

AN ANALYSIS OF LIFE INSURANCE INDUSTRY IN INDIA

ABSTRACT

Since establishment of the Indian Life Insurance Industry it faced much difficulty in order to attain present status. The growth of any insurance industry depends on some key determinants such as the capacity of their income earning, eagerness and the general public awareness. At this juncture attempt was made to analyse the overall performance of Life Insurance Industry of India between pre-economic and post economic reform era. To measure the current status, volume of competitions and challenges faced by the Life Insurance Corporation of India and to measure the effectiveness of investment strategy of LIC(Life Insurance Corporation) over the period 1979 to 2015.

From the study it has been revealed that there is tremendous growth in the performance of Indian Life Insurance Industry and LIC due to the policy of LPG (Liberalization, Globalization and Privatization). Improvement has been a lot in Insurance Industry due to presence of private sector and opening up of foreign players.