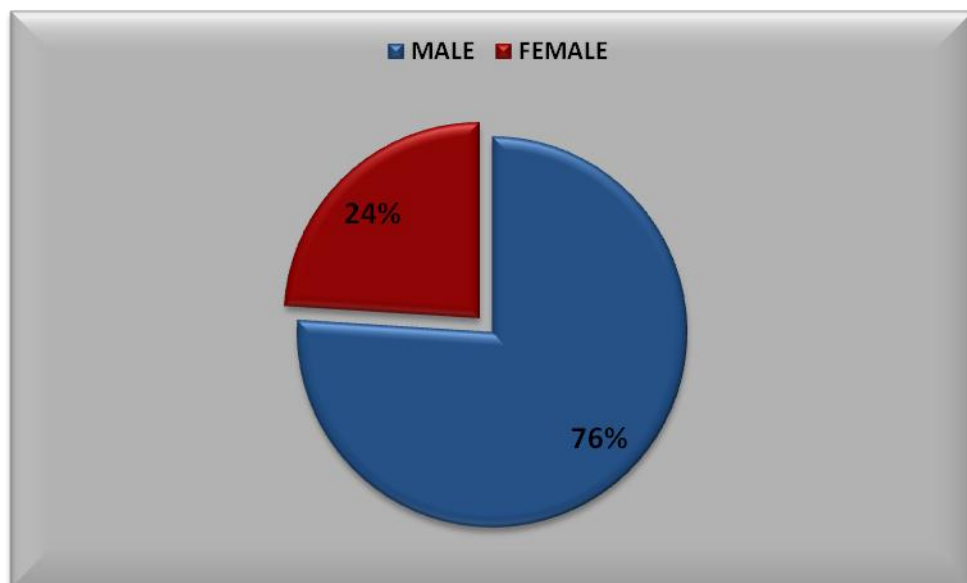
TABLE 4.1

Table Showing Sex of the respondents.

SEX	NO. OF RESPONDENTS	PERCENTAGE
MALE	76	76
FEMALE	24	24
TOTAL	100	100

Analysis:

From the above table it is clearly understood that 76% of respondents are male respondents and 24% are female respondents.



Graph No. 4.1

Interpretation:

Majority of the respondents are male respondents.

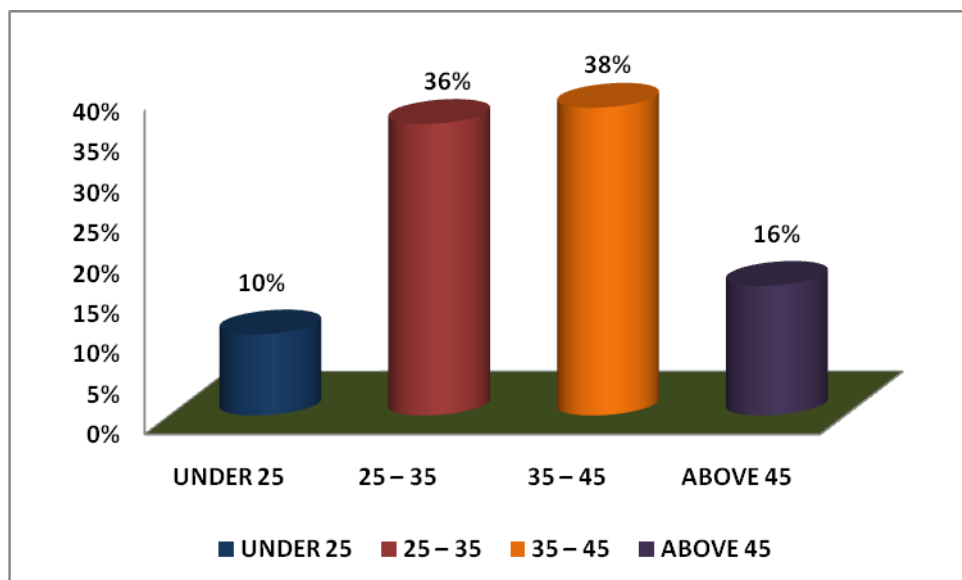
TABLE 4.2:

Table Showing Age of the respondents

AGE	NO. OF RESPONDENTS	PERCENTAGE
UNDER 25	10	10
25 – 35	36	36
35 – 45	38	38
ABOVE 45	16	16
TOTAL	100	100

Analysis:

The 10% of respondents having age under 25, 36% are 25 – 35, 38% are 35 – 45 and remaining 16% respondents have age above 45.



Graph No. 4.2

Interpretation:

From this study, maximum respondents are between 25 to 45.

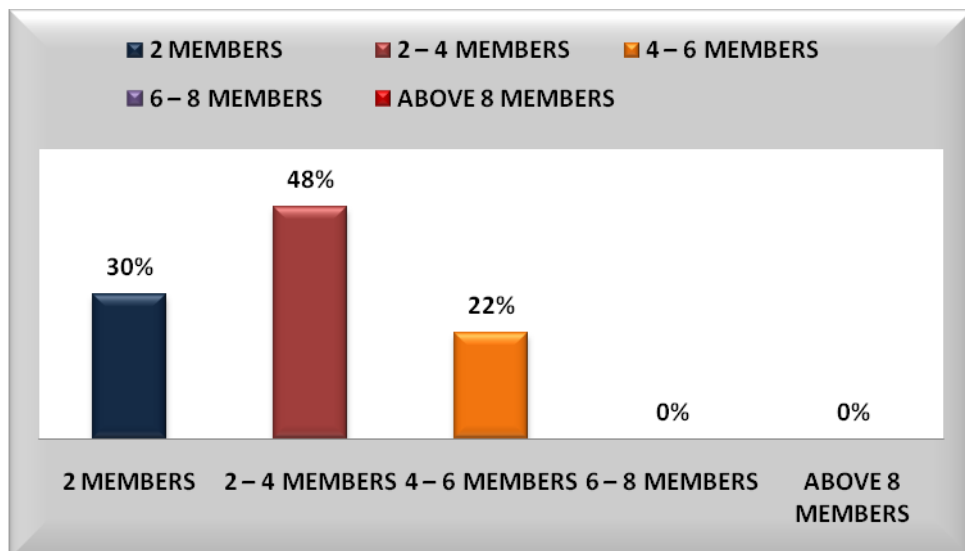
TABLE 4.3

Table Showing Family Size of the respondents

FAMILY SIZE	NO. OF RESPONDENTS	PERCENTAGE
2 MEMBERS	30	30
2 – 4 MEMBERS	48	48
4 – 6 MEMBERS	22	22
6 – 8 MEMBERS	0	0
ABOVE 8 MEMBERS	0	0
TOTAL	100	100

Analysis:

From the above table it shows that 30% of respondents have family size of two members, 48% have 2 – 4 members, 22% of respondents have 4 – 6 members and no respondents have family size above 6 members.



Graph No. 4.3

Interpretation:

From the above finding, it is observed that many respondents have family size of 2 – 4 members.

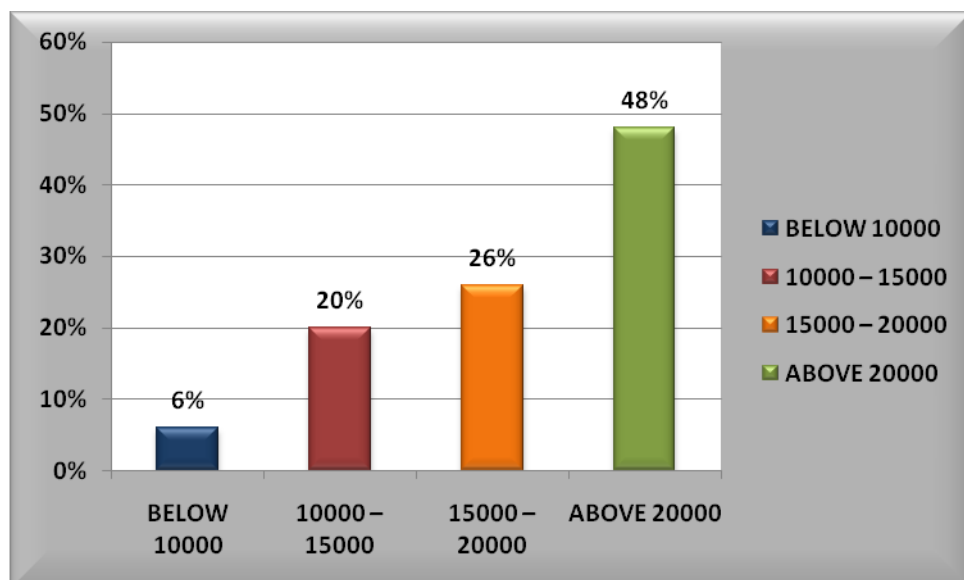
TABLE NO. 4.4

Table Showing Monthly Income of the respondents

MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
BELOW 10000	6	6
10000 – 15000	20	20
15000 – 20000	26	26
ABOVE 20000	48	48
TOTAL	100	100

Analysis:

From the above table it shows that 6% of respondents have monthly income of below 10000, 20% of the respondents have 10000 – 15000, 26% of the respondents have 15000 – 20000 and 48% of the respondents have monthly income above 20000.



Graph No. 4.4

Interpretation:

From the above finding, it is clear that maximum respondents have monthly income above 20000.

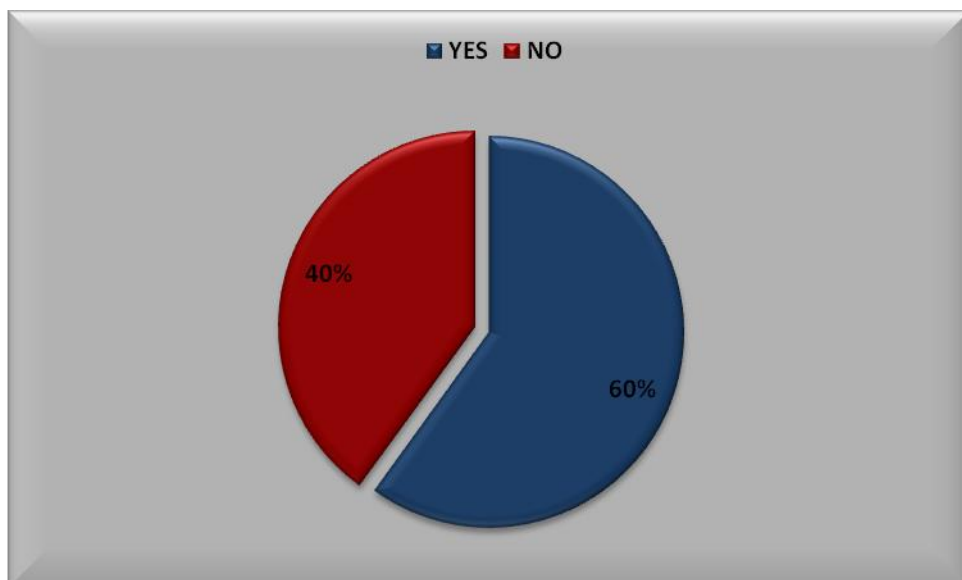
TABLE 4.5

Table showing respondent's awareness of AmSure Insurance Agency.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	60	60
NO	40	40
TOTAL	100	100

Analysis:

From the above table it shows that 60% of respondents are aware of the AmSure Insurance Agency and 40% of the respondents do not aware of the AmSure Insurance Agency.



Graph No. 4.5

Interpretation:

From the study, maximum respondents are aware of the AmSure Insurance Policy.

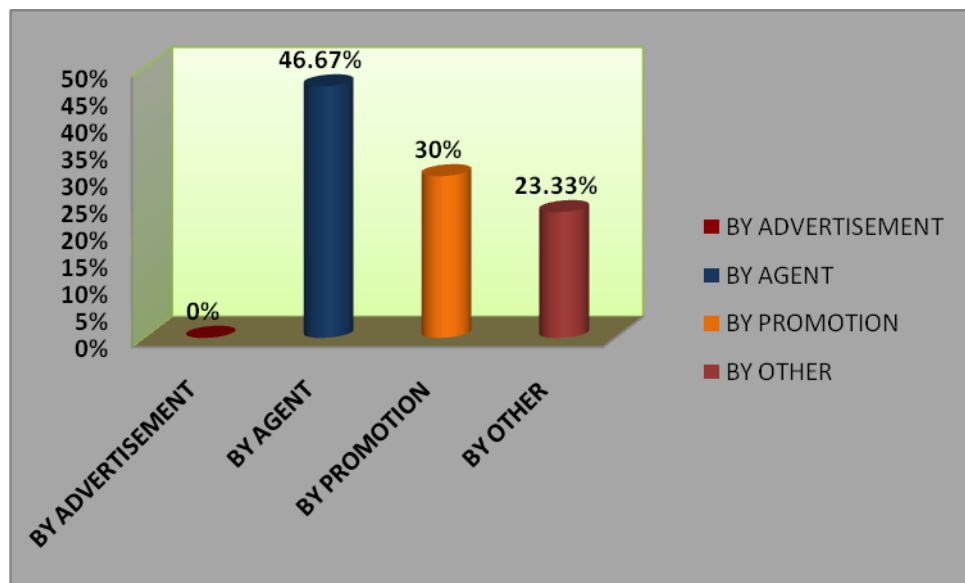
TABLE 4.6

Table showing how respondents come to know about AmSure Insurance Agency.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BY ADVERTISEMENT	0	0
BY AGENT	28	46.67
BY PROMOTION	18	30
BY OTHER	14	23.33
TOTAL	60	60

Analysis:

From the above table it shows that 46.67% of respondents come to know about AmSure Insurance Agency through agents, 30% by promotion and 23.33% by other sources.



Graph No. 4.6

Interpretation:

From the above graph, it is clear that maximum respondents come to know about AmSure Insurance agency by agents of the agency.

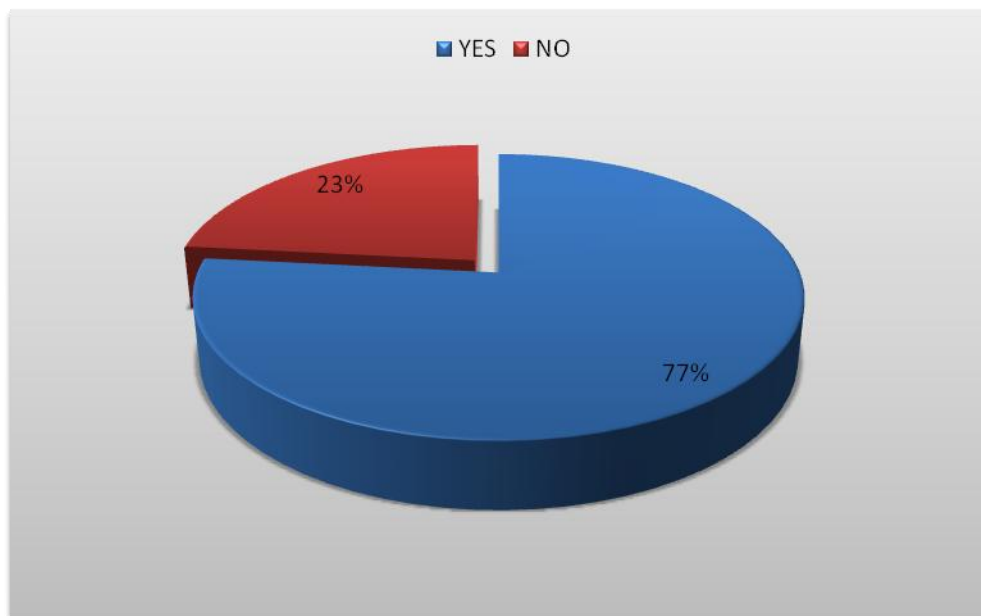
TABLE 4.7

Table Showing number of AmSure Policy holders.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	46	76.66
NO	14	23.33
TOTAL	60	60

Analysis:

From the above table it shows that among 60 respondents who aware of AmSure Insurance Agency 76.66% of respondents have policy and 23.33% of respondents are do not have policy.



Graph No. 4.7

Interpretation:

From the study maximum respondents who aware of AmSure Insurance Agency have policy.

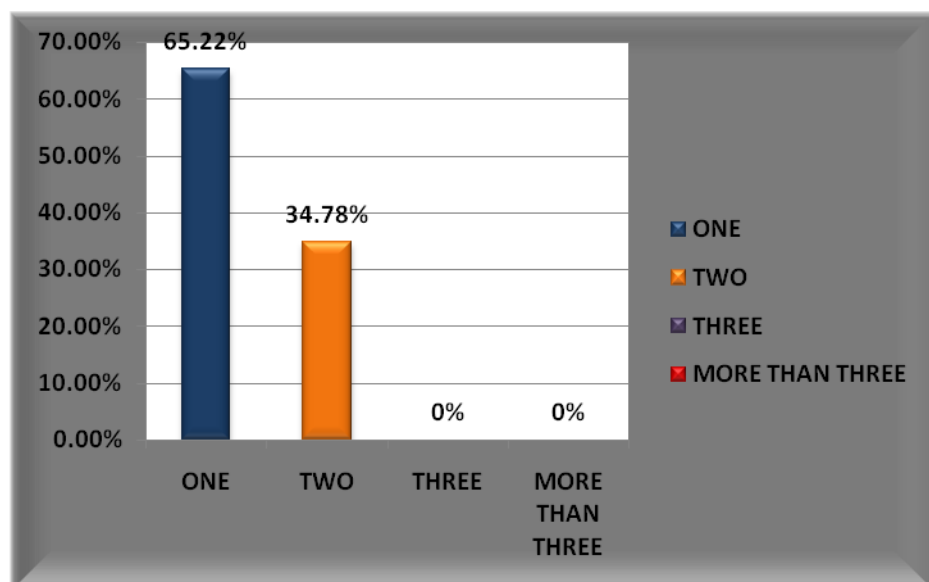
TABLE 4.8

Table showing how many AmSure Policies respondents have.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
ONE	30	65.22
TWO	16	34.78
THREE	0	0
MORE THAN THREE	0	0
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy 65.22% of respondents have one policy, 34.78% of respondents have two policies and no respondents have more than two policies.



Graph No. 4.8

Interpretation:

From the above graph, it is clear that maximum respondents who have AmSure Insurance policy are having only one policy.

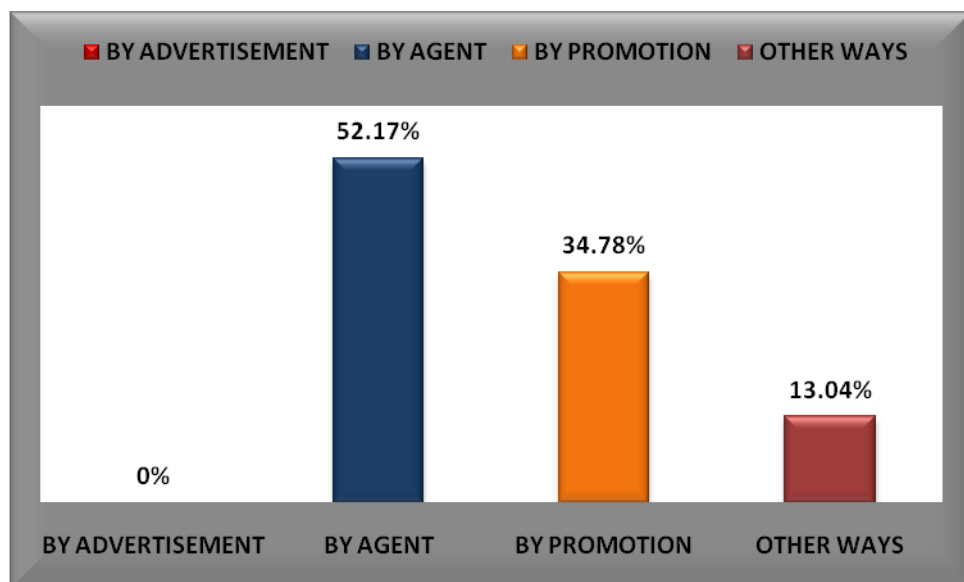
TABLE 4.9

Table Showing how respondents come to know about AmSure Insurance Policy.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
BY ADVERTISEMENT	0	0
BY AGENT	24	52.17
BY PROMOTION	16	34.78
OTHER WAYS	6	13.04
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy 52.17% of respondents are come to know about AmSure Insurance Policy by agents, 34.78% by promotion and 13.04% by other ways.



Graph No. 4.9

Interpretation:

From the study maximum respondents come to know about AmSure Insurance Policy by agents.

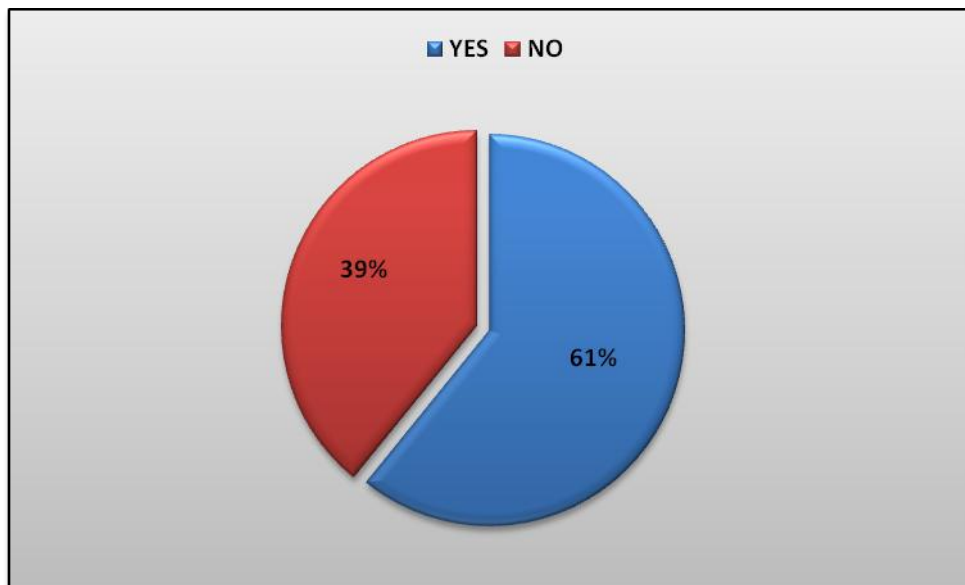
TABLE 4.10

Table Showing respondents have taken policy on their own interest or not.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	28	60.86
NO	18	39.14
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy, 60.86% have taken policy on their own interest and 39.14% have not taken on their own interest.



Graph No. 4.10

Interpretation:

From the above graph, it is clear those maximum respondents who have AmSure Insurance policy have taken policy on their own interest.

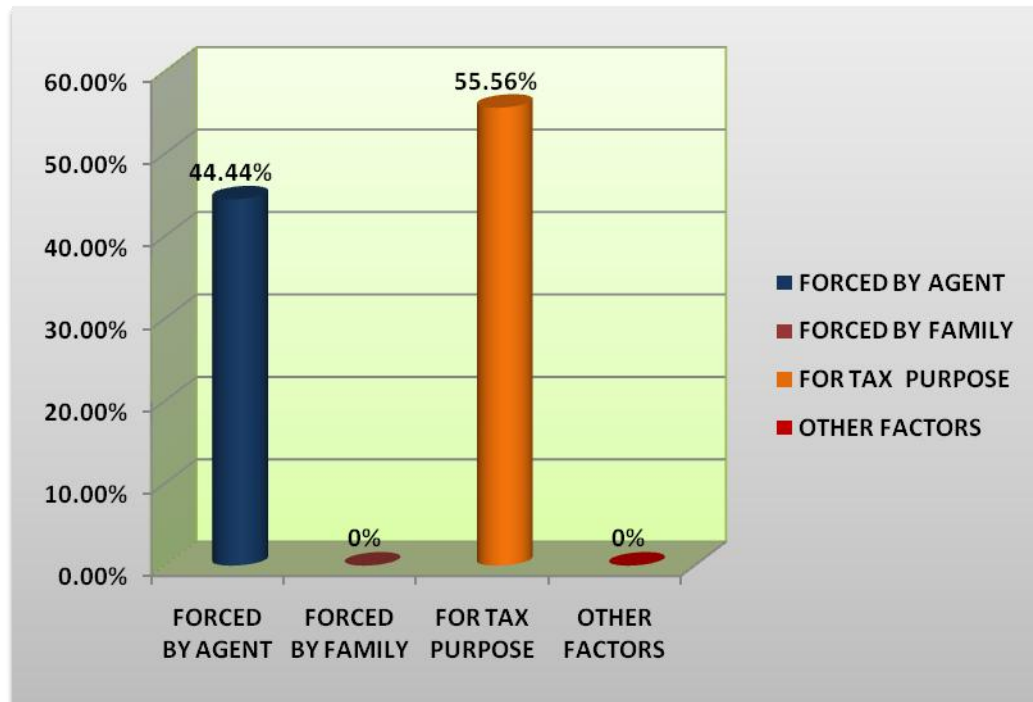
TABLE 4.11

Table showing other factor that influenced respondents towards buying insurance product.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
FORCED BY AGENT	8	44.44
FORCED BY FAMILY	0	0
FOR TAX PURPOSE	10	55.56
OTHER FACTORS	0	0
TOTAL	18	18

Analysis:

From the above table it shows that among 18 respondents who have not taken AmSure Insurance policy on their own interest, 44.44% of respondents are taken policy because of forced by agents and 55.56% of respondents for tax purpose.



Graph No. 4.11

Interpretation:

From the above graph, it is clear that maximum respondents are taken policy for tax benefits.

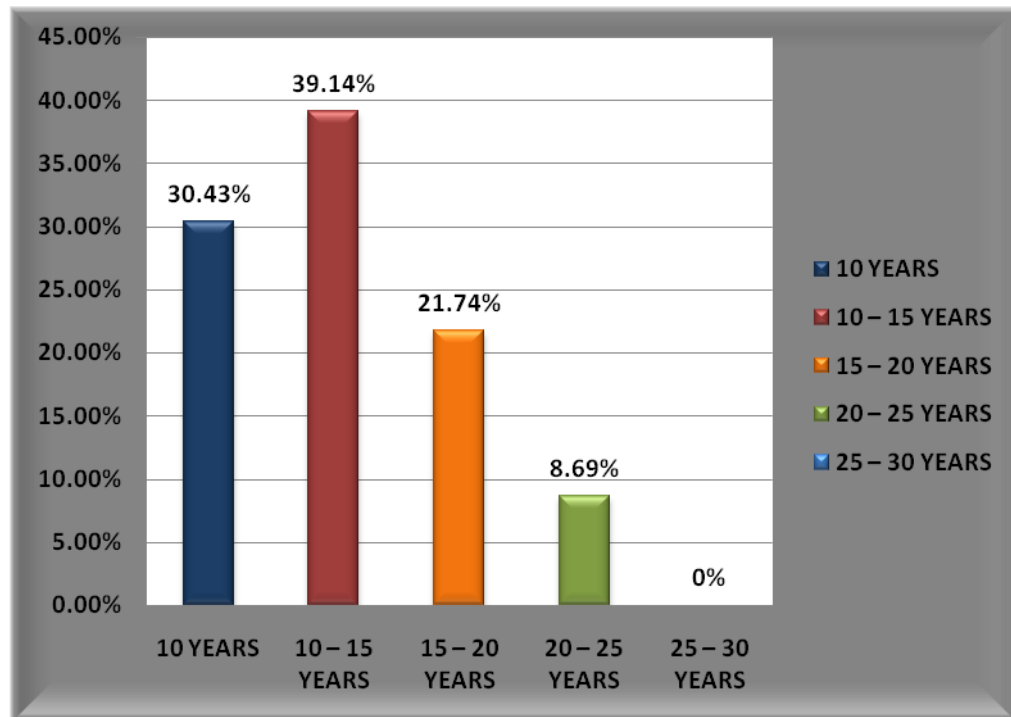
TABLE 4.12

Table showing term of the policy

TERM OF THE PLOICY	NO. OF RESPONDENTS	PERCENTAGE
10 YEARS	14	30.43
10 – 15 YEARS	18	39.14
15 – 20 YEARS	10	21.74
20 – 25 YEARS	4	08.69
25 – 30 YEARS	0	0
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy, 30.43% of respondents have policy of 10 years, 39.14% have of 10 – 15 years, 21.74% have of 20 – 25 years and only 8.69% of respondents have policy of 20 – 25 years.



Graph No. 4.12

Interpretation:

From the above graph, it is clear that maximum respondents who have AmSure Insurance policy are taken the policy of 10 – 15 years.

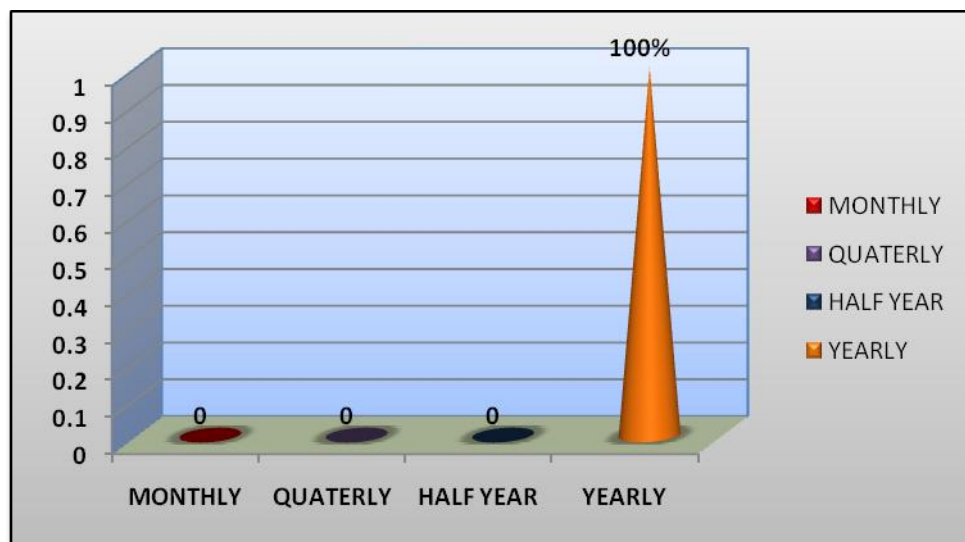
TABLE 4.13

Table showing mode of payment of the premiums

MODE OF PAYMENT	NO. OF RESPONDENTS	PERCENTAGE
MONTHLY	0	0
QUATERLY	0	0
HALF YEAR	0	0
YEARLY	46	100
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy, 100% of respondent's mode of payment is yearly.



Graph No. 4.13

Interpretation:

From the above graph, it is clear that mode of payment of all respondents who have AmSure Insurance policy is yearly.

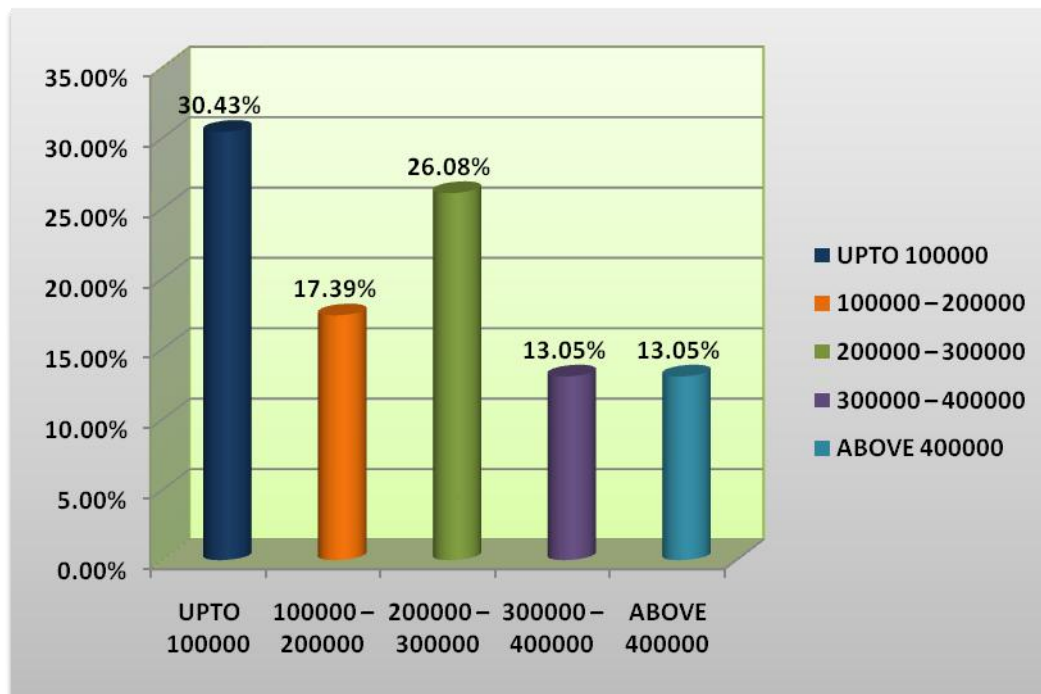
TABLE 4.14

Table showing total sum assured on policy.

TOTAL SUM ASSURED	NO. OF RESPONDENTS	PERCENTAGE
UPTO 100000	14	30.43
100000 – 200000	8	17.39
200000 – 300000	12	26.08
300000 – 400000	6	13.05
ABOVE 400000	6	13.05
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy, 30.43% respondents total sum assured on policy is up to one lakh, 17.39% of respondents is one lakh to two lakh, 26.08% of respondents is two lakh to three lakh, 13.05% of respondents have three lakh to four lakh and 13.05% respondents total sum assured on policy is above four lakh.



Graph No. 4.14

Interpretation:

Majority of the respondent's total sum assured on policy is up to one lakh.

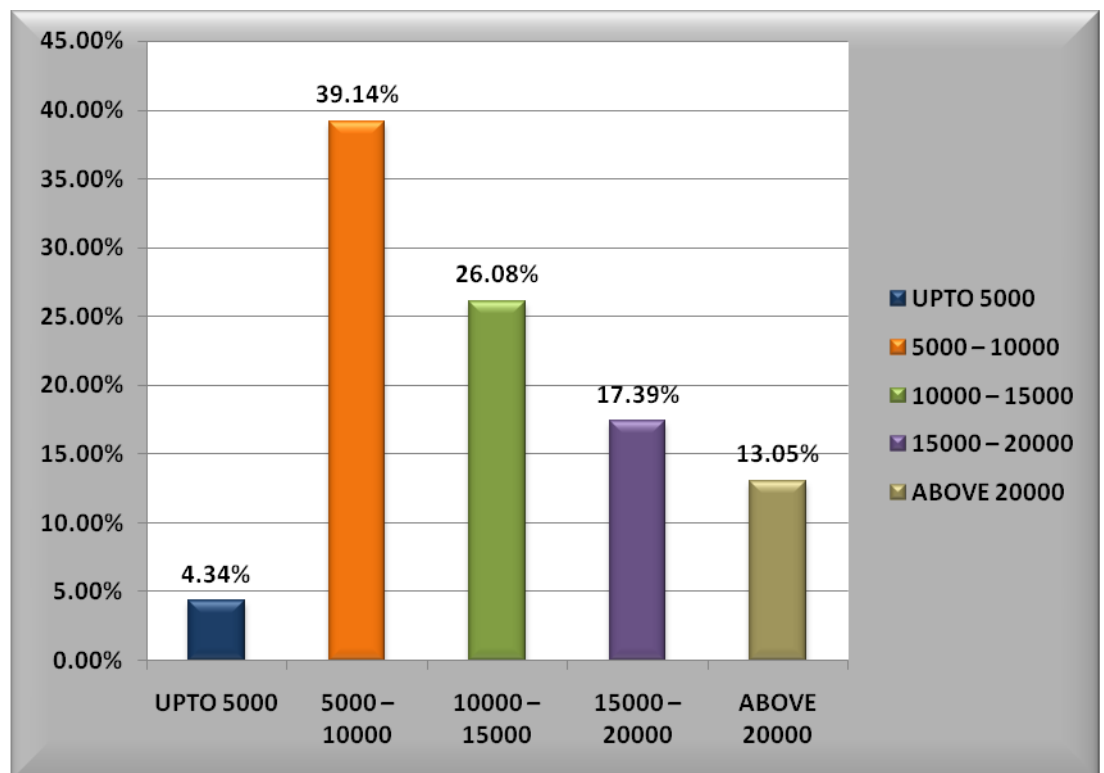
TABLE 4.15

Table showing total money respondents are spending on the insurance in a year.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
UPTO 5000	2	04.34
5000 – 10000	18	39.14
10000 – 15000	12	26.08
15000 – 20000	8	17.39
ABOVE 20000	6	13.05
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy, 04.34% of respondents spend up to Rs.5000 on the insurance in a year, 39.14% of respondents spend Rs.5000 to Rs.10000, 26.08% of respondents spend Rs.10000 to Rs.15000, 17.39% of respondents spend Rs.15000 to Rs.20000 and 13.05% of respondents spend above Rs.20000.



Graph No. 4.15

Interpretation:

From the graph it shows that majority of the respondents spend money on the insurance policy in a year is Rs.5000 to Rs.10000.

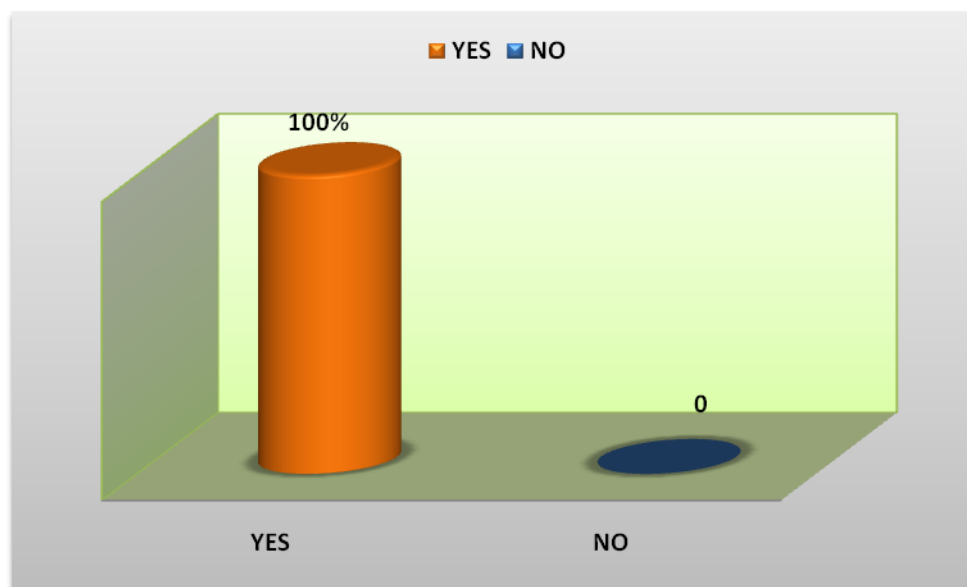
TABLE 4.16

Table showing satisfaction of the respondents with the service given by AmSure insurance agency.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	46	100
NO	0	0
TOTAL	46	46

Analysis:

From the above table it shows that among 46 respondents who have AmSure Insurance policy, 100% of respondents are satisfied with the service given by AmSure Insurance Agency.



Graph No. 4.16

Interpretation:

From the above graph, it is clear that all the respondents who taken AmSure Insurance policy are satisfied with the service given by agency.

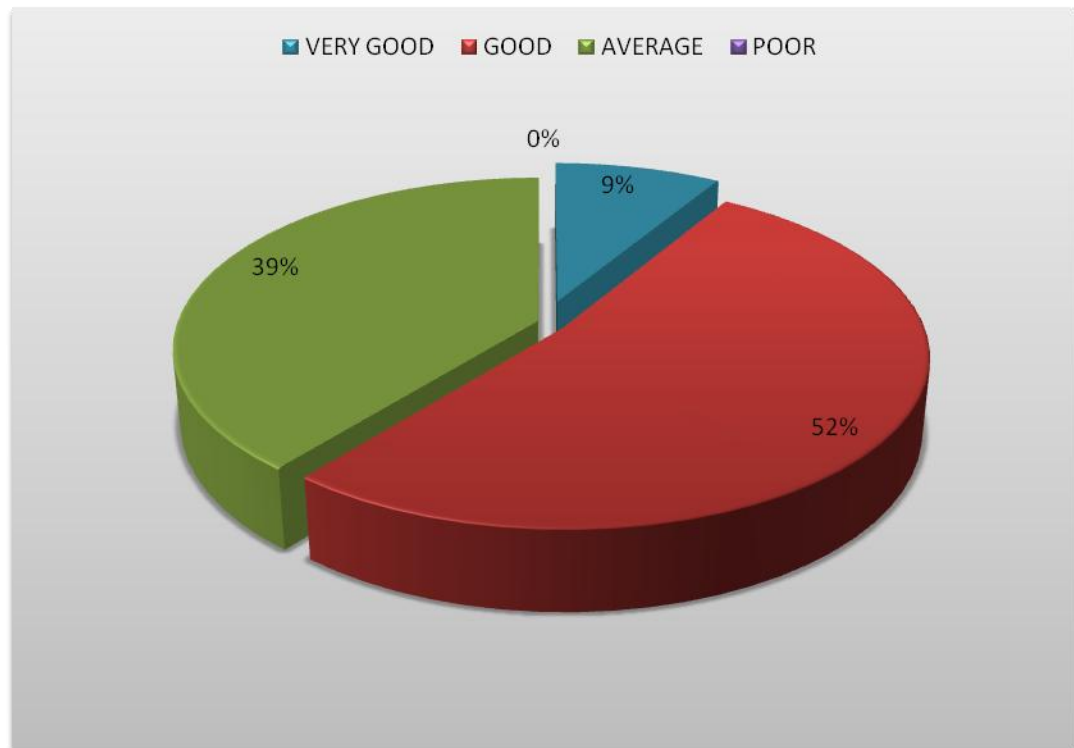
TABLE 4.17

Table showing satisfaction level of the respondents with the service given by AmSure insurance agent.

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
VERY GOOD	4	08.69
GOOD	24	52.17
AVERAGE	18	39.14
POOR	0	0
TOTAL	46	46

Analysis:

From the above table it is clearly understood that among 46 respondents who have AmSure Insurance policy, 08.69% of respondents satisfaction level with the service given by AmSure Insurance agent is very good, 52.17% of respondents view is good, 39.14% of respondents satisfaction level is average.



Graph No. 4.17

Interpretation:

From the table it is clear that majority of the respondents satisfaction level with the service given by the AmSure Insurance agents is good.

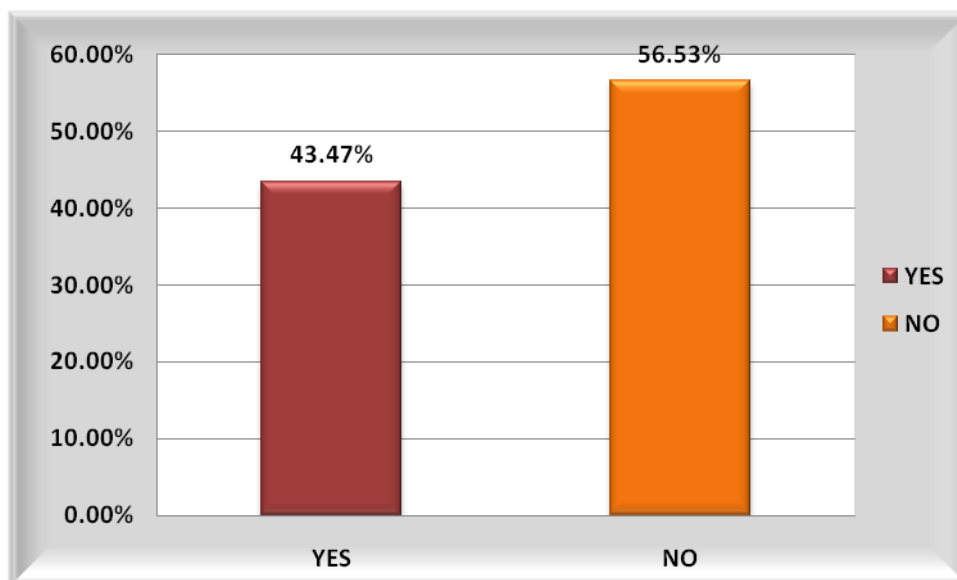
TABLE 4.18

Table showing satisfaction of the respondents with the bonus given by AmSure insurance agency.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	20	43.47
NO	26	56.53
TOTAL	46	46

Analysis:

From the above table it is clearly understood that among 46 respondents who have AmSure Insurance policy, 43.47% of respondents are satisfied with the bonus given by AmSure Insurance Agency and 56.53% of respondents are not satisfied with the bonus given by the Agency.



Graph No. 4.18

Interpretation:

The above graph it shows that majority of the respondents are not satisfied with the bonus given by AmSure Insurance Agency.

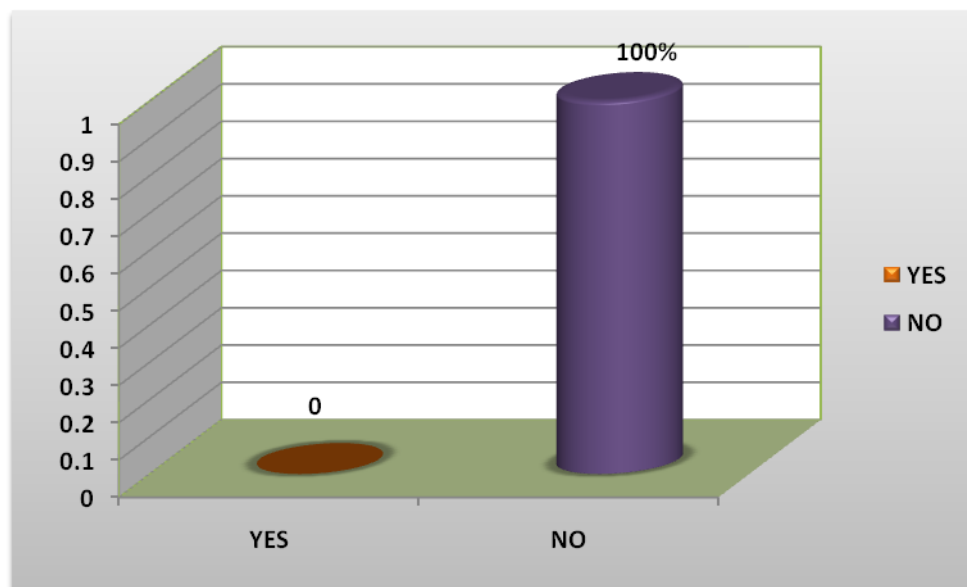
TABLE 4.19

Table showing respondents taken loan on their policy or not.

PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
YES	00	00
NO	46	100
TOTAL	46	46

Analysis:

From the above table it is clearly understood that among 46 respondents who have AmSure Insurance policy, 100% of respondents are not taken loan on their insurance policy.



Graph No. 4.19

Interpretation:

From the above graph it is clear that all the respondents are not taken loan on their insurance policy.

5. SUMMARY OF FINDINGS. SUGGESTIONS AND CONCLUSION

5.1 Findings

- Most of the respondents are aware of the AmSure Insurance Agency.
- Maximum respondents come to know about AmSure Insurance agency by agents of the agency.
- Maximum respondents who aware of AmSure Insurance Agency are taken policy.
- Maximum respondents who have AmSure Insurance policy are having only one policy.
- Maximum respondents who have AmSure Insurance policy have taken policy on their own interest and others are taken policy for tax benefit.
- Maximum respondents who have AmSure Insurance policy are taken the policy of 10 – 15 years.
- Mode of payment of all respondents who have AmSure Insurance policy is yearly.
- Majority of the respondent's total sum assured on policy is up to one lakh.
- Majority of the respondents spend money on the insurance policy in a year is Rs.5000 to Rs.10000.
- All the respondents who taken AmSure Insurance policy are satisfied with the service given by agency.
- Majority of the respondent's satisfaction level with the service given by the AmSure Insurance agents is good.
- Majority of the respondents are not satisfied with the bonus given by AmSure Insurance Agency.

5.2 SUGGESTIONS

- Most of the respondents come to know about agency and policy is through agents. Therefore, the company has to concentrate on advertisement and promotional activities.
- They should try to improve their service quality of agents.
- Most of the respondents are not satisfied with the bonus given by the agency. Therefore, bonus should be attractive.
- There are loan facilities on insurance policy taken. Therefore, agency should provide loan facilities to attract customers.
- Company should build up its efficiency in order to face the competition in the insurance market.
- The company should create goodwill by maintaining good relations with its customers.

5.3 CONCLUSION

Insurance is a progressive sector in India. As it is upgrading rapidly, it is facing a lot of competition. The company should look forward to take certain measures and steps to face the competition. Moreover, the company should try to advertise its products by selecting the right media for advertisements and also keeping in mind the target customers. They should build up good and long-term relationship with customers, which will help them in maintain goodwill of the company. They should conduct special programs to create awareness among perspective customers.