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Institute of Management, Nirma University

SUMMER INTERNSHIP PROJECT REPORT

On



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Submitted to:	Prof Bhavesh Patel

DECLARATION

I **Pratik Malviya** accept that this project titled “**A Study on Investment Options and Investors Attitude towards Investment in Private Insurance Companies**” is done by me under the guidance of **Mr. Harsh Yadav**. I also declare that this project is used as a part of our course, and has not been submitted in any of the universities with the same or different titles. Moreover, work that has been used from other sources has been mentioned in references.

ACKNOWLEDGEMENT

I would like to convey my gratitude to **Mr. Harsh Yadav** (Manager, Insplore Consultants), who has supported me throughout with patience and immense knowledge. I would not be able to finish this project without his guidance and encouragement. I have gained lateral and in-depth knowledge of the assigned topics due to this Summer Internship. Also, I would like to thank **Prof Bhavesh Patel** (faculty mentor) who has helped me during my summer internship and with the preparation of my Final Report. I would also like to extend my thanks to the Institute for giving me such a wonderful opportunity to work with such a great organization.

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EXECUTIVE SUMMARY (300 WORDS)

The internship was about the research on investment options available in India and the attitude of customers towards private insurance companies for Insplore TLS Consultants Private Limited in an eight-week period. Insplore Consultants is an individual company founded in 2018. It is registered at the Registrar of Companies, New Delhi. Providing Financial Advisory and Portfolio management for the clients is a core activity of Insplore Consultants that provides customers and partners with a variety of solutions in the areas of consulting, Investment and financial services. Insplore Consultants also provides recruitment and talent acquisition partner for many companies. Insplore employs interns and provides short- and long-term internships throughout the year. They assign them a separate manager to provide rigorous training to teach them basic industry knowledge. Insplore is also a corporate channel for India first life Insurance. It sells life insurance products for India First Life Insurance. The internship consisted of three parts. First, Sale of the product “Maha Jeevan Plan” by India First Life Insurance. Second, Learn and have a deep knowledge of different Investment Options available in India. Third, Research on customers' attitude towards private insurance companies. Research was done using survey on 30 individuals and collecting data about their profile and preferences. Several Parameters were taken for survey such as age, income, Employment status, Years of experience, influencers, savings objective, risk profile, portfolio of respondents, etc. The project had several tasks which were to be reported daily to the Manager, such as lead generation and pitching of the Insurance product, collecting data of the individuals and updating the DSR sheet. Finally, the collected data was analysed using tables and charts. A conclusion was then derived which can help the insurance companies to understand their existing/potential customers and further plan products accordingly.

PART A

PROFILE OF THE ORGANISATION

- **ABOUT THE COMPANY:**

Age: Founded in 2018 and is now 2 years old.

As a preferred talent acquisition partner and financial advisory specialist, Insplore Consultants flourishes and has become a dynamic organization dedicated in providing employees with a friendly work culture to provide employees with sufficient work time.

The organization has a professional team dedicated to providing financial and human resources solutions to large companies and helping to create investment portfolios to survive, especially when investment problems arise.

Leading Indian companies and multinational companies prefer Insplore as their talent acquisition partner, because the organization acts as a link between talented candidates and job seekers and helps them find each other. Their business motto is: **We Inspire, You Explore.**

Timely adaptation to the changing environment has always been the organization's method of working to deal with any uncertainty. The company understands the importance of taking the right actions at the right time and implements the corresponding measures to deal with the dynamic environment.

MISSION OF THE ORGANIZATION:

To provide best wealth management advice through honest financial solutions as well as inspire the candidates to explore job opportunities across various industrial sector.

VISION OF THE ORGANIZATION:

To become the most trusted financial advisor as well as most valuable recruitment service provider.

• **SERVICES OFFERED BY THE ORGANISATION:**

1. Financial Advisory: The company is committed to simplifying data by classifying it in the financial statements of related customers. 2 methods of analysis are used by the organization-

-Horizontal Analysis and Vertical Analysis

2. Portfolio Management: Insplore chooses the right investment strategy for the client according to the investor's budget, income and convenient term, and obtains maximum return with minimal risk. The organization offers the following:

-Active and Passive Portfolio Management

-Discretionary and Non-Discretionary Portfolio Management services

3. Recruitment: The organization's culture and its business objectives and their analysis are factors that allow the company to develop its own personalized strategy. Insplore experts provide valuable advice on the following issues related to recruitment:

-Search for Candidates

-Immigration

-Coordination of Interview

-Employment Contract

-Profiling

-Advisory Service

4. Internship Program: Insplore offers internships at the national and international levels. The organization's training specialists include technical and regulatory training specialists, high school teachers and university lecturers. They also developed training manuals, provided online and electronic training resources and even conducted training needs analysis.

5. Tax Advisory: The tax-saving solutions provided by the company can help companies reduce rates, designed to make money by investing in stocks. Therefore, Insplore can help meet these small desires with the tax savings that customers have.

6. Professional Skills Development: Insplore's professional skills development program was developed to improve personal performance and employability and help them develop their careers in some way.

PART B

PROJECT WORK

INTRODUCTION: -

AREA OF WORK (PROJECT PROFILE):

Research work along with study and analysis of Investment options in the market and the attitude of customers towards private insurance companies.

ABOUT PROJECT: -

Project is inclined towards the Research on Investment options available in India and sales of India First Life Insurance product “MahaJeevan Life Insurance”

The whole idea is to have the customers preferences and their view towards private insurance products. Some of the basic activities that are done are: -

1. Lead Generation
2. Provide life Insurance and Health insurance product according to customer preferences
3. Collecting primary data from the customers info and their preferences of investment
4. Presenting the data using graphs and figures.
5. Analyse the collected data and provide a conclusion

A. INVESTMENT OPTIONS: -

1. Bank FDs:

Fixed deposits are investment tools provided by banks and non-bank financial companies, to which you can deposit at a higher interest rate than savings accounts. You can keep a fixed deposit at a time, within a specific period, the specific amount depends on each financial institution. After the money is invested with trusted funds, it will start earning interest based on the term of the deposit. Generally, the case of FD is that you cannot withdraw money before maturity, but you can withdraw money after paying a fine.

2. Stock Market:

The stock market, equity market or share market is a collection of buyers and sellers of shares, representing the company's ownership requirements; these may include securities listed on public stock exchanges and shares that are traded only privately, such as shares of a private company that are sold to investors through the equity crowdfunding platform. Investments in the stock market are generally made through brokers and electronic trading platforms. To invest directly in stocks, it is necessary to open a demat account.

Most transactions in the Indian stock market are carried out on its two stock exchanges: the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). BSE has been established since 1875. On the other hand, the NSE was created in 1992 and started to operate in 1994. However, the two exchanges follow the same trading mechanism, trading hours and settlement procedures, but both exchanges are competing for order flow, reducing costs, improving market efficiency and innovation. The existence of arbitrators keeps the prices of the two stock exchanges within a very narrow range.

3. PPF:

The PPF or public pension fund is a tax-free savings plan provided by the Indian government, in which interest on the account is set quarterly and paid by the government. The interest rate applicable to the PPF in the first quarter of 2020-21 (that is, from April 1, 2020 to June 30, 2020) is fixed at 7.1%. The interest rate from January 2020 to March 2020 is 7.9%.

PPF is a fixed income investment. The interest rate on the PPF account is reported quarterly by the central government. PPF interest is calculated every month, from the end of the fifth day to the last day of the month, and the minimum balance is calculated for the purpose of calculating interest. However, only the amount deposited in the account before the 5th of the month is considered. Therefore, if any money is deposited on the 6th of each month, the interest amount will not be paid.

in the corresponding month. Therefore, it is recommended to deposit between the 1st and the 5th of each month to maximize the profit.

4. Mutual Funds:

Mutual funds are a mechanism for pooling resources by issuing units to investors and investing funds in securities based on the goals disclosed in the offering documents. Investment in securities is spread across various fields in all walks of life, thereby reducing risks. Diversification reduces risk, because all stocks may not move in the same direction and in the same proportion at the same time. Mutual funds issue units to investors based on the amount of funds invested by investors. Investment fund investors are called unit holders. Profits or losses are allocated by investors in proportion to their investment. Investment funds generally launch many plans with different investment objectives, and these plans will be launched from time to time. Mutual funds must be registered with the Securities and Exchange Commission of India (SEBI), which oversees the securities market before collecting funds from the public.

5. Real Estate:

Real estate investment refers to the purchase of property as an investment to generate income, instead of using it as a primary residence. In simple terms, it can be understood as any land, building, infrastructure and other tangible properties that are generally immovable, but transferable.

6. Gold:

Gold in the form of jewellery is not only used as a wearable device, but also as a tool to respond to financial emergencies. Therefore, for many years, buying gold has been a traditional system of financial support. There are several ways to own physical objects and gold paper. In fact, you can buy in the form of jewellery, coins and gold bars. For paper gold, you can use stock exchange traded funds (ETF) and sovereign gold bonds (SGB). Then there are gold mutual funds (funds), which invest even more in gold ETFs. There are MF gold (funds of funds) invested in the shares of international gold mining companies. To buy physical gold, you can contact a nearby jeweller. Few jewellers can place orders on their websites. In addition, there are e-commerce sites such as Amazon India, Paytm and Snapdeal, where people can buy gold coins online to get them home delivered.

7. Insurance:

Insurance is a contract represented by an insurance policy in which an individual or entity obtains financial protection or compensation for losses from an insurance company. The company shares the risks of customers, facilitating payment by the insured. The insurance policy is used to protect the risk of financial losses, large or small, which may be caused by damage to the insured or his property or damage or injury to third parties. Core components of most insurance policies are the deductible, policy limit & premium.

There are many variations of life insurance plans, but they are generally divided into two categories: permanent and regular. The function of a regular policy is similar to other types of policies you may have: you pay money every month. If something bad happens in this case, your early death, you will be paid. On the other hand, permanent life insurance has an investment component that allows policyholders to accumulate cash value. When you hear financial advisers, or life insurance agent often advocate life insurance as an investment, they refer to the part of the cash value of permanent life insurance and the ways you can invest and borrow this money.

8. Post Office:

The India Post, which controls the country's postal chain, also offers investors several deposit channels, commonly known as postal savings plans. The purpose of introducing these plans is to provide investment channels and instil economic discipline in Indians of all economic classes. Each post office offers these savings plans so that individuals across India can easily apply and register. Currently there are 9 postal savings schemes available:

- **Public Provident Fund (PPF)**
- **National Savings Certificate (NSC)**
- **Post Office Monthly Income Scheme**
- **Sukanya Samriddhi Account**
- **Senior Citizen Savings Scheme**
- **Post Office Savings Account**
- **5-Year Post Office Recurring Deposit Account**
- **Post Office Time Deposit Account**
- **Kisan Vikas Patra (KVP)**

9. Government Bond: These are financial instruments and bonds issued by the government to raise public loans. The purpose of obtaining government bonds is to finance major projects and budget deficits. Government bonds include bearer bonds, promissory notes, securities held in accounting accounts, etc. These can take the form of dated government bonds or treasury bills.

Under normal circumstances, the government finances of each country / region are operations, infrastructure construction, national defence and public spending. These revenues are derived from direct and indirect taxes, as well as from individuals and companies, sales of goods and services, imports, etc. tax. In many cases, the revenue generated by the government may not be sufficient to support your public spending and infrastructure investment needs; therefore, the government can make up for this gap by raising funds from the public and issuing government bonds in return. Therefore, government-issued bonds mainly finance part of government spending and capital infrastructure needs.

B. RESEARCH ON CUSTOMER'S ATTITUDE TOWARDS PRIVATE INSURANCE COMPANIES

NATURE OF PROBLEM: -

The topic " A Study on Investment Options and Investors Attitude Towards Investment in Private Insurance Companies " was chosen specifically to understand why a large proportion of Indians did not invest in the insurance industry. The growth prospects for the Indian insurance sector are high, as approximately 80% of the population is uninsured. The developed insurance industry is in fact not only necessary to strengthen economic development, but also to provide protection, and may even mitigate investors' risks. The problem that can be identified in insurance in particular is that people do not know much about the type of policy they should choose or the plan that suits them best.

Therefore, compared to other investment options, investment in private insurance companies is slow. For investors, it is important to realize that investment insurance is not only a good option for obtaining life insurance and security protection, but also a good option for diversifying your investment portfolio. Putting money into several possible alternatives will help investors to reduce risk and expand their capital. Investors' investment attitudes are also motivated by several internal and external factors, so they should always keep these problems in mind when influencing personal investment insurance and various other investment options.

To have a huge impact in a country where most people already believe in economics, it will be much easier for the insurance industry to convince them to invest in private insurance companies, because a variety of insurance plans can meet unique needs. insurance companies. investor. The focus on developing a knowledge-based culture will also help the industry to develop and attract investment from key segments of society.

OBJECTIVES OF STUDY: -

The main objectives of the study are as follows:

1. Analyse the investor's level of knowledge about the various investment options available in India.
2. Research investors' attitudes and trends towards various investment options, especially the private insurance sector.
3. Check the factors that can affect the investment decision.

4. Review the risk-return preferences of insurance investors.
5. Study the socioeconomic status of Indian investors.
6. Recognize problems related to investor insurance and provide appropriate suggestions.

UTILITY OF STUDY: -

- To provide advice and inspiration, in addition to providing in-depth knowledge about the various investment options available in India, their respective characteristics and incidental risks.
- To bring investments and future guarantees.
- To understand investors' preferences for changing tastes and patterns, even though the epidemic has adversely affected the world.
- how evolution has made society a little risky and, gradually, they tend to make private insurance companies get rich returns when they need it.
- As people change their models and concepts, seeing insurance as a great investment option will help to develop a lot in the future.

RESEARCH WORK AND METHODOLOGY: -

APPROACH

The research comprised of collecting data based on different parameters and then grouping them into various groups and analyzing the data. The information gathered was as follows:

- **Level of Interest** – Three different levels of Interest were formed in which the responses were recorded. These were Interested, Neutral, Not-Interested. This is the attitude of the customers derived from the investments they made or their interest in investing in insurance.
- **Portfolio of the respondents** – One another qualitative feature on which the customers were categorized is the investment portfolio of the respondents. Bank deposits, Post Office Schemes, Shares/Bonds/Debentures, Mutual funds, Life Insurance, Real Estate and Gold were some of the categories in which the customers were categorized.
- **Age of respondents** – While gathering information from the customers, their age was asked which is quantitative in nature. The customers were divided into four age groups starting from below 25 years, 26-35 years, 36-45 years, 46-55 years and above 55 years.
- **Income wise classification** – Different income groups were formed and the customers were divided into them according to their monthly income level. The different categories of income were

below Rs. 25000, Rs. 25000 to Rs. 50000, Rs. 50000 to Rs. 80,000 and above Rs. 80,000. This classification was quantitative in nature.

- **Years of Experience** – In this, customers were divided into 4 categories on the basis of their work-experience. The different categories, which were specified are: Freshers (With no work-ex), Entry-level Professionals (With 6 months – 2 years' experience), Mid-level Professionals (With 2 years' experience – 7 years' experience), Senior-level Professionals (With 7 years' experience or more).
- **Employment status** – This group gave customers 4 options to choose from – Worker, Employee, Business-man and Others. This was one of those qualitative features the research was based on.
- **Saving objective** – One of the information gathered from the customers was their saving objective behind the investment they made in different forms. According to the responses gathered, 6 types of categories were made in which the responses were divided accordingly. These 6 categories were – Children's education, Growth plan, Retirement plan, Health care expenses, Home purchases and others.
- **Risk wise classification** – There were different risk preference of the customers and these were categorized accordingly. Three types of responses were gathered – Low risk, Medium risk and High risk. The customers were divided into their respective groups according to their responses.
- **List of Influencers for the Investment** – The other category in which the clients were divided was the list of Influencers who provide advises to them. There were 4 types of responses gathered which are Friends/ relatives, Financial consultants, Advertisements/Articles & Others (Portfolio Departments in Banks, Investment Institutions, Self-Research etc.)

SOURCES OF DATA:

The main source of data collection was primary in nature. The data for this research was collected from primary sources. No secondary source has been used in the collection of data for the research. The main sources from where the information was gathered was lead generation from interns' own records, calling

METHOD OF DATA COLLECTION

The method of data collection was informal interviews via phone calls and video calls. Due to the current pandemic situation, the physical reach to the respondents was unsafe so, all the information was gathered through surveys. Informal interviews were taken from the customers and the required information was gathered. Video calls were given the preference but in case the customer is not comfortable so phone call was chosen as the second-best alternative. Also, these types of data collection method allow for direct human interaction which allows for more understanding of respondents.

SIZE OF SAMPLE AND METHOD OF SAMPLING

The sample size of this study is limited to 30 by interns, to simplify the research used to analyze and generate results. To conduct this survey, simple method of random sampling was used and the pre-tested timeline "DSR" provided by our company was used to collect data from respondents.

METHOD OF DATA ANALYSIS

The collected primary data were analyzed and interpreted by using some of the statistical tools such as:

- Simple percentage Analysis
- DSR- Demand Signal Repository (Excel Spreadsheets)
- Graphs (Bar Charts, Pie-Charts)

CONTEXT OF INDUSTRY PROBLEM

As major economic reforms have affected almost every sector, the Indian economy has been changing for the past 10 to 12 years. The insurance sector is the most important sector exposed to the paradigm of transition from a hybrid economic organization to a market organization. Due to the transformation of the insurance industry from a public monopoly to a competitive environment, new participants and customers in the insurance industry are facing interesting challenges.

- **Corporate Governance –**

The quality of corporate governance is also a challenge for insurers to establish a benchmark for organizational success.

Lack of understanding of the complexity of assessing customer needs. This is important because the policies are recommended to customers without checking their suitability and requirements.

- **Customer Relationship Management –**

Environmental factors and internal personal desires can affect customer behaviour. These environmental factors include the company's efforts to manage customer satisfaction, insurance consultants' opinions, demographic data and socioeconomic factors.

The transition from customer relationship management to value-based customer relationships doesn't matter.

Indian insurance companies face the challenge of maintaining customer confidence and interest through flexible pricing structures. This is because of the medium level of insurance and risk distribution businesses.

- **Distribution of Products –**

The introduction of innovative products and distribution channels to enter the insurance market is an important issue for the insurance business. The focus of pricing, risk management, allocation and investment decisions are to harness India's untapped potential and somehow cover the masses in urban, semi-urban and rural areas.

In addition to the traditional packaged agent channel (which is the most important distribution channel), insurance consultants also need to find new and innovative ways to deliver products to the public.

- **Risk Management –**

In the country's economic scenario, the risk profile has undergone major changes as the environment changes. Due to globalization, multinational companies have entered all possible sectors of the country, so that income levels, especially those of the middle class, have increased.

- **Human Resource Management –**

In the global market of competition between countries, large mature and globally renowned companies have entered the insurance market. As international participants, they have the ability to influence the market. Therefore, a great challenge is presented to improve human resources capacities.

- **Untapped Market Segments –**

Customer education is the main reason for the difficulty of entering semi-urban and rural areas. The focus of pricing, risk management, allocation and investment decisions are to harness India's untapped potential and somehow cover the masses in urban, semi-urban and rural areas.

- **Managing the Regulatory Authority –**

As competition intensifies, customers become more vulnerable to unpredictable changes in the market. Therefore, regulators must perform a dual task to ensure compliance with insurance principles and practices and to verify that insurance companies have sufficient financial resources to assume their responsibilities.

IMPACT OF COVID-19 PANDEMIC –

With the continued development of COVID-19, the health crisis is rapidly turning into a financial crisis. The global insurance sector was severely affected by the epidemic, causing the insurance index to drop 22.6% between December 2019 and April 2020. This impact may continue into the fourth quarter of 2020. The insurance sector's share price Indian fell 25.9% in the same period.

The operational and balance sheet challenges brought about by the pandemic are responsible for the sharp decline in the insurance sector.



- People are not willing to seek higher life insurance due to unstable economic conditions. In addition, sales in the life insurance business are expected to decline temporarily. This is because people are not willing to undergo multiple medical tests.
- In long-term savings insurance, insurers will find it difficult to promote products with declining interest rates.
- COVID-19 caused insufficient funds for policyholders. Therefore, this will cause the extension of the existing policy to be postponed. In addition, the long-term low interest rate environment will make it difficult to reinvest assets that are past due.
- The pandemic paved the way for increased demand for digital health products. Insurance companies will face the challenge of developing ongoing programs based on paperless networks.

PRESENTATION OF DATA

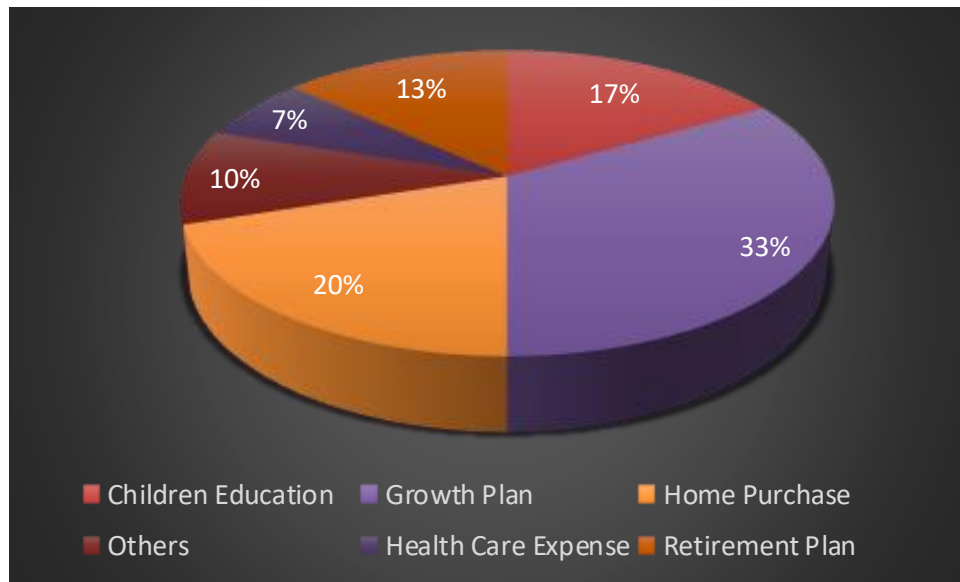
Consider the importance of the client's decision to invest in various asset classes. It is important to check and understand your investment decisions based on several factors that affect your decisions. The data collected asking customers of different ages to purchase the "IndiaFirst Life Mahajeevan Plan" (a pension plan provided by a private insurance company) and their observations were recorded in the pre-tested "DSR" schedule, in which Include the factors discussed below:

1. Saving Objective:

Table 4.1 Saving Objective

Saving Objective	No. of Respondents	Percentage
Children Education	5	16.67%
Growth Plan	10	33.33%
Home Purchase	6	20.00%
Retirement Plan	4	13.33%
Health Care Expense	2	6.67%
Others	3	10.00%
Grand Total	30	100.00%

Fig. 4.1 Saving Objective



INTERPRETATION:

According to Table 4.5, in terms of savings, up to 33% of respondents are looking for growth plans. Since many investors are still young, they obviously want their money to grow faster. Only a few people in their 30s save money on their children's education.

There are 4 people whose savings goal is the retirement plan. These people are over 45 years old, meet all their needs and are considering their expenses after retirement. The goal is to buy 6 people, representing 20% of the total number of respondents.

It is obvious from the table that the goal of more people is to raise their own money and is eager to understand the different investment options. People can have specific goals: in addition to normal income, they also want to obtain additional income.

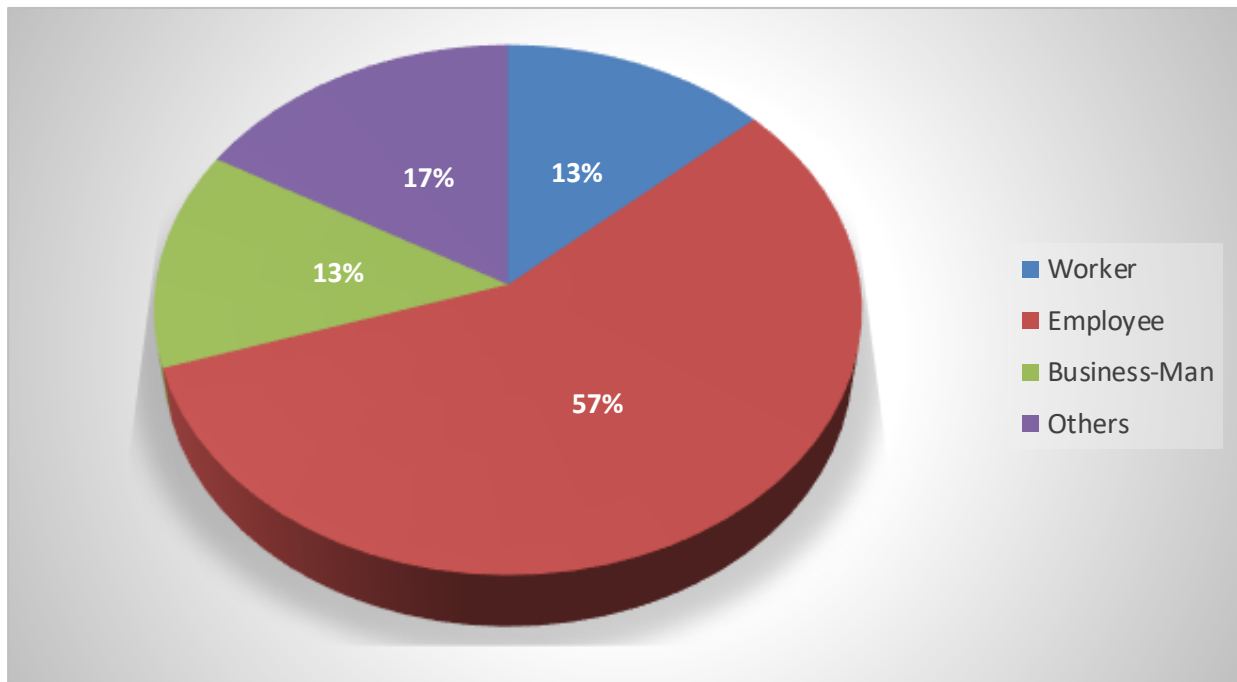
2. Employment status:

Table 4.2 Employment Status

Categories	Number of Respondents	Percentage
Worker	4	13.33%
Employee	17	56.66%
Business-Man	4	13.33%
Others	5	16.67%
TOTAL	30	100%

(Source: Primary Data Collected via Survey)

Fig 4.2 Employment Status



INTERPRETATION:

According to Table 4.2, the majority of respondents belong to the category of employees. Respondents were offered four options, including retirees, students or housewives and other unprofitable investors.

Of the 30 people surveyed, 57% belonged to the employee class, followed by other classes with 17%, and traders and workers had the lowest number (workers, freelancers).

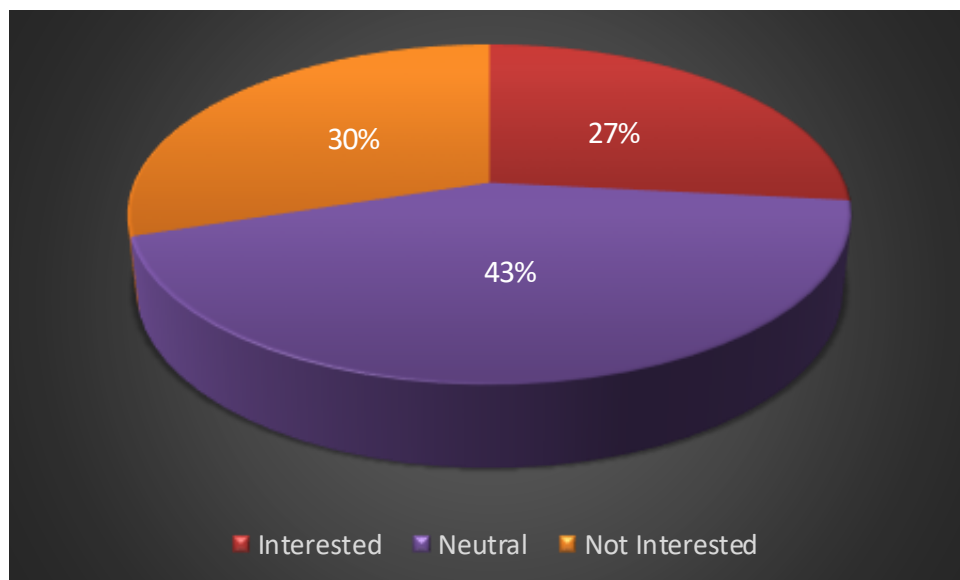
Generally, employees on a fixed salary are more interested in understanding and investing in new opportunities and are willing to take risks, while those with floating or no income show different results.

3. Level of Interest in Insurance Product:

Table 4.3 Level of Interest

Level of Interest	No. of respondents	Percentage
Interested	8	26.66%
Neutral	13	43.33%
Not Interested	9	30.00%
Grand Total	30	100%

Fig 4.3 Level of Interest



INTERPRETATION:

Table 4.8 shows that of the 30 respondents, 8 (17% of the total) expressed a positive attitude towards investment in life insurance. Eleven of them gave negative responses, as well as the number of people who gave neutral responses.

It is obvious from the data. Compared to stocks and mutual funds, respondents are relatively less attractive to investing in life products because they receive less return. Some people also mentioned their past bad experiences with insurance products because they did not communicate the actual terms and conditions to customers.

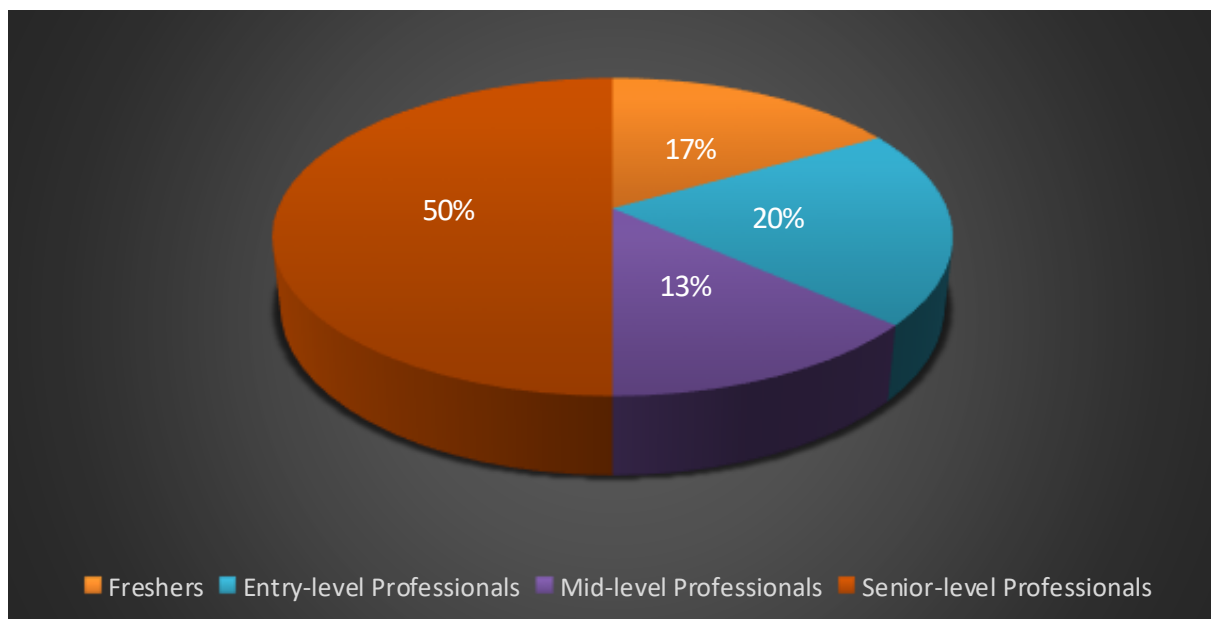
4. Years of Experience:

Table 4.4 Years of Experience

Categories	Number of Respondents	Percentage
Freshers	5	16.67%
Entry-level Professionals	6	20%
Mid-level Professionals	4	13.33%
Senior-level Professionals	15	50%
TOTAL	30	100%

(Source: Primary Data Collected via Survey)

Fig 4.4 Years of Experience



INTERPRETATION:

According to Table 4.3, when calling potential customers, the majority of respondents interested in listening or buying belonged to intermediate or senior professionals, while less came from recent graduates or did not have a professional experience category.

Among the 30 interviewees, 15 were senior professionals (people with more than 7 years of professional experience), representing 50% of the total, and 4 respondents were intermediate professionals (people with professional experience). (More than 2 years, but less than 7 years)

represented 13% of the total. Overall, 64% of respondents have extensive experience in the industry or in the market and have already earned some money, ready to invest or listen to new opportunities.

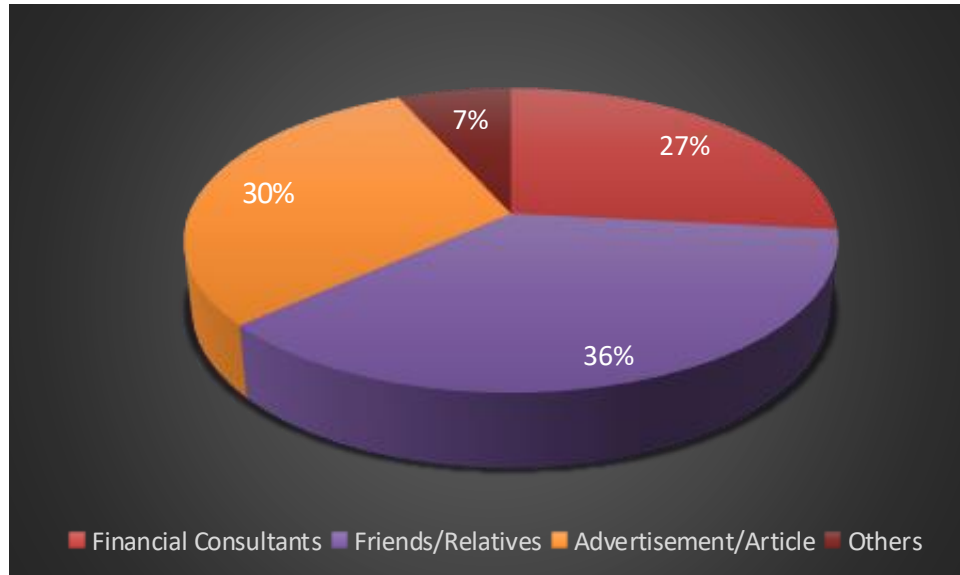
On the other hand, people who have no direct or fixed source of funds can be people who have no interest or little interest in investment due to lack of experience in the market, accounting for 13% of the total investment, and these people can show only a little of interest in private insurance in the company's products.

5. Influencers:

Table 4.5 Influencers

Influencers	No. of Respondents	Percentage
Financial Consultants	8	26.67%
Friends/Relatives	11	36.67%
Advertisement/ Articles	9	30.00%
Others	2	6.67%
Grand Total	30	100.00%

Fig 4.5 Influencers



INTERPRETATION:

The data in Table 4.6 shows the number of people who choose financial advisers for investment funds. Obviously, 33% of respondents will consult a financial advisor to make an investment. The data also shows that more respondents seek investment advice from their friends or relatives, representing 37% of respondents.

The advertising / article category is responsible for 23% of this data. This also includes news / books related to the market.

Obviously, as people want their money to grow faster, if they don't have enough knowledge in the field, they need some investment advice. They then consult with a financial advisor or seek advice from friends or relatives.

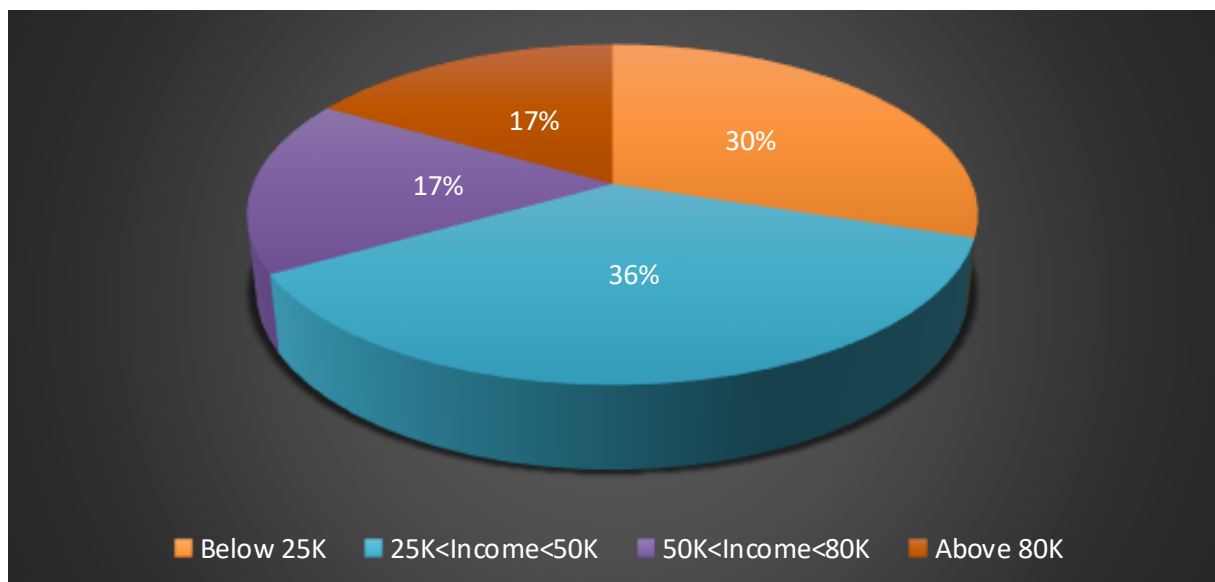
6. Income of Respondents:

Table 4.6 Income of Respondents

Monthly Income	Number of Respondents	Percentage
Below 25K	9	30%
25K<Income<50K	11	36.66%
50K<Income<80K	5	16.67%
Above 80K	5	16.67%
TOTAL	30	100%

(Source: Primary Data Collected via Survey)

Fig 4.6 Income-wise Classification



INTERPRETATION:

According to Table 4.4, when calling potential customers, the majority of respondents who expressed an interest in listening or buying belonged to customers with an income below 50,000, while those

with an income below 50,000 expressed an interest in low monthly income. Among the 30 respondents, respondents from different income groups were analyzed and explained:

Ten groups with an income above 50,000 represented 33% of the total, while respondents with a monthly income below 25,000 showed moderate interest, representing 30% of the total. Customers with an income of less than 25,000 tell us why - no additional income for savings or limited income, which limits them to investing in only a very small number of asset classes, some of which are already investing. Therefore, there is a very neutral or uninteresting reaction to products from private insurance companies or investments in any other asset class. Citing this is a very important factor, it describes whether the client intends to invest.

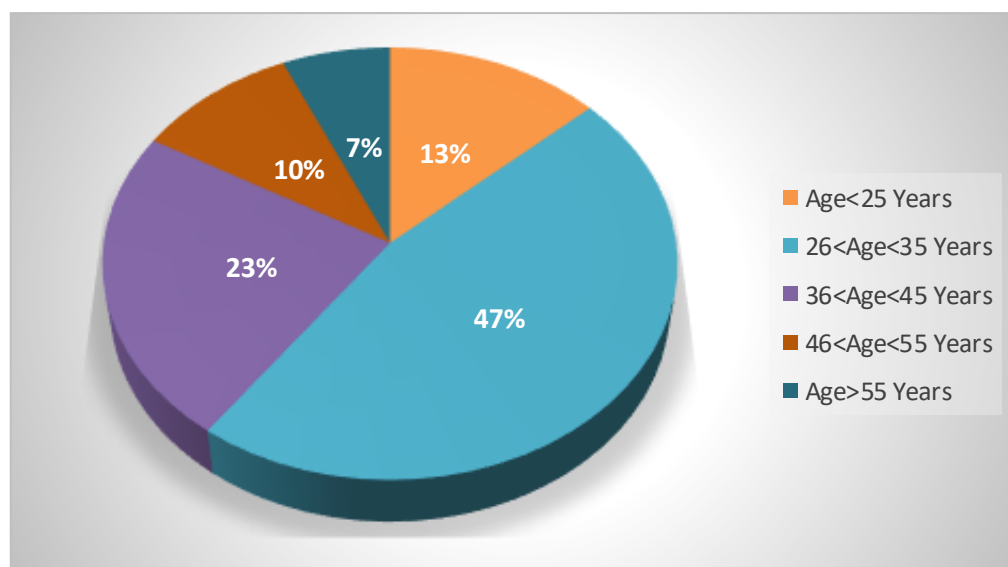
7. Respondent's age:

Table 4.1., Age of Respondents

Category	Number of Respondents	Percentage
Age<25 Years	4	13.33%
26<Age<35 Years	14	46.66%
36<Age<45 Years	7	23.33%
46<Age<55 Years	3	10%
Age>55 Years	2	6.67%
TOTAL	30	100%

(Source: Primary Data Collected via Survey)

Fig 4.1., Age of Respondents



INTERPRETATION:

According to Table 4.1, the majority of respondents belong to the 26 to 35 age group (Generation Y), representing 47% of that age group, and since then the majority of respondents have been in the 36 to 45 age group, responding for 23 years. As a percentage of the lot, it is also possible to observe in the data collected that the proportion of respondents aged 45 or over is very low, representing only 17% of the lot.

Obviously, the Y&Z generation wants to understand investment opportunities because they are in the growth stage of their lives and are open to new opportunities.

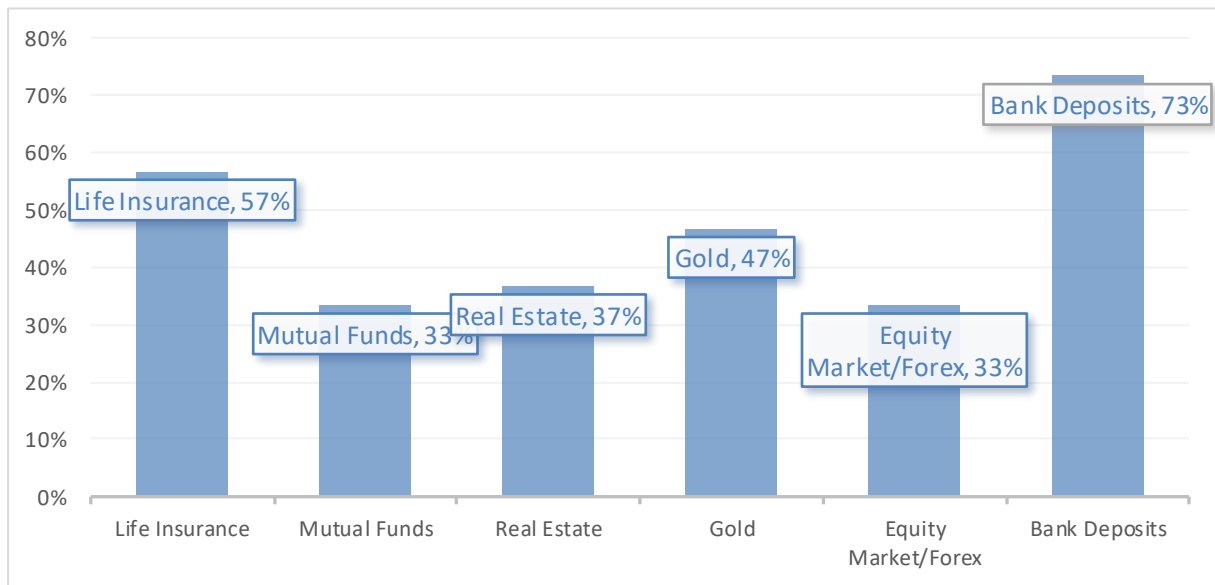
8. Respondent's Portfolio:

Table 4.7, Portfolio of Respondents

Portfolio (Asset-Classes)	Number of Respondents Investing/Interested	Not-Interested To Invest	% of People Investing or Interested
Bank Deposits	22	8	73.33%
Post-Office Schemes	5	25	16.66%
Life Insurance	17	13	56.66%
Mutual Funds	10	20	33.33%
Real Estate	11	19	36.66%
Gold	14	16	46.66%
Equity Market/Forex	10	20	33.33%

(Source: Primary Data Collected via Survey)

Fig 4.7, Portfolio of Respondents



INTERPRETATION:

The data in Table 4.7 shows the number of people who invest in different sectors. Interest rates are different for all departments, with the post office plan at 17% and bank deposits at 73%. The range varies according to people's different expectations and their appetite for risk. Since stocks are a risky asset, people with a low risk appetite do not invest in it.

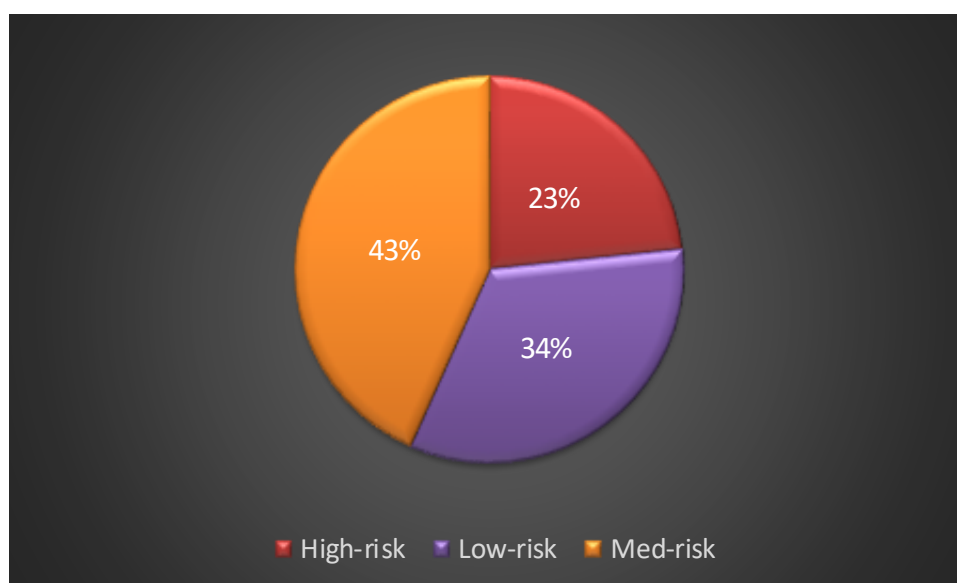
Bank deposits are considered a safer option, and many people have made at least some investment in them. In addition, life insurance is the second preferred, as it offers life insurance and return on investment. Gold is also favored by some people, because it can protect against inflation and rarely causes losses. Now, it is very obvious that, as the real estate sector needs a lot of capital to invest, the number of people who invest in real estate has decreased. In addition, as it supports inflation and the growth of industries, it has always been one of the most attractive investment options. Since the post office program cannot provide good returns, it cannot attract people who expect good returns.

9. Risk Profile of Respondents

Table 4.9, Risk Profile

Risk capacity	No. of Respondents	Percentage
High-risk	7	23.33%
Low-risk	10	33.33%
Med-risk	13	43.33%
Grand Total	30	100%

Fig 4.9 Risk Wise



INTERPRETATION:

The data in Table 4.9 shows the risk respondents' risk appetite. The results showed that 43% of respondents had a moderate appetite

7 people showed high appetite and 10 people showed low appetite. The others among them have average adventure skills.

They say that the higher the expected return, the greater the risk that people take. When young people want their money to grow quickly, their risk appetite remains in the medium to high range.

On the other hand, people in their 50s and 60s who plan to retire are less at risk.

ANALYSIS & DISCUSSION: -

Since the beginning of the pandemic, most departments have been hit by preventive measures to prevent the disease. The insurance sector should be one of the sectors with an upward trend. But, on the contrary, heavy losses were caused by declining liquidity and people's lack of funds or even the loss of the normal life insurance industry. The past few years have been a watershed in determining the return plan. In India, the insurance potential is enormous, because few companies will attract a large population. Public insurers pay more attention to people's well-being through their plans, while private insurers make money from these plans. This is the view that everyone is opposed to private insurance companies, which is why people are sceptical when considering investing in private insurance companies.

Private insurers should pay more attention to areas not covered by public insurers, such as higher rates of return and fixed rates of return. This can be achieved by introducing a market link plan. In doing so, private insurers will transfer the risk of loss to the capital market and will be able to meet the needs of their clients to obtain higher returns. Here are some important points of the project –

- Most respondents come from specific categories of professionals, and this market segment is the most important for private insurance companies.
- The two most important aspects of those who want to invest are the security of capital and a stable return. If the interviewees are convinced that they have received these two factors, they will be interested. These two factors must be remembered when selling.
- Another important observation worth noting is that fixed-income families are not interested in investing in housing that exceeds 10% of their monthly salary.
- The flexible payment portion of the product must be emphasized and promoted at the same time, because monthly and quarterly payments are more attractive to customers than annual payments.
- In India, whenever someone thinks of insurance, they think of only one company, LIC. People's awareness of LIC is incredible. Need to inform customers about information from other companies and how they are better than LIC in some important ways.
- Only a few respondents plan to purchase private life insurance, so it is very important to promote the plans and plans of several private insurance companies through various media and marketing channels.
- When talking to potential clients, first consider their occupation and salary, and then inform them of investment opportunities.

- People's awareness is limited to certain plans. Therefore, efforts are needed to raise awareness of different programs. For example, some people are interested in plans linked to the market, but do not understand the availability of these plans in the insurance industry.
- Since most people already understand the basic plan for any insurance product, they need to be informed quickly and should have more time to inform them about less popular insurance products.
- It was also found that insurance consultants play an important role in the choice of insurance products and companies, because they are an important source of all information about private insurance companies' plans and plans.
- Among all different types of people, the paid class is more interested in investing in the insurance sector.

Managerial Implications

- **Age of Respondents: -**

According to our data, private companies must make a retirement / investment plan based on the age of the respondent. Because 60% of the population is under 35 years of age. Therefore, when selling it to customers, it is easy and easy to accept. Today, most people start investing from a very young age.

- **Employment Status: -**

The data obtained indicates that private insurance companies must provide more insurance for employers / employees. Therefore, it is easy to promote and generate sales. Because they are more interested in insurance and other investment options.

- **Work Experience: -**

Insurance and investment options are preferred by intermediate and senior professionals and must be designed accordingly. Novices and novices are reluctant to invest a lot and have the opportunity to persuade them and produce some profitable products.

- **Income wise Classification: -**

It must be insured for people with an income between 25,000 and 80,000. Therefore, they are our potential customers and the above winners are more willing to invest in shares / real estate. In addition, it can provide high-income employees with advanced products to meet their needs.

- **Savings Objective: -**

According to our data, people save for several reasons, but the main reasons are growth plans, early childhood education and home purchase. Therefore, companies must develop recurring plans so that

end users can benefit. Therefore, all the important reasons indicate that investors do not make a single payment, but rarely pay in the long run.

- **Influencers: -** These are those people who understand the investment and clients trust it to invest. Investors prefer friends / family and financial advisers. For this reason, Insplore chooses the company's channels to promote its products and obtain good results. Like, the product is recommended by the consultant.

- **Portfolio of Respondents: -**

Investors prefer to deposit their funds in the bank because this is one of the safest options and, because of their historical returns, they invest more in gold. Fewer people like to invest in postal programs because they have no ads or information. Because, for private companies, it is more important to build banks' trust over the years or to provide good, stable profits from gold.

- **Level of Interest: -**

11 out of 30 people are not interested in life insurance because the returns are very low, but also because of past bad experiences and word of mouth advertising. Therefore, private insurance companies have the potential to increase returns and provide guarantees to customers. A new, profitable, high-return insurance must be developed to attract customers.

- **Risk Wise: -**

It can be seen from the data, that, from the management point of view, there are more medium risk corridors, and fixed income products must be designed not to change / change with the market and global conditions.

PART C

LEARNING FROM THE SUMMER TRAINING PROJECT

Key Learning

My summer internship experience at INSPIRE TLS CONSULTANTS PVT. LTD. provided me with insightful learnings that will always help me move to the corporate world. This is my first corporate experience with the company in the past two months, I have made every effort to take every opportunity to obtain knowledge and work under the guidance of my mentor. I gathered deep insights into the various investments that Indian people can use and how they can reasonably create or increase wealth by investing in such alternatives. In the first 20 days, we were trained on various aspects related to financial products available in the market, especially in the insurance sector, when companies are involved in the selling of such financial products.

I interacted with around 30 people to gather information about their investment tastes and reactions to the products provided by our company. This internship not only trained me in the insurance industry and investment options, but it also made me understand how to sell products while working at home.

Basically, assigned tasks required an in-depth study of the insurance industry, the various products they provide, competitors, customer requirements and many other things to further sell the product on the market and in research reports. First, I was asked to do research on all investment options. Also, how a person willing to invest their hard-earned money can gain more by beating competitors. Presentations were conducted which provided more understanding of the insurance sector. Later, I explored the insurance industry as an investment option in a similar way and learned how to calculate the benefit illustrator of an insurance plan, how to calculate the taxes on the income, how we should sell, and what are the challenges of bringing the products to the Customers and how to deal with them, how to convince people to invest in the products we provided and even ask us to create potential customers list, that's how I discovered the complexity of understanding customer needs and this can further be used in designing products accordingly. Not only to satisfy them, but also to guarantee high returns and maintain the sector's credibility.

In the last two months of the internship, I managed to complete the job successfully, it gave me a sense of accomplishment and inspires me to perform better in the future corporate life.

APPENDIX

1. DSR sheet: Client Info

S.NO.	NAME OF THE CLIENT	GENDER	AGE OF RESPONDENT	EMPLOYMENT STATUS	YEARS OF EXPERIENCE	MONTHLY INCOME
1	Subhash Patel	M	35	Employee	9	30K
2	Abheek Chatterjee	M	25	Others	0	1.4L
3	Rajesh Kumar	M	49	Employee	28	55K
4	Nikita Loharuka	F	27	Employee	1	15K
5	Rishabh Shrivastava	M	25	Others	0	20K
6	Sourabh Mishra	M	38	Employee	16	27K
7	Shashi Bhusan Malviya	M	56	Businessman	25	2L
8	Rajni Mishra	F	34	Others	0	NO INCOME
9	Sanjiv Kumar	M	45	Businessman	22	1.5L
10	Vishal Khiratkar	M	26	Worker	3	25K
11	Prashant Raj	M	27	Others	0	10K (Other sources)
12	Pratik Basak	M	26	Employee	2	32K
13	Amit Kumar Sinha	M	27	Employee	2	38K
14	Prachi Asodia	F	26	Worker	1	15K
15	Aashi Khandelwal	F	25	Worker	2	25K
16	Umang Tiwari	M	25	Others	0	NO INCOME
17	Manish Mandal	M	37	Employee	17	25K
18	Rakesh Kumar Jha	M	43	Businessman	20	75K
19	Akhilesh Kumar	M	39	Employee	18	20K
20	Jitender Kumar	M	32	Employee	6	35K
21	Ravi Shankar	M	40	Employee	18	32K

22	Sandeep Kumar	M	31	Employee	7	45K
23	Satyaprakash	M	34	Employee	9	20K
24	Amit Kumar	M	35	Employee	11	20K
25	Amrit Raj	M	52	Employee	27	90K
26	Shantanu Choubey	M	29	Employee	4	45K
27	Surender Kumar Choubey	M	56	Worker	31	70K
28	Kumud Malviya	F	46	Businesswoman	16	50K
29	Varda Grover	F	27	Employee	2	80K
30	BeniMadhav	M	40	Employee	13	1.3L

2. DSR Sheet: Client Preferences

S.N O.	NAME OF THE CLIENT	SAVING OBJECTIVE	INFLUENCERS	INVESTMENT PORTFOLIO	LEVEL OF INTEREST	RISK-WISE
				INVESTING/INTERESTED	PRIVATE INSURANCE CO. INVESTMENT	CLASIFICATION
1	Subhash Patel	Growth plan	Financial consultants	Mutual Funds, Shares Bank Deposits, Gold	Neutral	Medium risk
2	Abheek Chatterjee	Growth Plan	Friends/ relatives	Shares, Bank Deposits Life Insurance	Interested	Medium risk
3	Rajesh Kumar	Children's education	Advertisements/ Articles	Shares, Gold, Bank Deposits Real Estate	Not Interested	Low risk
4	Nikita Loharuka	Growth plan	Financial consultants	Gold, Mutual Funds	Not Interested	Medium risk
5	Rishabh Shrivastava	Growth plan	Advertisements/ Articles	Mutual Funds, Bank Deposits	Neutral	Medium risk
6	Sourabh Mishra	Children's education	Friends/ relatives	Life Insurance, Gold Bank Deposits	Interested	Low risk
7	Shashi Bhusan Malviya	Home purchases	Friends/ relatives	Shares, Life Insurance Real Estate	Neutral	High risk
8	Rajni Mishra	Others	Financial consultants	Life Insurance, Bank Deposits	Interested	Medium risk
9	Sanjiv Kumar	Home purchases	Financial Consultants	Real Estate, Shares	Neutral	Medium risk

				Life Insurance		
10	Vishal Khiratar	Growth plan	Advertisements/ Articles	Bank Deposits, Gold	Neutral	High risk
				Life Insurance		
11	Prashant Raj	others	Friends/ relatives	Mutual Fund, Bank Deposits	Not Interested	Medium risk
12	Pratik Basak	Growth Plan	Advertisements/ Articles	Bank Deposits, Mutual Fund	Not Interested	Low risk
				Shares		
13	Amit Kumar Sinha	Home purchases	Friends/ relatives	Life Insurance, Bank Deposits	Interested	Low risk
				Gold		
14	Prachi Asodia	Growth plan	Others	Post Office Schemes, Shares	Neutral	High risk
				Bank Deposits		
15	Aashi Khandelwal	Growth plan	Friends/ relatives	Bank Deposits, Shares	Neutral	Medium risk
16	Umang Tiwari	others	Advertisements/ Articles	Mutual Funds, Bank Deposits	Not Interested	Medium risk
17	Manish Mandal	Health Care Expenses	Financial consultants	Bank Deposits, Gold	Neutral	High risk
				Life Insurance, Real Estate		
18	Rakesh Kumar Jha	Retirement plan	Others	Post office Schemes, Gold	Interested	Low risk
				Real Estate, Life Insurance		
19	Akhilesh Kumar	Retirement plan	Financial consultants	Bank Deposits, Mutual Fund	Neutral	Medium risk
				Gold		
20	Jitender Kumar	Children's education	Advertisements/ Articles	Shares, Mutual Fund	Not Interested	Low risk
				Bank Deposits		
21	Ravi Shankar	Home purchases	Friends/ relatives	Life Insurance, Gold	Neutral	High risk
				Bank Deposits		
22	Sandeep Kumar	Children's education	Advertisements/ Articles	Life Insurance, Bank Deposits	Neutral	Low risk
				Real Estate		
23	Satyaprakash	Growth Plan	Friends/ relatives	Gold, Shares, Bank Deposits	Not Interested	Medium risk
				Real Estate		
24	Amit Kumar	Health care expenses	Advertisements/ Articles	Life Insurance, Mutual Funds	Interested	Low risk
				Bank Deposits		
25	Amrit Raj	Retirement plan	Financial consultants	Real Estate, Life Insurance	Neutral	Medium risk
				Gold		
26	Shantanu Choubey	Home purchases	Friends/ relatives	Mutual Funds, Life Insurance	Not Interested	High risk
				Post Office Schemes		
27	Surender Kumar Choubey	Home purchases	Financial consultants	Post office Schemes, Life Insurance	Neutral	Low risk

				Real Estate, Gold		
28	Kumud Malviya	Retirement plan	Friends/ relatives	Real Estate, Bank Deposits	Interested	High risk
				Life Insurance		
29	Varda Grover	Growth Plan	Friends/ relatives	Bank Deposit, Life Insurance	Interested	Medium risk
				Gold		
30	Beni Madhav	Children's education	Advertisements/ Articles	Gold, Shares, Real Estate	Not Interested	Low risk
				Post office Schemes		

3. Comparison of MahaJeevan Life Insurance with some other products in the market

Sr No.	India First Life Maha Jeevan	Aegon Life Jeevan Riddhi
1.	Govt Sector	Private sector
2.	Guaranteed Addition of 8%	Guaranteed Addition of 5%
3.	Bonus Min 2%	Bonus @4% or 8% (Not Guaranteed)
4.	Anytime Loan facility	Only after crossing the Surrender Value
5.	90% Loan of Accrued amount	60% of surrender value
6.	16 times death benefits	50% of Sum Assured
7.	Periodic Premium Payments	Periodic or onetime Payment
8.	Min Annual Amount: 6000	Min Annual Amount: 60000
9.	Policy & Premium Payment Term Equal	Policy term 5 years more than Premium Payment Term
10.	Policy Term 15 to 25 Yrs.	Policy Term 10 to 20 Yrs.
11.	No Max age of entry	Max 55 Yrs for periodic payment 60 Yrs. for one-time payment
12.	Ownership Transfer	No ownership Transfer
13.	Grace period of up to 60 Days	Grace period of 30 Days
14.	Pension Plan Available	Pension Plan not Available
15.	Different Options at the time of maturity	Only take the money & exit
16.	Reinvestment Available	Policy Ends at Maturity

ANNEXURES



INSPLORE TLS CONSULTANTS PVT. LTD.

COMPLETION CERTIFICATE

Date: 18 Jul, 2020

This is to certify that **Mr. Pratik Malviya** has successfully completed his **Summer Internship** with project title "**A Study On Investment Options And Investors Attitude Towards Investment In Private Insurance Company**" under the guidance of **Mr. Harsh Yadav**.

The duration of the project was from 10 May, 2020 to 10 Jul, 2020

The internship on evaluation fulfils all the stated criteria and student's findings are his original work.

I hereby certify his work **satisfactory** to the best of my knowledge with an aggregate grade: **A**.

Location for internship: New Delhi

We wish him all the best for future endeavours.

Warm Regards



(Authorized Signatory)

Head HR
Insplore Consultants Pvt. Ltd.

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