

Project Report

“A STUDY ON FINANCIAL ANALYSIS OF ICICI PRUDENTIAL LIFE INSURANCE

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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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 **Ms. Yogita Shendre** has submitted the project report titled, "**A Study on Financial Analysis Of ICICI Prudential Life Insurance**", 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. Kamlesh Thote
(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 Financial Analysis Of ICICI Prudential Life Insurance**” 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.

Ms. Yogita Shendre

Place: Nagpur

Date:

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

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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.

Ms. Yogita Shendre

Place: Nagpur

Date:

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INTRODUCTION

Life insurance is a form of insurance that pays monetary proceeds upon the death of the insured covered in the policy. Essentially, a life insurance policy is a contract between the named insured and the insurance company wherein the insurance company agrees to pay an agreed upon sum of money to the insured's named beneficiary so long as the insured's premiums are current.

With a large population and the untapped market area of this population insurance happens to be a very big opportunity in India. Today it stands as a business growing at the rate of 15-20% annually. Together with banking services, it adds about 7 percent to the country's GDP. In spite of all this growth statistics of the penetration of the insurance in the country is very poor. Nearly 80% of Indian populations are without life insurance cover and the health insurance. This is an indicator that growth potential for the insurance sector is immense in India.

It was due to this immense growth that the regulations were introduced in the insurance sector and in continuation "Malhotra Committee" was constituted by the government in 1993 to examine the various aspects of the industry. The key element of the reform process was participation of overseas insurance companies with 26% capital. Creating a more competitive financial system suitable for the requirements of the economy was the main idea behind this reform.

Since then the insurance industry has gone through many changes. The liberalization of the industry the insurance industry has never looked back and today stand as one of the most competitive and exploring industry in India. The entry of the private players and the increased use of the new distribution are in the limelight today. The use of new distribution techniques and the IT tools has increased the scope of the industry in the longer run.

Insurance is the business of providing protection against financial aspects of risk, such as those to property, life health and legal liability. It is one method of a greater concept known as risk management –which is the need to manage uncertainty on account of exposure to loss, injury, disadvantage or destruction.

Insurance is the method of spreading and transfer of risk. The fortunate many who are exposed to some or similar risk shares loss of the unfortunate. Insurance does not protect the assets but only compensates the economic or financial loss.

In insurance the insured makes payment called “premiums” to an insurer, and in return is able to claim a payment from the insurer if the insured suffers a defined type of loss. This relationship is usually drawn up in a formal legal contract.

Insurance companies also earn investment profits, because they have the use of the premium money from the time they receive it until the time they need it to pay claims. This money is called the float. When the investments of float are successful, they may earn large profits, even if the insurance company pays out in claims every penny received as premiums. In fact, most insurance companies pay out more money than they receive in premiums. The excess amount that they pay to policyholders is the cost of float. An insurance company will profit if they invest the money at a greater return than their cost of float.

An insurance contract or policy will set out in detail the exact circumstances under which a benefit payment will be made and the amount of the premiums.

Classification of insurance

The insurance industry in India can broadly be classified into two parts. They are.

- 1) Life insurance.
- 2) Non-life (general) insurance.

1) **Life insurance:**

Life insurance can be defined as “life insurance provides a sum of money if the person who is insured dies while the policy is in effect”.

In 1818 British introduced to India, with the establishment of the oriental life insurance company in Calcutta. The first Indian owned Life Insurance Company; the Bombay mutual life assurance society was set up in 1870. the life insurance act, 1912 was the first statutory measure to regulate the life insurance business in India. In 1983, the earlier legislation was consolidated and amended by the insurance act, 1938, with comprehensive provisions for detailed effective control over insurance. The union government had opened the insurance sector for private participation in 1999, also allowing the private companies to have foreign equity up to 26%. Following the opening up of the insurance sector, 12 private sector companies have entered the life insurance business.

- **Benefits of life insurance**

- ✓ Life insurance encourages saving and forces thrift.
- ✓ It is superior to a traditional savings vehicle.
- ✓ It helps to achieve the purpose of life assured.
- ✓ It can be encashed and facilitates quick borrowing.
- ✓ It provides valuable tax relief.
- ✓ Thus insurance is found to be very useful in the lives of the person both in short term and long term.

- **Fundamental principles of life insurance contract;**

- ✓ Principle of utmost good faith:
 - ✓ “A positive duty to voluntarily disclose, accurately and fully, all facts, material to the risk being proposed whether requested or not”.
- ✓ Principle of insurable interest:
 - ✓ “Relationships with the subject matter (a person) which is recognized in law and gives legal right to insure that person”.

2) Non-life (general) Insurance:

Triton insurance co. ltd was the first general insurance company to be established in India in 1850, whose shares were mainly held by the British. The first general insurance company to be set up by an Indian was Indian mercantile insurance co. Ltd., which was established in 1907 . there emerged many a player on the Indian scene thereafter.

The general insurance business was nationalized after the promulgation of General Insurance Corporation (GIC) OF India undertook the post-nationalization general insurance business.

ICICI Prudential Life Insurance Company (ICICI Prudential Life) is a joint venture between ICICI Bank Ltd., India's largest private sector bank, and Prudential. ICICI Prudential Life was amongst the first private sector life insurance companies to begin operations in December 2000 after receiving approval from Insurance Regulatory Development Authority of India (IRDAI). ICICI Prudential Life's capital infused stands at Rs. 48.16 billion (as of March 31, 2015) with ICICI Bank Ltd. and Prudential holding 74% and 26% stake respectively. For the financial year 2015, the company garnered a total premium of Rs. 153.07 billion. The company has assets under management of Rs. 1001.83 billion as on March 31, 2015. For over a decade, ICICI Prudential Life has maintained its dominant position (on new business retail weighted basis) amongst private life insurers in the country, with an array of products to match the different life stage requirements of customer and enable them to achieve their long term financial goals.

1. COMPANY PROFILE



ICICI Prudential Life Insurance Company Limited (‘the Company’) a joint venture between **ICICI Bank Limited** and **Prudential plc of UK** was incorporated on July 20, 2000 as a company under the Companies Act, 1956 (‘the Act’). The Company is licensed by the Insurance Regulatory and Development Authority (‘IRDA’) for carrying life insurance business in India.

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank, a premier financial powerhouse and **prudential plc**, a leading international financial services group headquartered in the United Kingdom (UK). The company brings together the local market expertise and financial strength of ICICI Bank and Prudential’s International life insurance experience. The company was granted a certificate of Registration by the IRDA on November 24, 2000 and eighteen days later, issued its first policy on December 12. ICICI Prudential was amongst the first private sector insurance companies to begin operations in December 2000 after receiving approval from Insurance Regulatory Development Authority (IRDA).

From its early days, ICICI Prudential seemed to have the wherewithal for a large-scale business. By March 31, 2002, a little over a year since its launch, the company had issued 100,000 policies translating into premium income of approximately Rs. 1,200 million on a sum assured of over Rs.23 billion.

When the company began its operations, the need was to build a brand that was relatable to, symbolized trust and was easily recognized and understood. It launched a corporate campaign ICICI Prudential also made using the theme of ‘Sindoor’ to epitomize protection, trust, togetherness and all that is Indian; endearing itself to the masses. The success of the campaign, ‘the calling card of the company’ saw the brand awareness scores almost at par with its 40 year old competitor. The theme of protection was also extended to subsequent product and category specific campaigns –from child plans to retirement solutions –which highlight how the company will be with its customers at every step of life.

From day one, the company has unflinchingly focused on being mass-market player, developing products, creating a distribution network and deploying resources that would further its goal. Apart from ramping up thoroughly training its advisors, the company has twelve ‘Bancassurance’ partners –the largest in the country. It swiftly revised and added to its initial range of products, pioneering market-linked products and pension plans, to offer customers the most flexible life insurance policies in the country. In February 2004, ICICI Prudential increased its capital base by Rs. 500 million, its ninth capital hike, bringing the total paid –up equity capital to Rs. 6,750 million. With the authorized capital of the company standing at Rs. 12 billion, ICICI Prudential continues to have the highest capital base amongst all life insurers in the country. The challenge ICICI Prudential now faces is to retain its top-notch position and continue to deliver the finest life insurance and pension solutions to its ever-growing customer base.

ICICI Prudential’s equity base stands at Rs. 1185 crore with ICICI Bank and Prudential plc holding 74% and 26% stake respectively. For the year ended March 31, 2006, the company garnered Rs.2, 412 crore of weighted new business premium and wrote 837,963 policies. The sum assured in force stands at Rs.45, 888 crore.

The company has a network of over 72,000 advisors; as well as 9 bancassurance partners and over 200 corporate agent and broker tie-ups.

ICICI Prudential is also the only private life insurer in India to receive a National Insurer Financial Strength rating of AAA (Ind) from Fitch ratings. The AAA rating is the highest credit rating, and is a clear assurance of ICICI Prudential's ability to meet its obligations to customers at the time of maturity or claims.

For the past five years, ICICI Prudential has retained its position as the No.1 private insurer in the country, with a wide range of flexible products that meet the needs of the Indian customer at every step in life.

Beginning operations in December 2000, ICICI Prudential's success has been meteoric, becoming the number one private life insurer within months of launch. Today, it has one of the largest distribution networks amongst private life insurers in India, with branches in 54 cities. The total number of policies issued stands at more than 780,000 with a total sum assured in excess of Rs.160 billion.

ICICI Prudential closed the financial year ended March 31, 2004 with a total received premium income of Rs. 9.9 billion; up 135% last year's total premium income of Rs.4.20 billion. New business premium income shows a 106% growth at Rs. 7.5 billion, driven mainly by the company's range of unique unit-linked policies and pension plans. The company's retail market share amongst private companies stood at 36%, making it clear leader in the segment. To add to its achievements, in the year 2003/04 it was adjudged Most Trusted Private Life Insurer (Economic Times 'Most Trusted Brand Survey' by AC Nielsen ORG-MARG). It was also conferred the 'Outlook Money-Best Life Insurer' award for the second year running. The company is also proud to have won Silver at EFFIES 2003 for its 'Retire from work, not life' campaign. Notably, ICICI Prudential was also short-listed to the final round for its 'Sindoor' campaign in EFFIES 2002.

ICICI Prudential's success is rooted in its philosophy to always offer the customer a choice. This has been the driving force behind its multi-channel distribution strategy, which includes advisors, banks, direct marketing and corporate agents. Infact, ICICI Prudential was the first life insurer to invest in multiple channels and offer the customer choice and access; thus reducing dependency on any onechannel, great strides in the retirement solutions and pensions market.

The Company's penetration of the retirement market was driven by the focused approach towards creating awareness through sustained campaign; 'Retire from work, not life'. Within six months, the campaign rewarded ICICI Prudential with an increased share of 23% of the total pensions market and 78% amongst private players. ICICI Prudential has one of the largest distribution networks amongst private life insurers in India, having commenced operations in 132 cities and towns in India, stretching from Bhuj in the west to Guwahati in the east, and Jammu in the north to Trivandrum in the south.

The company has 9 bank partnerships for distribution, having agreements with ICICI Bank, Bank of India, Federal Bank, South Indian Bank, Lord Krishna Bank, and some co-operative banks, as well as over 200 corporate agents and brokers, it has also tied up with NGOs, MFIs and corporates for the distribution of rural policies.

ICICI Prudential has recruited and trained more than 72,000 insurance advisors to interface with and advise customers. Further, it leverages its state-of-the-art IT infrastructure to provide superior quality of service to customers.

About the Promoters

ICICI Bank (NYSE:IBN) is India's second largest bank with an asset base of Rs.2513.89 billion as on March 31, 2006. ICICI Bank provides a broad spectrum of financial services to individuals and companies. This includes mortgages, car and personal loans, credit and debit cards, corporate and agricultural finance. The Bank services a growing customer base of more than 17 million customers through a multi channel access network which includes over 620 branches and extension counters, 2200 ATMs, call centers and internet banking (www.icicibank.com)

PRUDENTIAL plc, Established in London in 1848, through its business in the UK and Europe, the US and Asia, provides retail financial services products and services to more than 16 million customers, policy holder and unit holders world wide. As of December 31, 2005, the company had over US\$ 400 billion in funds under management. Prudential has brought to market an integrated range of financial services products that now includes life assurance, pensions, mutual funds, banking, investment management and general insurance. In Asia, Prudential is the leading European life insurance company with a vast network of 23 life and mutual fund operations in twelve countries – China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam.

Achievements

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In Keeping with its belief that a happy customer is the best endorsement, ICICI Prudential has embraced the 'SIX SIGMA' approach to quality, an exercise that begins and ends with the customer from capturing his voice to measuring and responding to his experiences. This initiative is currently helping the company improve processes, turnaround times and customer satisfaction levels. Another Novel introduction is the ICICI Prudential Lifestyle Rewards Club, India's first rewards programme for Life Advisors; it allows ICICI Prudential Advisors to redeem points for items ranging from kitchenware to gold, white goods, and even international holidays.

Promotion

ICICI Prudential is a case study in how advertising and marketing can play a vital role in re-shaping an industry. It has demonstrated how an industry where the customer was nothing more than a policy number has changed to one where 'customer preference' rules the roost.

Brand-building in a complex category like life insurance is an uphill and multi-faceted task. At the time of launching operations, the communications task was to build credibility, so as to give the customer the confidence that it was 'a company that could be trusted to invest funds with'. The aim was to encourage people to view insurance not as a compulsory tax saving instrument, but as a means to lead a worry-free, secure life and in the process, create the differentiator for brand ICICI Prudential.

The brand proposition for all the campaigns was reflected in the line: ‘Suraksha: Zindagi ke har kadam par’. The campaign featured a significant competitive advantage, the sound financial backing and credentials of ICICI Prudential, and showcased products from different segments. The advertising idea was encapsulated in the symbol of protection –the ‘Sindoor’. This campaign contributed extensively to raising brand awareness and creating a distinctive identity for the company.

The Company recently tied up with the Forbes Six Sigma rated Dabbawalla organization in Mumbai for a direct marketing exercise. In a Unique effort to create awareness about a tax saving product, the company attached a creative of a bitten apple to Mumbai’s ubiquitous lunchboxes. It worked wonderfully with Mumbai’s office-goers and one that translated into substantial business for the company.

BRAND VALUES

Market Research reveals that the values people associate with ICICI Prudential are, indeed, those that the company hopes to project: lifelong protection and value for money. The core value is protecting your loved ones, throughout life’s ups and downs. It is a powerful proposition; one, which ICICI Prudential, is taking into the market place.

DISTRIBUTION SYSTEM

Tied Agency

Tied Agency is the largest distribution channel of ICICI Prudential, comprising a large advisor force that targets various customer segments. The strength of tied agency lies in an aggressive strategy of expanding and procuring quality business. With focus on sales & people development, tied agency has emerged as a robust, predictable and sustainable business model.

Bancassurance and Alliances

ICICI Prudential was a pioneer in offering life insurance solutions through banks and alliances. Within a short span of two years, and with nearly a large number of partners, B & A has emerged as a vital component of the company’s sales and distribution strategy, contributing to approximately one third of company’s total business.

The business philosophy at B&A is to leverage distribution synergies with our partners and add value to its customers as well as the partners. Flexibility, adaptation and experimenting with new ideas are the hallmarks of this channel.

CUSTOMER SERVICE AND OPERATIONS

The Operations department oils the work processes between the customer and the company to ensure consistent and quality service to the customer. To streamline the operations, the Operations department interfaces between the clients and the agents, the branches and the underwriters, and manages work processes.

The Vision at Customer Service is to deliver 'World Class Service' at every opportunity. Units such as the 9 to 9 contact centre, Outbound Call Centre, Customer Care and Query Resolution Unit are all committed to providing effective solutions to over lakhs of customers across the country.

Information Technology

The Information Technology function at ICICI Prudential is committed to enable business through the use of technology. It is segmented into 4 groups to enable highest levels of delivery to the customers: Life Asia Solutions Group that provides flexibility in designing better product offerings to end-users, the Solutions Group- Web that provides real-time information to customers and is responsible for customer relationship management, IT Architecture & Corporate Solutions Group is in charge of developing and maintaining a blueprint for the IT architecture for the enterprise as a whole. This team works as an in house R&D Solution Group, exploring new technological initiatives and also caters to information needs of corporate functions in the organization. IT Infrastructure group is responsible for providing hardware, software, network services to the whole organization.

This group runs the 'Digital Nervous System' of the Enterprise at the highest levels of efficiency and provide robust, scalable and highly available platform for deployment of business application.

Marketing

The Marketing function at ICICI Pru covers an array of activities - brand and media management, channel support, direct marketing and corporate communications. The Brand and Communications team is in charge of advertising, consumer research, media planning & buying and Public Relations; that helps develop and nurture ICICI Prudential's corporate identity while effectively communicating its varied product offerings to the customer. Channel marketing provides support to the sales force by streamlining the design and development of collaterals and sales tools across distribution channels. The Direct marketing team was set up to generate high quality leads for profitable business. The team achieves this through target database acquisition and communicating customized product information through e-mailers, telemarketing and innovative direct mailers.

Finance

Finance function in ICICI Prudential is committed to create an infrastructure that is aligned to shareholder expectations. Finance basically comprises of four functions. Corporate Planning and MIS provide feedback on business strategies. This includes driving the budgeting process, providing strategic inputs for decision-making and management reporting and analysis. The Accounts function includes preparation and maintenance of financial records, funds management, and expense processing and treasury operations. Compliance ensures that every action is within the regulatory framework. This includes reviewing compliance requirements and supporting the ethical framework of ICICI Pru life. Internal audit provides assurance to the management over the organizations' control framework and includes process risk management, information security assessment and business continuity assessment.

Human Resource

The people strategy of ICICI Prudential is “To build a committed team with a culture of innovation, learning and growth. The Human Resource Function at ICICI Prudential drives the people strategy of the business. With its initial focus on operational excellence to deliver benefits and services to staff members, HR is now committed to building capability through state of the art processes. A robust performance management system, compensation system and a segmented training architecture enable it to deliver value to the organization.

Business Excellence

The Business Excellence function is committed to building a quality mindset across the organization. ICICI Prudential is the first organization in the Insurance Industry that has adopted the Six Sigma Methodology for process efficiency and measurement. The team is also driving the Malcolm Baldrige framework across the organization, an intervention that examines management of key inputs for Business Excellence.

Bancassurance

One of the most significant advances in the financial services sector over the past couple of years has been the growth of Bancassurance – which, in simplest terms, means the distribution of insurance products through a bank’s distribution channels. In other words, Bancassurance is a service which can fulfill both banking and insurance needs at the same time.

Bancassurance as a concept first began in India with the opening up of the insurance industry to private sector participation in December 1999 which saw the entry of 20 new players - with 12 in the life insurance sector and 8 in the non-life sector. Bancassurance has also seen significant rise in other Asian markets. For example, Bancassurance accounted for 24% of new life insurance sales by ‘weighted’ premium income in Singapore in 2002. This is a significant increase on the equivalent 2001 statistic of 15% and is as a result of growth in significant bank- centric Bancassurance operations.

Although the concept of Bancassurance looks simple enough, it is far from that in real life practice. Legislative differences, consumer behavior, impact of history and culture, product complexity, employee work culture and many such other factors have contributed to significant differences in results across countries. For example, in France and Spain 60% to 80% of life insurance products are sold through bank branches compared to 10% in UK and USA.

Bancassurance Models

Globally we have 4 kinds of Bancassurance business models:

- Distribution alliance between the insurance company and the bank
- JV between the two
- Merger between bank and insurer
- Bank builds or buys own insurance products

Most of the Bancassurance operations in India fall into the first model, which in a way is quite a prudent decision. The Indian Bancassurance scene as of now looks as promising as perilous, being a vast, unexplored and uncharted expanse. As banks are quite risk averse, it is but natural for them to withhold from making any long term commitment, which would be quite costly if the Bancassurance business runs into trouble. In terms of the present regulatory framework, one bank can tie-up with only one life and one non-life insurer, while insurers have the choice to tie-up with any number of banks. We also have examples of joint ventures between the bank and insurer such as SBI Life and ICICI Prudential.

Stages in Policy Issuance

1) Proposal

A Proposal Stage is the First stage before the policy is issued at COPS. At this stage, the application form is received by COPS, but it is pending for issuance due to further clarifications required from the customer.

2) Login

A proposal which is complete i.e., duly filled with all necessary documents attached to it & accepted by the Branch ops, is called a Login

3) Reject

An Application gets rejected at the Branch Ops level due to necessary details not filled in the form or necessary documents not submitted is a Reject. It is then sent back to the Advisor for completion.

4) Issuance

Issuance means a policy that is issued to the Customer by Central Ops.

5) Decline Status

When a customer refuses to take a policy post login but before Issuance is called a Decline

6) Cancellation

When the cheque given by the customer bounces, it amounts to cancellation of the policy.

7) Lapse

A policy for which the Customer fails to pay subsequent premiums is a Lapsed Policy.

8) Freelook

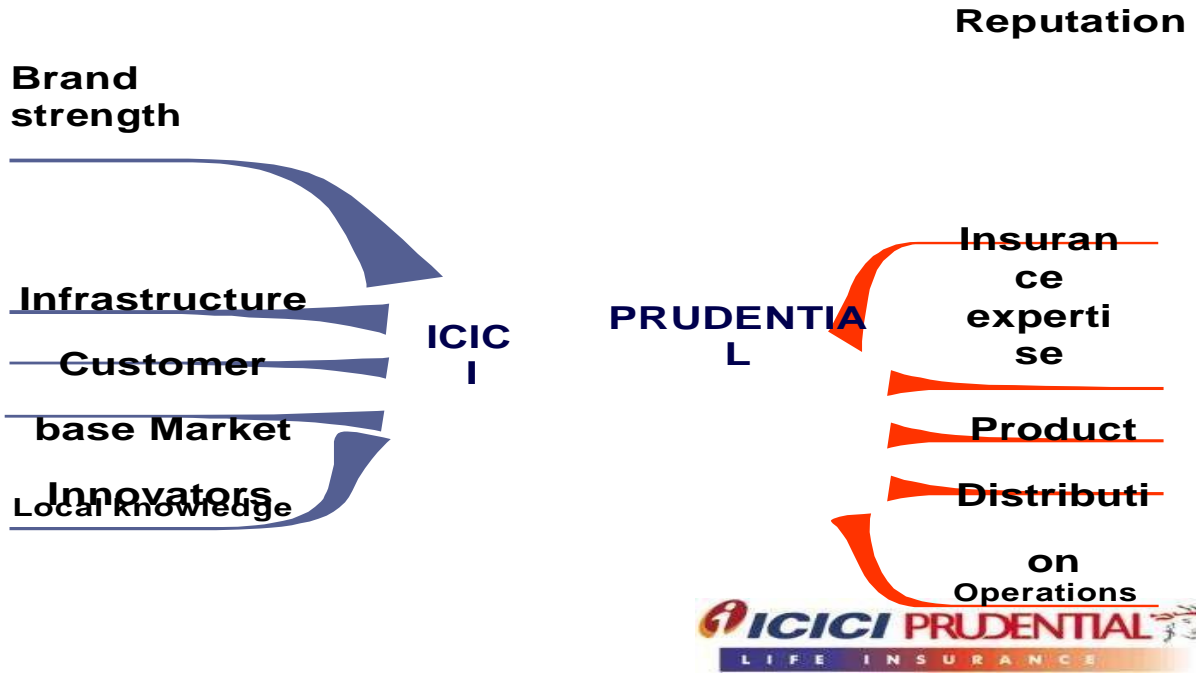
Post issuance of the policy, the policyholder has the option to turn down the policy within 15 days from the date of issuance. This period of 15 days is called Freelook Period.

9) Surrender:

When a customer wants to discontinue with the policy.

The joint strengths

A powerful joint venture partnership with each carrying a set of strengths complementing each others



AIM OBJECTIVES OF STUDY AND HYPOTHESIS

AIM:

- The company's vision is to make ICICI Prudential the dominant life and pension Player built on trust by world-class people and services.
- Hope to achieve this by Understanding the needs of customers and offering them superior Products and Services. Leveraging technology to service the customers quickly, efficiently and conveniently.
- Developing and implementing superior Ur deal in risk management And Investing strategies to offer sustainable and stable return to the Policy holders.
- Providing an environment to foster growth and learning of our employees And above all building transparency in organizations.

OBJECTIVES:

- Comprehensive life cover on the payment of affordable premium
- Includes both Death Benefit and Maturity/Survival Benefit
- Serves the dual purpose of life cover and investment, enabling you to plan multiple financial objectives well in advance
- Tax benefits applicable on premium payment as per Section 80C and maturity benefits under Section 10(10D) of the Income Tax Act, 1961
- Life insurance retirement plans help you to strategically plan your retirement fund.
- Offers a free look Period of – (i) 15 days from the date of receiving the ICICI Prudential Life Insurance policy, if the policy has not been purchased through Distance Marketing, and (ii) 30 days from the date of receiving the policy, in case of electronic policy purchase or is purchased through Distance Marketing

HYPOTHESIS

- HYPOTHESIS

H0: people are NOT aware of the ICICI life insurance.

H1: people are aware of ICICI life insurance.

RESEARCH METHODOLOGY

Research in common parlance refers to a search for knowledge. One can also define it as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge".

Redman and Mory define research as "systematized effort to gain new knowledge". Some people consider research as movement, a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness for, when the unknown confronts us. We wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man enjoys for obtaining the knowledge of whatever the unknown can be termed as research. Research is an academic activity and such the term should be used in a technical sense. According to Clifford Woody, research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Research is thus an original contribution to the existing stock of knowledge making for its advancement.

Selecting the problem: - The research problem undertaken for study must be carefully selected. The task is a difficult one although it may not appear to be so. Help may be taken from a research guide in this connection. Nevertheless, every researcher must find out his own salvation for research problems cannot be borrowed. A problem must spring from the researchers mind like a plant 11 springing from its own seed if our eyes need glasses, it is not the optician alone who decides about the number of the lenses we require. We have seen ourselves ad enable him to prescribe for us the right number by co-operating with him. Thus a research guide can at the most only a help researcher choose a subject.

Statement of problem :- The present study is entitled as of critical studyof progress. An ICICI Prudential Life Insurance Company Ltd. With special reference to branches in Kolhapur. Now days various private companies entered into insurance sector. Hence, there is a tough competition. Then what is the role of ICICI Prudential Life Insurance Company Ltd. In present status of market we make critical

RESEARCH DESIGN:

Research Design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection, measurement and analysis of data. The design used for carrying out this research is **Descriptive**.

DATA TYPE: In this research the type of data collection is

- **Primary data**
- **Secondary data**

DATA SOURCE: The sources of collection of primary data data are:

- **Questionnaire**
- **Discussions**
- **Interviews**

- **SAMPLING PLAN:** It is very difficult to collect information from every member of a population .As time and costs are the major limitation that the researcher faces . A sample of **100** was taken the sample size of 100 individuals were selected on the basis of convenient sampling technique. The individuals were selected in the random manner to form sample anddata were collected from them for the research study.

DATA COLLECTION

Methods of data collection:

The task of data collection begins after a research problem has been defined. While deciding about the method of data collection to be used for the study, the researcher keep in mind two types of data namely primary and secondary. The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. The secondary data on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. The researcher would have to decide which sort of data he would be using (thus collecting) for his study and accordingly he will have to select one or the other method of data collection. The methods of collecting primary and secondary data differ since primary data are to be originally collected while in case of secondary data the nature of data collection work is merely that of compilation.

DIFFERENT METHODS OF COLLECTING DATA

There are two types of data collection

1. Primary data
2. Secondary data

1) Primary Data:

Primary data can be collected either through experiment or through survey. If the researcher conducts an experiment he observes some quantitative measurements or the data with the help of which he examines the truth contained in his hypothesis.

The primary data will be collected by the following sources:

- a) Questionnaires.
- b) Interviews
- c) Discussions

2) Secondary Data:

Secondary data means data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data then he has to look into various sources from where he can obtain them. Researcher must be very careful in using secondary data. He must make a minute scrutiny because it is just possible that the secondary data may be unsuitable or may be inadequate in the context of the problem which the researcher wants to study. Secondary data will be collected from published sources like official publication, reports of committees, Research institutes, news papers, magazines.

1.2 SCOPE:

- 1.** It is useful for the management.
- 2.** gives information to the investors about the earning capacity of the Business.
- 3.** With the help of Ratio Analysis comparison of profitability and financial Soundness can be made.
- 4.** Current year's ratios are compared with those of previous years and if some Weak spots are located remedial measures are taken to correct them.
- 5.** It gives information to the financial institution for providing the finance to the company.

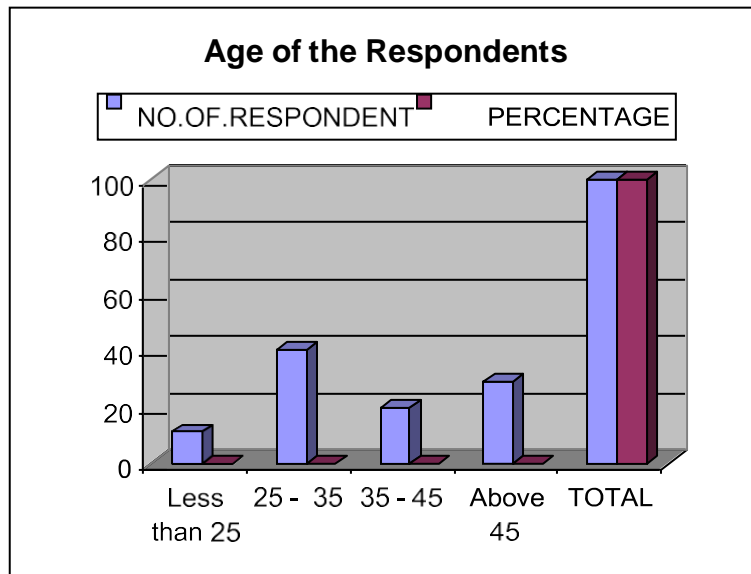
LIMITATIONS:

- 1.** Study is largely based on secondary published information.
- 2.** Insufficient time available for the study and submission of the report.
- 3.** It depends on past information.
- 4.** Only the last 5 years data is considered for the study
- 5.** Only limited sample size had been considered for the and therefore, Theconclusions drawn based on this may not be a reflection of the entire

ANALYSIS OF DATA AND HYPOTHESIS TESTING

1. Age of the respondents

PARTICTULARS	NO.OF. RESPONDENT	PERCENTAGE
Less than 25	11	11%
25 - 35	40	40%
35 - 45	20	20%
Above 45	29	29%
TOTAL	100	100



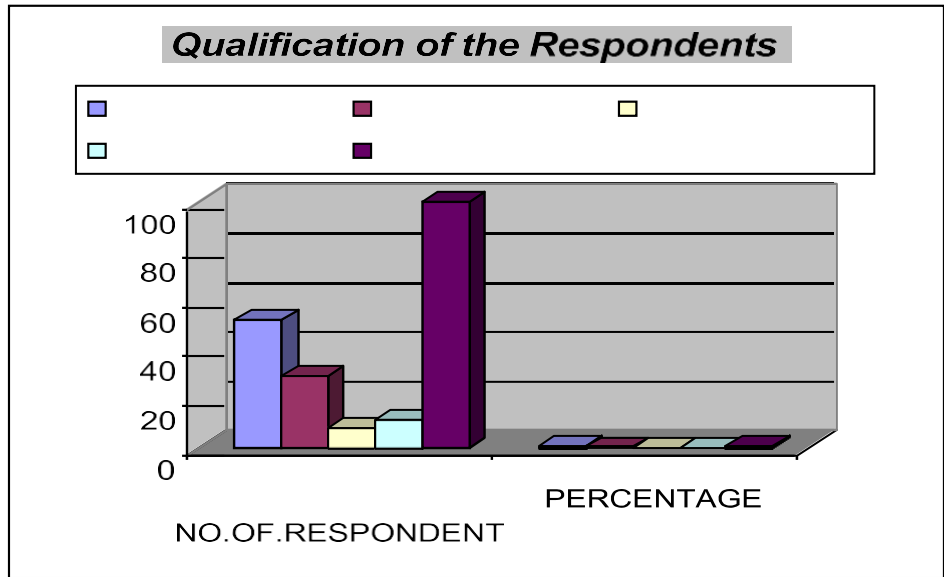
ANALYSIS:

From the survey it was found that amongst 100 respondents

- a) 11% of the respondents are less than 25 years old.
- b) 40% of the respondents are between 25 and 35 years of age.
- c) 20% of the respondents are between 35 and 45 years of age.
- d) 29% of the respondents are more than 45 years of age.

2. Qualification of the respondents.

PARTICUALR	NO.OF.RESPONDENT	PERCENTAGE
Graduate	52	52%
Post Graduate	29	29%
Diploma	8	8%
Other discipline	11	11%
TOTAL	100	100%



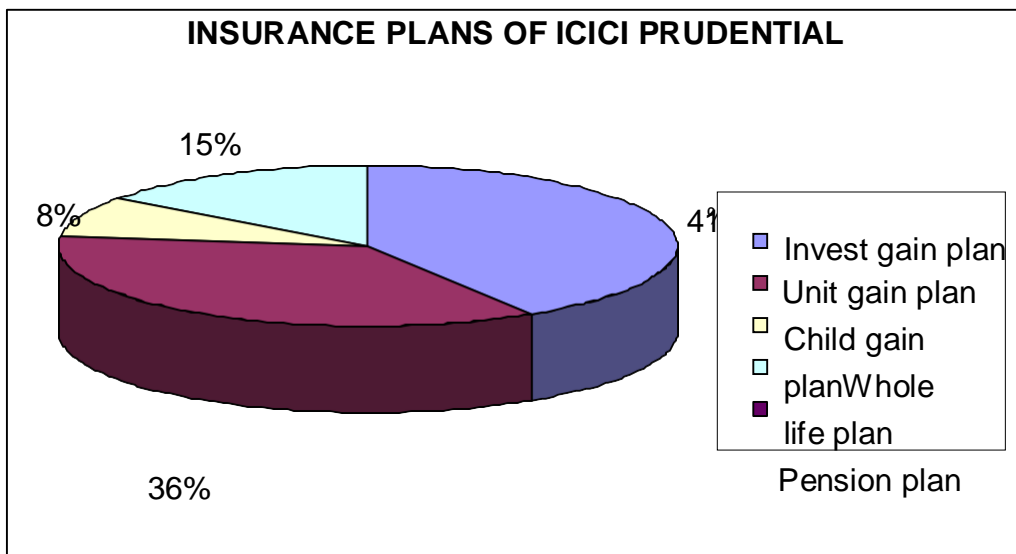
ANALYSIS:

From the survey it was found that amongst 100 respondents

- a) 52% of the respondents were graduate
- b) 29% of the respondents were post graduate
- c) 8% of the respondents were diploma
- d) 10% of the respondents were other discipline

Respondents who are under different plans of ICICI Prudential life Insurance co.

PARTICULARS	NO.OF.RESPONDENT	PERCENTAGE
Invest gain plan	41	41%
Unit gain plan	36	36%
Child gain plan	8	8%
Whole life plan	15	15%
Pension plan	No	No
TOTAL	100	100%



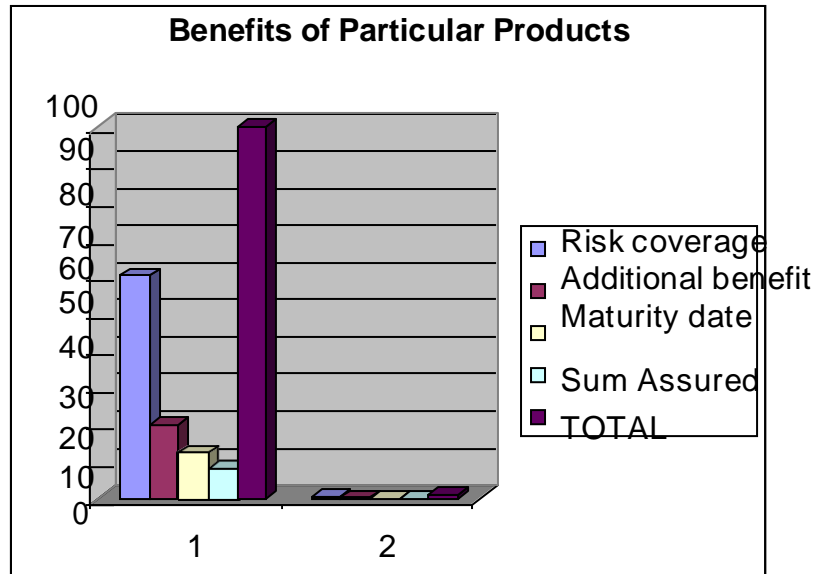
ANALYSIS:

From the survey it was found that amongst 100 respondents

- a) 41% of the respondents are under invest gain plan
- b) 36% of the respondents are under unit gain plan
- c) 8% of the respondents are child gain plan
- d) 15% of the respondents are whole life plan
- e) No body under pension plan

Respondents benefits of choosing the particular products .

PARTICULARS	NO.OF.RESPONDENT	PERCENTAGE
Risk coverage	60	60%
Additional benefit	20	20%
Maturity date	12	12%
Sum Assured	8	8%
TOTAL	100	100%

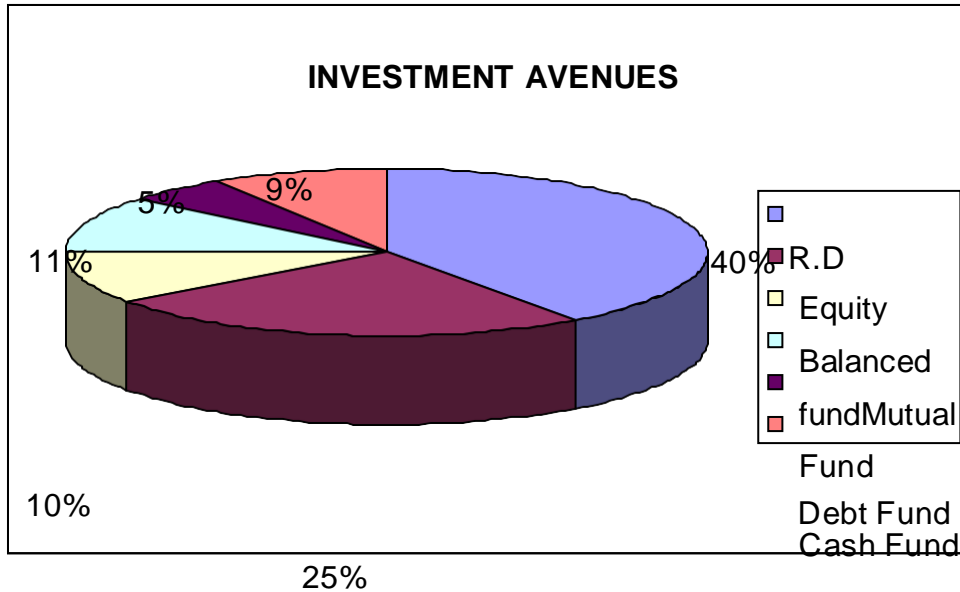


ANALYSIS:

- a) 36% of the respondents say that a benefit of choosing the particular Product is for Safety of life.
- b) 20% of the respondents say that a benefit of choosing the particular products is for additional benefit to family
- c) 12% of the respondents say that a benefit of choosing the particular products is for maturity date
- d) 8% of the respondents say that a benefit of choosing the particular products is for sum assured

Respondents who wants to invest in these different avenues

PARTICUALRS	NO.OF.RESPONDENT	PERCENTAGE
Recurring Deposit	40	40%
Equity Fund	25	25%
Balanced Fund	10	10%
Mutual Fund	11	11%
Debt Fund	5	5%
Cash Fund	9	9%
TOTAL	100	100%



ANALYSIS:

From the survey it was found amongst 100 respondents

- a) 40% of respondents say that they want to invest in R.D
- b) 25% of respondents say that they want to invest in equity
- c) 10% of respondents say that they want to invest in balancedfund
- d) 11% of respondents say that they want to invest in mutualfund
- e) 5% of respondents say that they want to invest in debt market
- f) 9% of respondents say that they want to invest in cash

FINDINGS

On an analysis and evaluation of the data collected from the respondents the following findings were found.

- Total 100 respondents have been approached out of which 75 are the potential respondents who have shown interest for investment and finance plan.
- Above 20% of respondents are shown interest for investment and financial plan.
- About 33.33% of respondents are not interested to give their personal records.
- About 12.67% of respondents have already been covered by other insurance companies.
- About 10% of respondents have given invalid records.
- About 10% of respondents are newly employed or trainees.
- About 10% of respondents interested in investment plan after knowing ICICI PRUDENTIAL LIFE INSURANCE products.

CONCLUSION

It can be concluded that most of the respondents have selected the ICICI Prudential Life Insurance for security and better customer service. It is also clear that the personal factors like Gender, Age, Occupation, Size of the family, and Annual income influence the level of satisfaction and have most of the respondents have to selected the ICICI prudential. From the percentage analysis it is clear that the respondent's occupation, Annual income and gender are the most influencing factors in the selection of policies from ICICI prudential. Age, qualification and No. of children of the respondent are the factors which have least influence in availing policies. From the survey it is found that the respondents are satisfied about the customer services of ICICI prudential. They expect that if services are further improved, certainly the company would achieve new heights. Satisfied customer would recommend others to avail ICICI prudential policies. Besides, they also expect that new products and innovative schemes to be launched in order to retain its existing customers and also to attract new customers

SUGGESTIONS

- 1)** Based on findings, the researcher gives the following suggestion to improve the performance of ICICI Prudential.
- 2)** In case of ICICI Prudential, to get more perception of the respondents, ICICI it has to launch attractive policies.
- 3)** It has to offer value addition for the proposed policies.
- 4)** The company must make wide publish through various media about its produces about its products and schemes.
- 5)** The promotional efforts should be made with the help of the Agent. So that it can be easily reach the prospective buyers of Insurance.
- 6)** Premium advice should be send periodically and the mode of premium payment should be convenient from the insured point of view.
- 7)** The Forms and the Policy Documents should be printed in vernacular language.

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ANNEXURE

1. Age of the respondents ?
 - a. Less than 25
 - b. 25 - 35
 - c. 35 – 45
 - d. Above 45

2. Qualification of the respondents ?
 - a. Graduate
 - b. Post Graduate
 - c. Other Discipline
 - d. Diploma