

A Project Report on

**“A STUDY ON LIFE INSURANCE OF KOTAK
MAHINDRA BANK”**

Submitted to:

DMSR

**G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)**

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Submitted by:

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Under the Guidance of:

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**Department of Management Sciences and Research,
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Academic Year 2022-23

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics,
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Academic Year 2022-23

CERTIFICATE

This is to certify that **Mr. Durgesh Chandrabhavan Kushwaha** has submitted the project report titled, "**A Study on Life Insurance of Kotak Mahindra Bank**", towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Dr. Afsar Sheikh
(Project Guide)

Dr. Sonali Gadekar
(Co-ordinator)

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics,
Nagpur NAAC Accredited “A” Grade Institution**



Academic Year 2022-23

DECLARATION

I here-by declare that the project with title “**A Study on Life Insurance on Kotak Mahindra Bank** ” has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course under taken by me.

Mr. Durgesh Kushwaha

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2022-23

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Swati S Kathaley**, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **Dr. Afsar Sheikh** for his guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Mr. Durgesh Kushwaha

Place: Nagpur

Date:

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INTRODUCTION

WHAT IS INSURANCE?

Insurance is means of protection from financial loss. It is a form of risk management and also risk of an uncertain loss in future. Insurance is a contract represented by a policy, in which an individual or entity received financial protection against losses from an insurance company.



WHAT HAPPENS IN INSURANCE?

You pay a monthly or annual fee to the insurance company to insure your life, health, vehicle, property, and so on for a set period of time. In exchange, if the insured person or object is damaged, the insurer pays for the financial loss.

- **FUNCTIONS OF INSURANCE:**

- They provide certainty to the insured.
- They ensure the protection of the family.
- They are risk-sharing policies.
- They prevent the damages that can come from loss.
- It provides capital.
- It's known for improving efficiency.
- It helps in boosting the economy.

- **Nature of Insurance:**

- **Sharing of risks:**

Insurance is a cooperative device to share the burden of risk which may fall on happening of some unforeseen events, such as the death of the head of the family, or happening of marine perils or loss by fire.

- **Cooperative device:**

It is a cooperative form of distributing a certain risk over a group of persons who are exposed to it. A large number of persons share the losses arising from a particular risk.

- **Evaluation of risk:**
For the purpose of evaluated, which forms the basis of insurance contract.
- **Payment on happening of specified event:**
The indemnity insurance depends on the nature of losses occurred, subject to a maximum of the sum insured. In Life Insurance, however a fixed amount is paid on the happening of some uncertain event or on the maturity of the policy.
- **Transfer of risk:**
It is a plan in which the insured transfers his risk on the insurer, it is a device to transfer some economic losses to the insurer; otherwise such losses would have been borne by the insured themselves.
- **Insurance not a charity:**
Charity pays without consideration but in the case of insurance, premium is paid by the insured to the insurer in consideration of future payment.
- **Social device:**
It is a plan of social welfare & for the protection of the interests of the people. Regal & miller observed that “insurance is of social nature “.

LIFE INSURANCE:

Life insurance is a contract under which the insurer (Insurance Company) in consideration of a premium paid undertakes to pay a fixed sum of money on the death of the insured or on the expiry of a specified period of time, whichever is earlier. In case of life insurance, the payment for life insurance policy is certain. The Event insured against is sure to happen only the time of its happening is not known. So life insurance is known as ‘Life Assurance’. The subject matter of insurance is life of human being. Life insurance provides risk coverage to the life of a person. On death of the person insurance offers protection against loss of income and compensate the title holders of the policy.



Life insurance is a legally binding contract that pays a death benefit to the policy owner when the insured dies. For a life insurance policy to remain in force, the policyholder must pay a single premium up front or pay regular premiums over time. When the insured dies, the policy's named beneficiaries will receive the policy's face value, or death benefit. Term life insurance policies expire after a certain number of years. Permanent life insurance policies remain active until the insured dies, stops paying premiums, or surrenders the policy. A life insurance policy is only as good as the financial strength of the company that issues it. State guaranty funds may pay claims if the issuer can't.

- **Roles of Life Insurance:**

- **Life insurance as an investment:**

Insurance is an attractive option for investment. While most people recognize the risk hedging and tax saving potential of insurance, many are not aware of its advantages as an investment option as well. You cannot compare an insurance product with other investment schemes for the simple reasons that it offers financial protection from risks, something that is missing in non-insurance products.

- **Life insurance as risk cover:**

Insurance is all about risk cover and protection of life. Insurance provides a unique sense of security that no other form of invest can provide. A loss claim is paid out of the total premium collected by the insurance companies. Insurance also provide a safeguard in the case of accidents or a drop in income after retirement. It also comes as a great help when you retire , in case no untoward incident happens during the term of the policy.

- **Life insurance as tax planning:**

Insurance serves as an excellent tax saving mechanism too. The government of India has offered tax incentives to life insurance product in order to facilitate the flow of funds into productive assets.

- **Types of Life Insurance:**

- **Term Insurance**

Term insurance provides life cover in the event of your demise and don't have any maturity benefits. This is the simplest form of insurance and is cheaper than most available options present in the market.

Types of Life Insurance

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- **Endowment Plan**

Endowment plan is similar to term insurance but the only difference is that the lump sum amount is paid out even if you survive the maturity period.

- **Unit Linked Insurance Plan (ULIP)**

ULIPs or Unit Linked Insurance Plans invest some part of your premium towards life insurance and the rest into a financial instrument. The policy has a lock-in period of 5 years and can be continued even after the lock-in ends. You can also choose where you want to invest according to your risk appetite.

- **Whole Life Insurance Plan**

Whole life insurance plan covers you throughout your life where you pay the premiums for a stipulated period of time. The corpus is paid out to your family in case of death and does not have a fixed validity. This plan is perfect if you have financial dependents.

- **Money Back Policy**

Money Back Policy gives you life coverage throughout the policy term and also provides regular payments on survival. The payment made is a percentage of the sum assured which is given during the plan tenure and the rest of the sum assured is paid out on maturity of the policy. In case you pass away during the tenure, the sum assured is paid regardless of the payments made to you before.

- **Annuity Pension Plan**

Pension plan involves paying a lump sum amount to the insurance company where the payments are sent out immediately on a regular basis or in a lump sum form. The wealth can also be left to accumulate according to your risk appetite.

- **Need for Life Insurance:**

Managing your finances through different stages in life can be challenging in various ways. It is necessary to chart a plan that evaluates how your income needs to be distributed to have a beneficial financial portfolio. Through the different short and long-term life goals, the need for financial protection remains constant.

When you are younger, insurance plans may not be one of the top things on your mind. However, once you start earning and there are family members who depend on you for their well-being, the importance of insurance becomes clearer. Life can be too uncertain at times, but it can be immensely helpful to be prepared in terms of money.

If you are the breadwinner of your family, it is crucial to understand why insurance purchase is vital to protect your loved ones' interests. These decisions ultimately determine the quality of their life in later years.

- **Importance of Life Insurance:**

1. **Financial security:**

Life insurance policies provide financial security. They promise to give your family financial assistance in case of your premature death.

2. **Financial goal:**

There are different types of life insurance plans and each plan helps you in fulfilling your life's financial goals.

3. **Tax benefits:**

Life insurance policies also give you tax benefits and help in lowering your tax liability. Given these benefits of life insurance plans, you should invest in suitable policy.

- **Principles of Life Insurance**

1. **Insurable Interest:** This principle has been put in place to protect insurance policies against any kind of misuse. It refers to the level of interest that the potential policy holder is estimated to have in the life insurance policy. This interest could be in the form of a personal relationship, family bond, etc. Based on this interest level, the insurance company approves or rejects the individual's application for a policy.

2. **Minimal Risk:** Any company that provides life insurance is taking on some level of risk, since they would need to pay the assured sum at some point of time. Therefore, the company would prefer to keep the level of risk as low as possible. To ensure this, the insurer might check the applicant's medical status, smoking habits, etc. In addition, they might expect the policy holder to take good care of their health.

3. **Good Faith:** Insurance contracts are based upon mutual trust and confidence between the insurer and the insured. It is a condition of every insurance contract that both the parties i.e. insurer and the insured must disclose every material fact and information related to insurance contract to each other.
4. **Subrogation:** This principle applies to all insurance contracts which are contracts of indemnity. As per this principle, when any insurance company compensates the insured for loss of any of his property, then all rights related to that property automatically gets transferred to insurance company.
5. **Mitigation:** According to this principle the insured must take reasonable steps to minimize the loss or damage to the insured property otherwise the claim from the insurance company may be lost.
6. **Contribution:** According to this principle if a person has taken more than one insurance policy for the same risk then all the insurers will contribute the amount of loss in proportion to the amount assured by each of them and compensate for the actual amount of loss because he has no right to recover more than the full amount of his actual loss.
7. **Proximate Cause:** The insurance company will compensate for the loss incurred by the insured due to reasons mentioned in insurance policy. But if losses are incurred due to reasons not mentioned in insurance policy than principle of proximate cause or the nearest cause is followed.

- **Features of Life Insurance:**

1. The individual whose life is covered under the policy is called the life insured or life assured
2. The individual who pays the premium for the policy is called the policyholder
3. The policyholder and the life insured can be same or different. When you buy a life insurance policy on your life, you are the policyholder and life insured. However, when you buy a policy on the life of your spouse or dependent child, you would be the policyholder but the life insured would be the spouse of the dependent child
4. Every life insurance policy has a specified duration and coverage level which you can choose
5. There are different types of life insurance plans and each plan has a different benefit structure

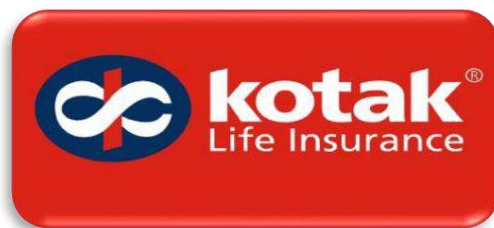
- **Advantages of Life Insurance:**

1. **Return on Investment:** Advantages of life insurance as an investment. Whenever you visit a financial advisor for financial planning you can see that most of them suggest you go for life insurance. They encourage you to invest in life insurance so that you and your loved ones are not only protected but also a considerable amount of returns can be obtained from the policy.
2. **Death Benefit:** In case of any unexpected event to you, which results in the loss of income to the family, the insurance company provides compensation in the form of the death benefit to the family. The nominee of the insured receives the death benefit as well as the accrued bonus if any, depending on the type of the policy. The death benefit can be claimed as a lump sum or monthly benefit, in which the monthly benefit option can be a boon for the family having old age people or disabled people.
3. **Financial Security:** This is the main advantage of life insurance. The main purpose of life insurance is financial protection. If the sudden demise of the insured can put the family. With no regular income, the family may soon face a financial crisis. Having a life insurance policy helps your family come out from any financial crisis after your sudden demise.
4. **Additional Coverage:** Additional coverage is also called riders. The riders allow you to increase the coverage and get comprehensive coverage. Riders may include coverage against personal accident, waiver of premium payments, critical illness, loss of income due to a disability, etc.
5. **Loan availability:** In the event of any emergency such as a college fee or property purchase, the loan can be availed against your life insurance policy. These days almost all insurance companies are providing this option. When you apply for a loan a certain amount of your sum assured is provided as the loan amount.
6. **Retirement Income:** Life insurance policies can also be taken for the purpose of regular income after retirement. These policies are called annuity policies and are available with every life insurance company. If you take an annuity policy and pay a premium till your retirement age, then after your retirement monthly income is paid to you by the insurance company.

- **Disadvantages of Life Insurance:**

1. **High premium for aged people:** This is the major disadvantage of life insurance policy. The higher the age the higher would the premium to be paid in the life insurance. This is due to the simple fact that the risk increases with the age so is the premium. So, it is advisable to take life insurance at a very early age to prevent yourself from paying high premiums. There is a chance where the insurance companies have rejected or denied providing policy to old age people having ailments.
2. **Difficult to calculate the returns:** The returns on the life insurance policies are quite complicated and it is highly difficult to predict the returns. The returns from life insurance are purely based on market conditions and performance. So a particular figure is difficult to arrive at in the case of life insurance unlike PPF and other fixed deposit schemes.
3. **Complex Policies:** In India, many insurance companies offer different types of life insurance plans. You can choose the best life insurance plan as per your requirement. But it can also create confusion in the minds of the customer because different insurance policies have different features. Some policies are simple, and some are not so simple. It can be daunting to choose the right life insurance policy.
4. **Insurance Companies May Not Pay the Benefits:** The insurance companies use various tricks to avoid paying the benefits even after the maturity of the policy and also they have denied paying the sum assured or the death benefit to the policyholder or the nominee. They would mention many hidden charges or clauses to reduce the pay-out. So, it is important to carefully understand the details of the policy and choose a company that has a positive pay-out rate.
5. **Awareness of Exclusions, Hidden clauses:** Any financial product available in the market certainly has some exclusions and hidden clauses incorporated into it. It is your responsibility to find out those clauses and choose the right life insurance policy. For example, most of the policies don't pay for suicide in the first year and almost all the policies exclude loss of life due to drugs overdose or involvement in criminal activities.

COMPANY PROFILE



The Kotak Mahindra Group was founded in 1985 as a provider of financial service. In February 2003, Kotak Mahindra Finance Ltd .



(KMFL) the Group's flagship company, received banking license from the Reserve Bank of India (RBI) to conduct banking operations in the country and was renamed as Kotak Mahindra Bank Ltd, the parent company of Kotak Life Insurance

Kotak Mahindra Life Insurance Limited operates as an insurance firm. The Firm offers life and health insurance, wealth, protection, and retirement products and services, as well as saving and tax planning services. Kotak Mahindra Mutual Life Insurance serves customers worldwide. Kotak Mahindra Life Insurance Company Limited is a leading private Life Insurance Company in India covering more than 20 million lives nationwide. The company is 100% owned by Kotak Bank.

Kotak Life Insurance's products include rural plans, term plans, savings, children, retirement and investment plans at nominal premium rates to be affordable by individual investment requirements that can cater to their lifetime requirements and each insurance plan is designed to provide maximum protection in addition to benefits and keeping in mind the different sections of society. To facilitate the sale of its products the company has a network of branch offices distributed across country, individual agents, insurance agencies and offices, individual and firm brokers for claim settlements and these products are also available online through aggregators and the company website. The company currently has 32 products including 9 group products, 10 ULIPs & 18 rider options (as on 4 July 2016). Till 2020, it had more than 250 branches around 167 cities in India and more than 1,00,000 advisors.

The Kotak Group is one of India's leading financial services conglomerates and one of India's trusted names in banking and financial services. The Group provides a wide range of financial services that encompass every sphere of life including commercial banking, mutual funds, life insurance, stockbroking, investment banking. Kotak Mahindra Finance Ltd received a banking license in 2003 from the Reserve Bank of India (RBI). It is becoming the first non-banking finance company in India to become a bank – Kotak Mahindra Bank Limited. The Group has international offices in Mauritius, London, New York, Dubai, Abu Dhabi, and Singapore.

Kotak Life Insurance is a private Life Insurance company in India having 100% owned subsidiary of Kotak Mahindra Bank Limited. Kotak Life Insurance is one of the fastest growing insurance companies in India, covering over 20 million lives nationwide (as on 31st March 2018). Kotak Life offers various protection plans, savings and investment plans, child plans and retirement plans.

In 2019, Kotak Life Insurance and Instant pay collaborated to introduce insurance to first-time consumers and also digitally empower the semi-urban sections of the society on various insurance products.

In 1985, Uday Kotak founded what later became an Indian financial services conglomerate. In February 2003, Kotak Mahindra Finance Ltd. (KMFL), the group's flagship company, received a banking licence from the Reserve Bank of India. With this, KMFL became the first non-banking finance company in India to be converted into a bank.

In a study by Brand Finance Banking 500 published in February 2014 by *Banker* magazine, KMBL was ranked 245th among the world's top 500 banks with a brand valuation of around US\$481 million and brand rating of AA+.

The company started operations in 2001. Kotak Life Insurance is one of the fastest-growing insurance companies in India. The company is a 74:26 joint venture between Kotak Mahindra Bank Ltd and Old Mutual plc and trusted by over 4 million policyholders nationwide.

The company has more than 250 branches in around 167 cities in India with more than 1,00,000 advisors.

The Kotak Group has been in business for 35 years, and Kotak Mahindra Bank (NSE: KOTAKBANK) for 17 years now. The financial services of the Bank have a wide reach across 1,600 branches in India. Kotak also has a presence in Singapore, London, the USA and the Middle East through its international arms. All Group entities constantly to seize new opportunities by differentiating across products, services and technologies. Globally, Kotak serves the multiple financial services needs – banking (consumer, commercial, corporate), credit and financing, equity broking, wealth and asset management, insurance (general and life), and investment banking – of individuals and corporations.

- **Kotak Life Insurance Plans list:**

- **Savings & Investment Plans:**

Kotak Platinum, Kotak Assured Income Plan, Kotak Single Invest Advantage, Kotak Endowment Plan, Kotak Ace Investment Plan, Kotak Premium Return Plan, Kotak Wealth Insurance, Kotak Invest Maxima, Kotak Money Back Plan, Kotak Surakshit Jeevan.

- **Child Plans:**

Kotak Child Education Plan, Kotak Child Advantage Plan, Kotak Child Future Plan, Kotak Headstart Child Assure.

- **Protection Plans:**

Kotak Term/Preferred Term, Saral Suraksha, Kotak e-Term/e-Preferred Term, Eternal Life Plans.

- **Money-Back Plans:**

Premier Moneyback Plan, Assured Income Plan.

- **Retirement Plans:**

Kotak Lifetime Income Plan, Kotak Capital Multiplier Plan. Documents Required for Buying Kotak Mahindra Life Insurance.

Kotak Mahindra Life Insurance Company Limited is a Public incorporated on 31 August 2000. It is classified as non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 6,249,999,900 and its paidup capital is Rs. 5,102,902,300. It is involved in Insurance and pension funding, except compulsory social security.

Kotak Mahindra Life Insurance Company Limited's Annual General Meeting (AGM) was last held on 18 September 2020 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2020.

Directors of Kotak Mahindra Life Insurance Company Limited are Mahesh Balasubramanian, Gaurang Balkrishna Shah, Anita Ramachandran, Murlidhar Gangadharan, Shivaji Salil Kumar Dam, Prakash Krishnaji Apte, Dipak Gupta, Uday Suresh Kotak, Paresh Shreesh Parasnis.

Kotak Mahindra Life Insurance is one of India's most reputable insurance firms, offering a diverse range of insurance products, including protection, retirement, annuity, group, and saving cum protection plans.

One of the nation's fastest-growing insurance companies is Kotak Mahindra Life Insurance Company Limited. Kotak Mahindra Old Mutual Life Insurance Limited was the company's previous name. Kotak Mahindra Life Insurance Company insures about 20 million people across the country as of March 2018.

- **Benefits of Kotak Mahindra Life Insurance:**

Kotak Mahindra Life Insurance Limited is one of the leading insurers in India. It has been touted as one of the quickest growing insurance organisations in the country, with more than 4 million policyholders across India. The company has designed a number of unique products and services to meet the ever-changing financial needs of a diverse customer base. Whether you are looking for protection plans, savings and investment instruments, retirement plans or child plans, Kotak Mahindra's portfolio is certain to make it relatively easy in finding the best product for you. The company offers solutions for group entities as well as individuals, ensuring that no matter what your investment requirements are, there is something that will help you meet your long-term goals. Kotak Mahindra also holds the distinction of having among the best claim settlement ratios in the industry, thereby giving us a glimpse of its quality business practices.

- **Following are some of the achievements of Kotak Life**

- **Insurance Company**

- Mr. G. Murlidhar has received 'Insurance CEO of the Year –Life Category' by FICCI Insurance Industry Awards 2019
- The company has received Outlook Money Award for Life Insurance Provider of the Year 2017
- The company has received the Best Customer Engagement Campaign Award (Silver Medal) at DMA Asia 2017
- The parent company has received the Asia Money Best Bank Awards 2019, India: Best Domestic Bank

- **PRODUCT**

- **Kotak Flexi plan:**

Advantages:

1. Choice of 5 professionally managed funds included Gilt Fund, Floating
2. Rate Fund, Bond Fund, Balanced Fund, Growth Fund.
3. Add lump sum injections as and when suitable
4. Premium holiday facilities
5. Rider's options for enhanced protection
6. Loan facilities in case of emergencies
7. Simplified documentation and procedures

- **Kotak Retirement Income Plan:**

The Kotak Retirement Income Plan is a savings plan designed to meet your post retirement needs. It is a plan that gives you jeene Ki azaadi by giving you the choice to remain independent even after retirement.

Advantages:

1. In this plan minimum age of 18 years of old and maximum age is 60 years.
2. You may buy an annuity either from Kotak Life Insurance.

3. You can make lump sum injections into your policy at any time before retirement.
4. For a with cover plan you have the facility of Automatic cover
5. Maintenance, which ensures that the cover remains in force even when you miss the premium payments. This facility is available after the first 3 years of the term.
6. You may exercise the option of paying premium from the Supplementary Accumulation Account, created from will be created from lump sum injections, if the need arises.

▪ Kotak Endowment Plan

An Endowment policy is a combination of savings along with risk cover. These policies designed to accumulate wealth and at the same time cover your life. In simple words, issued for specific time periods during which you pay a regular premium. If you die during policy, your beneficiaries will receive the sum assured along with the accumulated bonus a outlive the Policy tenure you will receive the sum assured along with accumulated bonus.

Advantages:

1. In this plan minimum age of 18 years of old and maximum age is 65 years.
2. You can take a loan against your policy has been in force for at least three years.
3. You have the option of paying premiums quarterly, half yearly or yearly.
4. You have the benefit of a 15-day free look period.

▪ Kotak Capital Multiplier Plan

The Kotak Capital Multiplier Plan is a participating plan that is built in such a way that it allows your money to multiply, and gives you the flexibility of using this money the way you need it, in regular and irregular withdrawals. This is an endowment plan, which is very flexible and has a lot of in-built benefits.

Advantages:

1. In this plan minimum age of 18 years of old and maximum age is 60 years.
2. At the start of your withdrawals period, you can draw the full proceeds or you can draw up to 50% of your basic sum assured or accumulation account, whichever is higher.

3. In addition to the regular premiums, you can make lump sum injection into your plan during the premium paying period. A Supplementary Accumulation Account will be created.
4. You have the facility of Automatic Cover Maintenance, which ensures that the policy remains in force even when you miss the premium payments. This facility is available after the first 3 years of the term.

▪ Kotak Child Advantage Plan

The Kotak Child Advantage Plan is an investment plan designed to meet your child's future needs. It is a plan that gives your child the azaadi to realize his/her dreams. This is an endowment plan where the life insured is the child. This is a participating plan.

Advantages:

1. In this plan minimum age of 0 years of old and maximum age is 17 years.
2. You may take a loan against this plan, after the policy has been in force for at least three years.
3. You have the option of paying premiums quarterly, half yearly or yearly.
4. You have the benefit of a 15-day free look period.

RESEARCH METHODOLOGY

OBJECTIVES OF STUDY

The objectives behind the study of the plans and policies of Kotak Mahindra Bank life insurance are:-

- To aware about the different plans and policies provided by Kotak Life Insurance , there value and benefits of its customers .
- Proper understanding and study of life insurance . To understand consumer buying behaviour .
- To study their family background, occupations, social relations qualifications, age
- To study brand awareness of Kotak life insurance and customer's preference about Kotak Mahindra life Insurance .
- To find out consumer opinion of life insurance policies .

LIMITATIONS OF THE STUDY

- Biases and non-cooperation of the respondents.
- We get limited time for the research work , only 45 days for study .
- Financial constraint :- I do not have any financial resources available for more research.

HYPOTHESIS

Hypothesis 1

H0 – There exist no relationship between the age of a person and percentage of investment in Life Insurance.

H1 – There exist a relationship between the age of a person and percentage of investment in life insurance.

Hypothesis 2

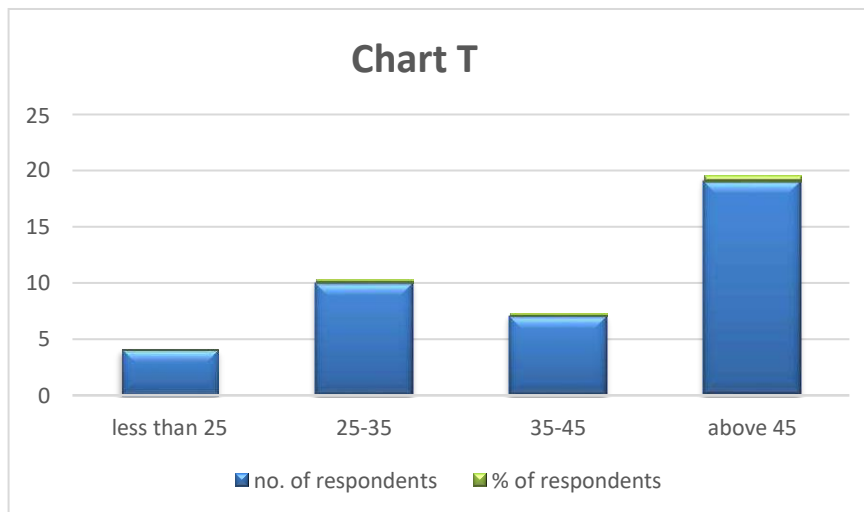
H0 – There exist no relationship between a person's income and percentage of his savings he put in life insurance.

H1- There exist a relationship between a person's income and percentage of his savings he put in Life Insurance .

DATA ANALYSIS & INTERPITATION

1. Age of the respondents

	No. of respondents	% of Respondents
less than 25	4	10%
25-35	10	25%
35-45	7	17.5%
above 45	19	47.5%
TOTAL	40	100%



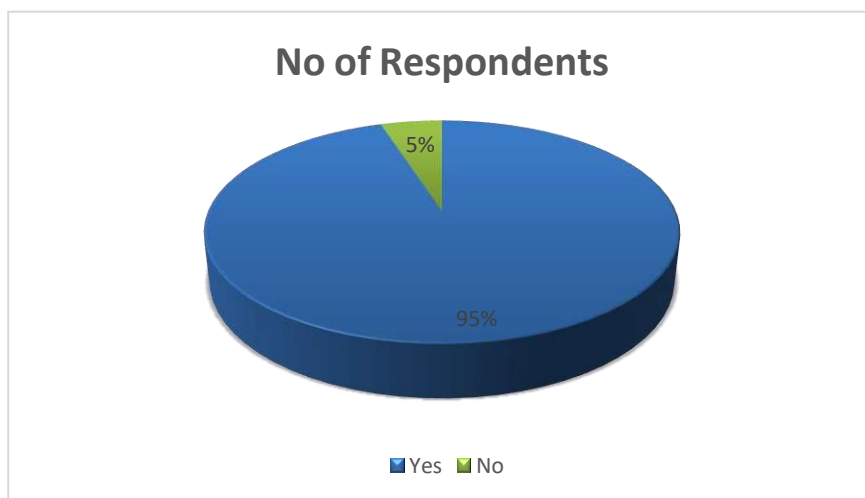
ANALYSIS

Form the above diagram consist four classes of different age group. Here customer 47.5% customers to above 45 age group, 25% customers fall in the age group 25-35 years.

Other 17.5% customer comes are in the class 35-45 years the age group. Here majority of customer belong to the group less than 25.

2. Do you think is it essential to have life insurance?

	No. of respondents	% of respondent
Yes	38	95%
No	2	5%
TOTAL	40	100%

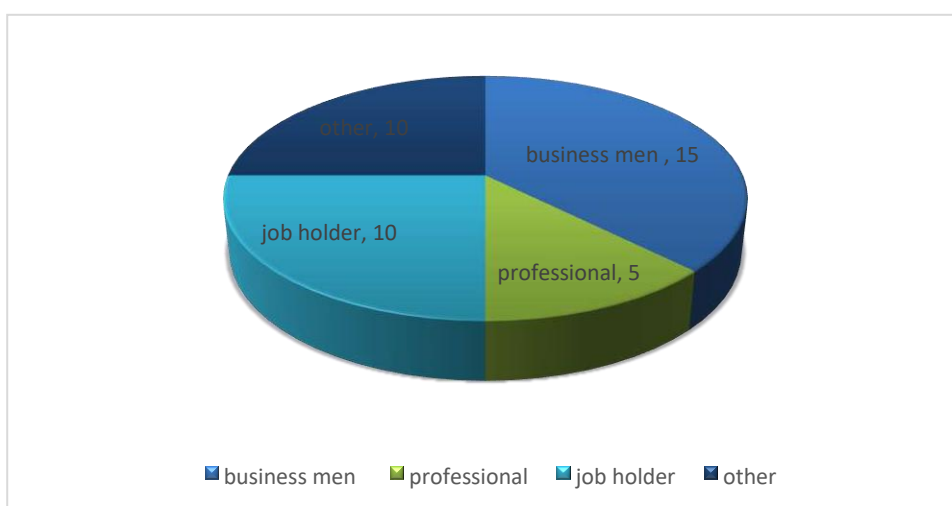


ANALYSIS

To these question 38 consumers reported YES and 2 consumers reported NO.

3. Occupation of the respondents?

PARTICULARS	No. of respondents	% of respondents
Business men	15	37.5%
Professional	5	12.5
Job holder	10	25.00%
Others	10	25.00%
TOTAL	40	100%

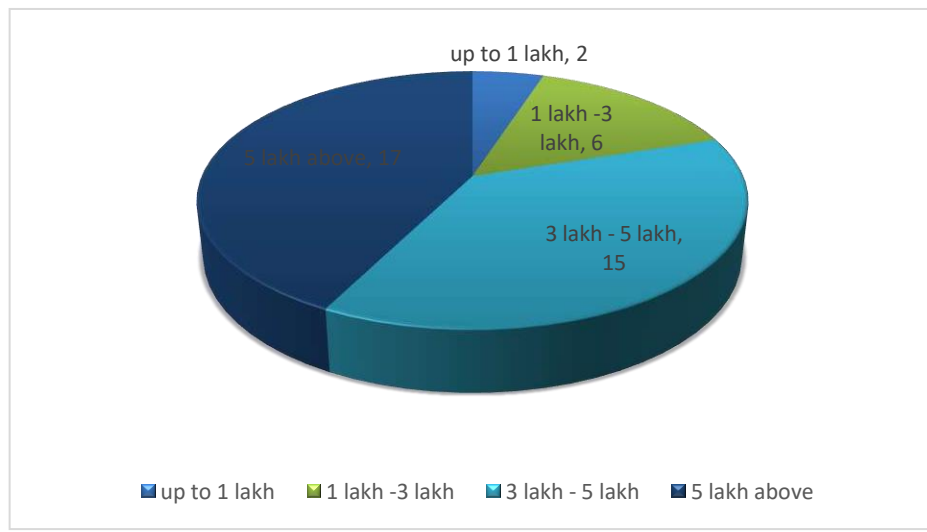


ANALYSIS

Form the above diagram, 37.5% of the respondents are businessmen, 12.5% of the respondents are professional, 25.00% of the respondents are job holder, 25.00% of the respondents are other.

4. Average annual Income of respondents?

	No of respondents	% of respondents
Up to 1 lakh	2	5%
1 lakh - 3 lakh	6	15%
3 lakh - 5 lakh	15	37.5%
5 lakh above	17	42.5%
STOTAL	40	100%

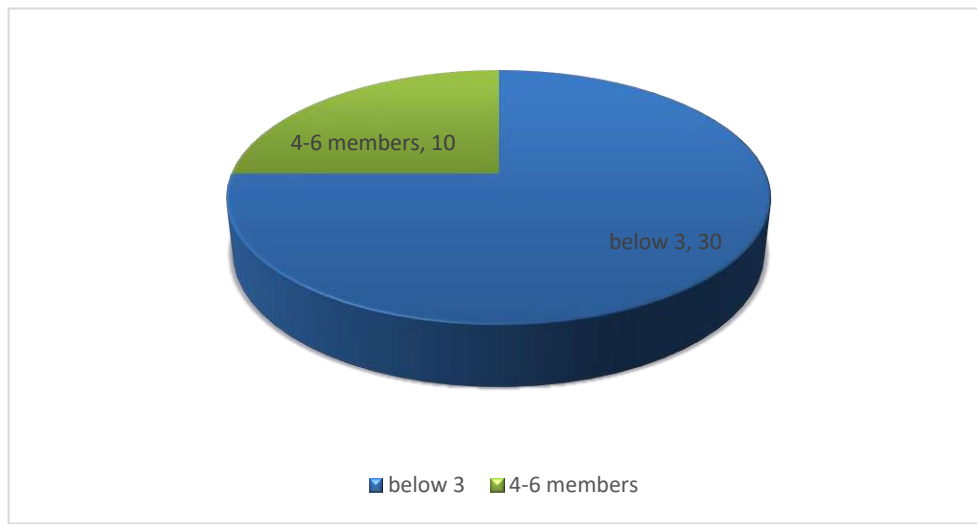


ANALYSIS

From the above diagram, 42.5% of the respondents have on average annual income 5 lakh above, 37.5% of the respondents have on average annual income 3 lakh - 5 lakh, 15% of the respondents have on average annual income 1 lakh – 3 lakh, 5% of the respondents have on average income up to 1 lakh.

5. Family size of respondents ?

<u>Particular</u>	No. of respondents	% of respondents
Below 3	30	75%
4 – 6 members	10	25%
TOTAL	40	100%

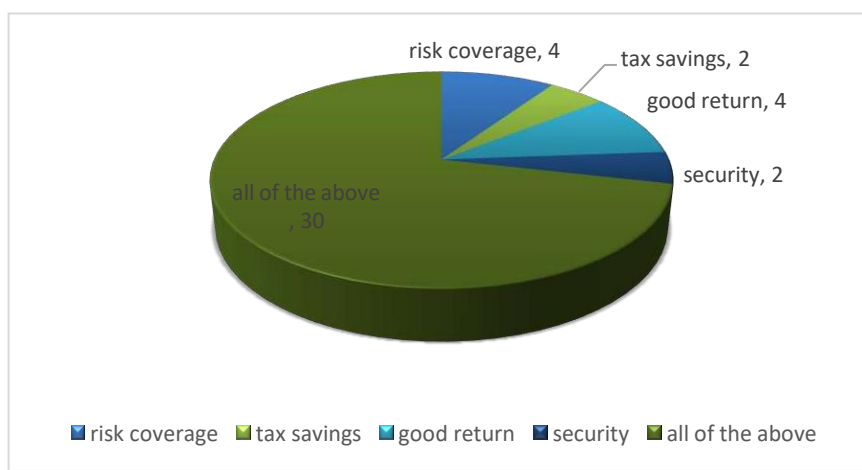


ANALYSIS

Form the above diagram, 75% of the respondents are below 3 members, 25% of the respondents are between 4 to 6 members.

6. According to you Life Insurance is

particular	No. of respondents	% of respondents
Risk coverage	4	10%
Tax savings	2	5%
Good return	4	10%
Security	2	5%
All of the above	30	75%
TOTAL	40	100%

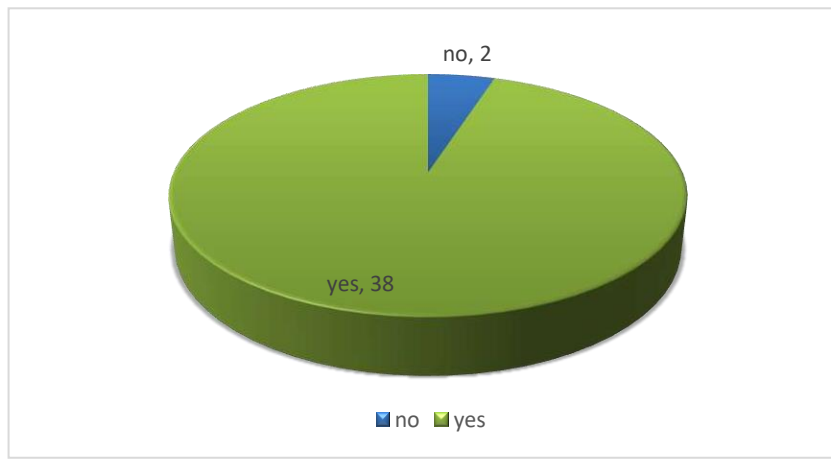


ANALYSIS

From the above diagram, 10% of the respondents say risk coverage, 5% of the respondents say tax savings, 10% of the respondents say good return, 5% of the respondents say financial security, 75% of the respondents say all of the above.

7. Awareness of kotak mahindra life insurance.

	No. of respondents	% of respondents
No	2	5%
Yes	38	95%
TOTAL	40	100%

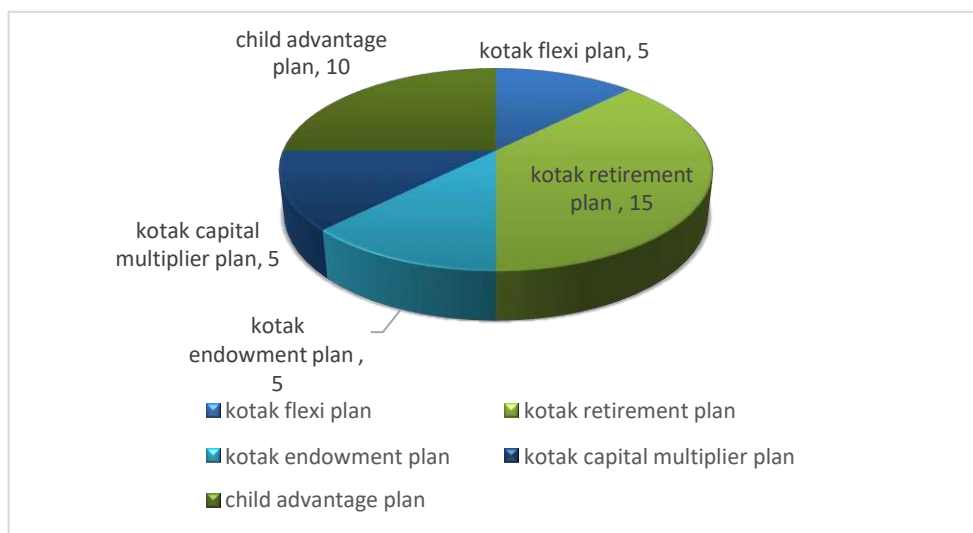


ANALYSIS

From the above diagram, 95% of the respondents say that are aware of kotak mahindra life insurance company. 5% of the respondents say that are aware of kotak mahindra life insurance company.

8. What of the following planed you is insured?

	No. of respondents	% of respondents
Kotak flexi plan	5	12.5%
Kotak retirement plan	15	37.5%
Kotak endowment plan	5	12.5%
Kotak capital multiplier plan	5	12.5%
Child advantage plan	10	25%
Total	40	100%

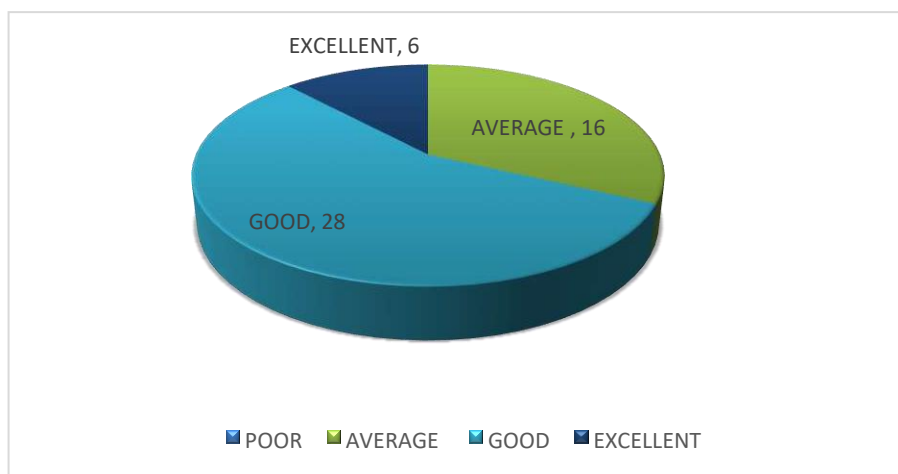


ANALYSIS

Form the above diagram, 12.5% of the respondents are under Kotak flexi plan. 37.5% of the respondents are under Kotak retirement plan. 12.5% of the respondents are under Kotak endowment plan. 12.5% of the respondents are under Kotak capital multiplier plan. 25% child advantage plan.

9. How will you rate the service given by Kotak Mahindra Life Insurance?

	No of respondents	% of respondents
Poor	-	-
Average	12	30%
Good	23	57.5%
Excellent	5	12.5%
TOTAL	40	100



ANALYSIS

Out of 40 respondents 57.5% have ratted Kotak Mahindra Life Insurance Services as good and 30% have ratted as average. And remaining 12.5% have ratted as Excellent.

FINDING AND SUGGESTION

FINDING

- ✓ There is significant difference between Kotak Mahindra and other brands.

- ✓ In Kotak Mahindra life Insurance there are various group plans for consumer.

- ✓ Online plans are also available in Kotak Mahindra life insurance.

- ✓ Kotak offers a wide range of life insurance.

- ✓ Kotak Mahindra Life Insurance properly mentioned the buying insurance system in there websites.

- ✓ Kotak life insurance has launched a new pension plan “Kotak premier plan “ with assured benefits on death and vesting.

SUGGESTION

- ✓ The company should give training to its advisor to enhance product knowledge of the company.

- ✓ The company should create awareness about its product and schemes highlighting returns given by the company to its investors.

- ✓ The company should introduce new product for the rural area also.

- ✓ Company should enhance its promptness of claim settlement.

- ✓ The company should come out with investment schemes catering to low income group to penetrate into this segment.

Conclusion

During the data collection, it has been found that people have great awareness about various companies but a lot more has to be done, especially by smaller companies like Kotak life insurance to establish their market presence. People are beginning to look beyond LIC for their insurance needs and are willing to trust private players with their hard earned money.

People in general have been influenced by the marketing activities of insurance companies. A high penetration of print, radio and TV and campaigns over the years is beginning to have its impact now.

The general satisfaction levels among people with regards to policy and agents still requires improvement. Here lies the opportunity for a relatively new comer like Kotak Life Insurance. LIC has never been known for prompt service or customer oriented methods but Kotak Life Insurance can build its reputation based on these factors.

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