

## **ABSTRACT**

Insurance sector in India is one of the important sectors in India. It is also the fastest growing sector in India since 2000. India ranks 10<sup>th</sup> among the 88 countries. Insurance industry is one of an important financial sector. After the liberalization in 2000 the insurance sector has undergone various changes, within 13 years the market has increased from one player market to 24. With privatization the insurance industry has shown significant changes. Within a short time the private sector has obtained 13% of the life insurance market and 14% percent of non-life insurance market. After the liberalization there has been enormous growth in insurance density, investment, number of policies issued number of offices etc. But even with this high growth there is still large percentage of people who remain uninsured in the country, which shows the abundant opportunity for the insurance sector in the country. So, with some changes in the products and strategies the insurance sector can achieve higher market. In this paper the changes and growth of the life insurance industry is studied.