



SUMMER INTERNSHIP REPORT

FOR

LIFE INSURANCE CORPORATION OF INDIA



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

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## ACKNOWLEDGEMENT

Life Insurance Corporation of India (LIC) offers an ideal internship opportunity for any marketer. It opened the door to a new world for me, a world full of brainstorming, brand research, and business development. I think I am lucky to have this opportunity. This training is preparing me for job in a marketing agency and it is really teaching me a lot. Therefore, first of all I would like to thank Mr. Mohit Srivastava, Director of Business Development at LIC, for providing me with this opportunity to work from home at this time when the global pandemic is suffocating the economy.

I would like to thank Mr. Mohit Srivastava, despite his busy schedule, he takes out time to teach me and provides me with guidance. Without it, I would not have learned much or acquired much knowledge. I would also like to thank Prof. Sandip Trada for his continued support during this training period. I believe that this opportunity is a great achievement in the evolution of my career. I will work hard to use the skills and information obtained in an optimal way, and I will continue to work hard to improve to achieve my desired career goals.

*MOHIT CHATTAR*

*Section: C*

*MBA (2020-2022)*

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## EXECUTIVE SUMMARY

This report consists of the tasks and project assigned to us by our mentor i.e. Mr. Mohit Shrivastava who is a Business development Officer at Life Insurance Corporation of India, Ahmedabad branch. He has given us the opportunity to work on different domains in LIC. He conducted weekly workshop and sessions to guide us in the tasks assigned to us. In this first month of internship, I have worked on all the tasks provided and submitted the work to our company mentor. Under this project I have learned about the policies and pitched it to as many people and created specific plans as per their needs. We found in our survey and research that although this pandemic has limited our reach but it has also created a need of Life Insurance and Health Insurance in the society and we are trying to fulfill that needs and help as many people.

## 1.1 ABOUT THE ORGANISATION

LIC is a state-owned insurance and investment company. This body is administered by the Ministry of Finance of India. It is one of the largest companies in the public sector. It was merged on September 1, 1956 by more than 245 insurance companies in every corner of the country to reach every insured and provide them with affordable financial insurance. Even in this liberal economy, LIC is the largest provider of life insurance. In the last fiscal year 2020, it accounted for 66% of the industry's share of the premium market.

## 1.2 VISION AND MISSION OF THE COMPANY

- ◆ VISION: "A trans-nationally competitive financial conglomerate of significance to societies and Pride of India."
- ◆ MISSION: "Ensure and enhance the quality of life of people through financial security by providing products and services of aspired attributes with competitive returns, and by rendering resources for economic development".

## 1.3 OBJECTIVES OF LIC:

The important objectives of LIC are as follows:

- To mobilize maximum savings of the people by making insured savings more attractive.
- To extend the sphere of life insurance and to cover every person eligible for insurance under insurance umbrella.
- To act as trustees of the insured public in their individual and collective capacities.
- Promote all employees and agents of the LIC, in the sense of participation and job satisfaction through discharge of their duties with dedication towards achievement of LIC objectives.
- To ensure economic use of resources collected from policy holders.

## 1.4 SERVICES OFFERED:

LIC offers a range of life insurance plans, including ULIP, pension plans, children's plans, term insurance, full life insurance, donation plans and more. It meets the needs of urban and rural India. These products meet the different needs of all segments of society.

## Insurance Plans

As individuals it is inherent to differ. Each individual's insurance needs and requirements are different from that of the others. LIC's Insurance Plans are policies that talk to you individually and give you the most suitable options that can fit your requirement.

## Endowment Plan

Sr. No.	Product Name	Plan No.
1	LIC's Saral Jeevan Bima	859
2	LIC's Bima Jyoti	860
3	LIC's Bachat Plus	861
4	Lic's New Endowment Plan	914
5	Lic's New Jeevan Anand	915
6	Lic's New Bima Bachat	916
7	Lic's Single Premium Endowment Plan	917
8	LIC's Jeevan Lakshya	933
9	Lic's Jeevan Labh	936
10	LIC's Aadhaar Stambh	943
11	LIC's Aadhaar Shila	944

## Whole Life Plans

Sr. No.	Product Name	Plan No.
1	LICs Jeevan Umang	945

## Money Back Plans

Sr. No.	Product Name	Plan No.
1	LIC's New Moneyback Plan – 20 Years	920
2	LIC's New Moneyback Plan – 25 Years	921
3	LICs Jeevan Umang	945
4	LIC's New Children's Moneyback Plan	932

5	LIC's Jeevan Tarun	934
6	LIC's Jeevan Shiromani	947
7	LIC's Bima Shree	948

#### Term Assurance Plans

Sr. No.	Product Name	Plan No.
1	LIC's Tech Term	854
2	LIC's Jeevan Amar	855

#### Rider

Sr. No.	Product Name
1	LIC's Linked Accidental Death Benefit Rider
2	LIC's Accidental Death and Disability Benefit Rider
3	LIC's Accident Benefit Rider
4	LIC's Premium Waiver Benefit Rider
5	LIC's New Critical Illness Benefit Rider
6	LIC's New Term Assurance Rider

### 1.5 ORGANISATION STRUCTURE

LIC today have 2048 fully computerized branch offices, 8 zonal offices, around 113 divisional offices, 2,048 branches and 1408 satellite offices and one Central Office. It also has 73 customer zones and 25 metro-area service hubs located in different cities and towns of India. It also has a network of 1,537,064 individual agents, 342 Corporate Agents, 109 Referral Agents, 114 Brokers and 42 Banks for soliciting life insurance business to the public.

Classification Of Office	No. of offices
Central Office	1
Zonal Office	8
Divisional Office	113

P&GS Unit	77
SSS Unit	4
Branch Office	2048
Satellite Offices	1481
Mini Office	1200
Employees	1,08,684
Agents	15,37,064

(Data is of as on December 2019)

Life Insurance Corporation of India have 22 department namely Marketing, Bank assurance (B&AC), Corporate Communication, Personnel, CRM, Direct Marketing, E&OS, F&A, IT/BPR, Inspection, Investment, SBU/Estates, Investment Operations, P&GS, Actuarial, Chairman Sector, F&A, Micro Insurance, RTI, HRD, Engineering, and Vigilance. Each of this department is headed by Executive Director. The LIC follows a horizontal line of command & vertical line of command, while each department is headed by an Executive Director, the Zonal offices are headed by a Zonal Manager who oversees all the departments & divisions of the Zone – making him the CEO of the Zone. The zonal departmental heads are Regional Managers. Divisions are headed by Sr. Divisional Manager (I/C) who oversees all the departments & branches of the division. There are 3 layers of Horizontal Management namely Senior Divisional Manager (I/C), Zonal Manager (I/C) & the Chairman/MD. There are also 3 layers of vertical management namely Managers of Divisions, Regional Managers of Zonal Office & the Executive Directors of Central office. Horizontal Management is considered key managers of the corporation.

## 1.6 INTERNATIONAL OPERATIONS

Life Insurance Corporation of India has its overseas operations in 14 countries through its Branch Offices, Joint Venture Companies and Wholly Owned Subsidiary. Our offices are:

Branch Offices: Fiji Branch, Mauritius Branch and UK Branch

### Joint Venture Companies:

1. LIC (International) B.S.C (c) Bahrain: The Company operates in GCC countries of Bahrain, Qatar, Kuwait, U.A.E (Dubai & Abu Dhabi) and Oman.



2. LIC (Nepal) Ltd

3. LIC (Lanka) Ltd

4. Kenindia Assurance Co. Ltd

5. LIC (Bangladesh) Ltd

**Wholly Owned Subsidiary:**

LIC (Singapore) Pvt Ltd.

## **1.7 SWOT ANALYSIS:**

### **Strengths**

Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of LIC are:

- India's largest Insurance service provider: LIC currently has pan India operations with 2048 fully computerized branch offices, 8 zonal offices, around 113 divisional offices, 2,048 branches and 1381 satellite offices and corporate offices. The entire country is classified under 54 customer zones and 25 metro-area service hubs based across various cities and towns of India. Currently, LIC has 1,337,064 individual agents, 242 Corporate Agents, 89 Referral Agents, 98 Brokers and 42 Banks for selling life insurance to the general public.
- Brand Image: LIC has a strong branding in India. Its tagline Yogakshemam Mahamyaham which means welfare for all is well recognized. The Economic Time Brand Equity Survey of the year 2015 voted LIC as the most trusted Insurance provider in India.
- Fund Base: LIC has a huge found base of around 150 billion USD and is also India's biggest investor making it immensely powerful in the domain of finance in India.
- A network of Agents: LIC has around 1,337,064 individual agents, 242 Corporate Agents, 89 Referral Agents, 98 Brokers and 42 Banks across India who cover each nook and corner of the country.
- Sovereign Guarantee: LIC is the only insurance company that's backed up by sovereign guarantee that promises each and every policyholder that they will get every rupee promised in case of company default.

## Weakness

Weaknesses are used to refer to areas where the business or the brand needs improvement. Some of the key weaknesses of LIC are:

- Culture: LIC has been strongly associated with the government and thus follows a very slack and slow-paced work culture. This works as a weakness when compared to modern-day private insurance players who are adept at strategy.
- Poor advertisement strategy: In comparison to its private counterparts LIC does not spend too much on advertisement and this shows in the quality of ads that they release.
- Too many restrictions: The Company has a lot of restriction imposed on being a government entity and there is always red tape challenges. This makes decision making slow at LIC.
- Labor overheads: LIC has a huge employee's strength and most of them work from their own setups. Paying their salaries and managing them is often a huge challenge for the company.
- Agents: Even though they have large number of agents many of them are dormant. Giving no productivity to the company.
- Technological Backwardness: As there are many advancements in the technology, other private player has included technology but LIC is still slow at that front. They also do not have tie up with various web aggregators. That helps today's generation to compare the products

## Opportunities

Opportunities refer to those avenues in the environment that surrounds the business on which it can capitalize to increase its returns. Some of the opportunities include:

- Cyber security: There are many cases of information threats and breaches in security systems. Thus, at an age where cyber security is a threat Insurance policy against this can prove to be a huge opportunity.
- Online Services: As online services grown people have started looking more into options like insurance and the awareness levels are also higher than the earlier days. This presents an opportunity for providers like LIC which are labor intensive to cut down costs by replacing people with technology.

- Shift from protection to prevention: There is a general shift of trend from protection to prevention which is a pointer for insurance companies who should now be focusing on risk prevention than risk mitigation policies.
- More disposable income: Insurance today is seen not as a protection but also as a form of investment. By capitalizing on this new approach insurance companies can design new products.

## Threats

Threats are those factors in the environment which can be detrimental to the growth of the business. Some of the threats include:

- Competition: With privatization of insurance LIC has lost its older glory and today faces stiff competition from private insurance players who have brought in more glamour into the industry.
- Change of governments: With every new government the fiscal and monetary policy change with the result that policies need to be reworked accordingly. This creates a lot of hassles.
- Technology: Today most financial services make technology an integral; part of their business through online banking and financial broking services online. However, LIC still has a lot to achieve in terms of staying abreast with technology.

## Market Share



## Market Growth

Life insurance industry is dominated by Life Insurance Corporation (LIC) where in more than 65% of new business premium come to this industry. Life insurance sector of India is estimated to be around US \$ 280 billion in 2020. The life insurance is expected to grow at a CAGR of 5.7% between 2019 and 2023. Despite so many companies coming in the market India’s insurance penetration is only about 3.76% in FY2020. In which private players only account for 33% of premium underwritten services. According to S&P Global Market Intelligence data, India is the second-largest insurance technology market in Asia-Pacific, accounting for 35% of the US\$ 3.66 billion insured tech-focused venture investments made in the country. Overall market of life insurance is expected to grow by 14-15% in next three to five years.

## 2.1 INDUSTRY INTRODUCTION

Life Insurance Corporation is broadly part of BFSI sector of our country. BFSI sector involve all the financial institute like banks, financial services and insurance company. LIC comes under the insurance sector. Insurance sector in India is divided in two-part life insurance and non-life insurance. These non- life insurances come under general insurance. All the insurance is governed by IRDAI – Insurance Regulatory and Development Authority of India.

The main function of IRDAI is to monitor entire insurance industry in India and also act as custodian to insurance policyholder. Every insurance company have to follow and abide to the rules and regulation of the IRDAI.

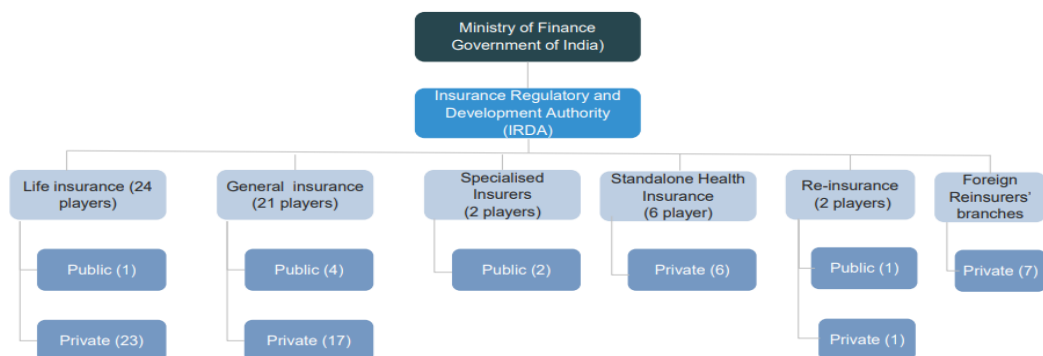
The insurance sector in our country have 57 insurance company in which 24 are in life insurance business and 34 are into non-life insurance company. There are 7 public sector insurance company in which only LIC is in life insurance and rest are in general insurance.

Before 20 years only LIC was sole provider of life insurance and other public sector companies like the National Insurance, United India Insurance, Oriental Insurance and New India Assurance provided general insurance. But when in 2000 government open up this industry for private player. Many private players started coming in the market.

These days’ life insurance companies are more lucrative as they provided risk coverage as well as savings element. Whereas general insurance only provides risk coverage.

Initially in 2000, government allowed only 26% of foreign investment in this industry but later in 2014, IRDAI amended the law and made it up to 49% keeping Indian company interest in mind.

Both life insurance and general insurance have sole reinsurance namely General Insurance Corporation of India. Other stakeholder in life insurance industry are agents, brokers, surveyors and third-party administrators.



Source: IRDA

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## History of Insurance in India

Insurance in India can be traced back to the Vedas. For instance, Yogakshema, the name of Life Insurance Corporation of India's corporate headquarters, is derived from the Rig Veda. The term suggests that a form of "community insurance" was prevalent around 1000 BC and practiced by the Aryans. Burial societies of the kind found in ancient Rome were formed in the Buddhist period to help families build houses, protect widows and children.

Bombay Mutual Assurance Society, the first Indian life assurance society, was formed in 1870. Other companies like Oriental, Bharat and Empire of India were also set up in the 1870- 90s. It was during the Swadeshi movement in the early 20th century that insurance witnessed a big boom in India with several more companies being set up.

As these companies grew, the government began to exercise control on them. The Insurance Act was passed in 1912, followed by a detailed and amended Insurance Act of 1938 that looked into investments, expenditure and management of these companies' funds. By the mid- 1950s, there were around 170 insurance companies and 80 provident fund societies in the country's life insurance scene. However, in the absence of regulatory systems, scams and irregularities were almost a way of life at most of these companies.

As a result, the government decided nationalize the life assurance business in India. The Life Insurance Corporation of India was set up in 1956 to take over around 250 life companies. For years thereafter, insurance remained a monopoly of the public sector. It was only after seven years of deliberation and debate – after the RN Malhotra Committee report of 1994 became the first serious document calling for the re-opening up of the insurance sector to private players that the sector was finally opened up to private players in 2001.

The Insurance Regulatory & Development Authority, an autonomous insurance regulator set up in 2000, has extensive powers to oversee the insurance business and regulate in a manner that will safeguard the interests of the insurance.

## Meaning of Insurance

Insurance may be described as a social device to reduce or eliminate risk of loss to life and property. Insurance is a collective bearing of risk. Insurance spreads the risks and losses of few people among a large number of people as people prefer small fixed liability instead of big uncertain and changing liability. Insurance is a scheme of economic cooperation by which members of the community share the unavoidable risks.

Insurance can be defined as a legal contract between two parties whereby one party called Insurer undertakes to pay a fixed amount of money on the happening of a particular event, which may be certain or uncertain. The other party called Insuree or Insurant pays in exchange a fixed sum known as premium. The insurer and the insurant are also known as Assurer or Underwriter and Assured, respectively. The document which embodies the contract is called the policy.

## Types of Insurance contract

- Life Insurance
- General Insurance

## Life Insurance

Life insurance is a contract for payment of money to the person assured (or to the person entitled to receive the same) on the occurrence of an event insured against.

Usually the contract provides for –

Payment of an amount may be on the date of maturity or at specified periodic intervals or after death, if it occurs earlier.

Periodical payment of insurance premium can be done by the assured to the corporation who provides the insurance.

## Who can buy a life insurance policy?

Any person above 18 years of age and who is eligible to enter into a valid contract. Subject to certain conditions, a policy can be taken on the life of a spouse or children.

## What is a Whole Life Policy?

When most people think of life insurance, they think of a traditional whole life policy. These are the simplest policies to understand: You pay a fixed premium every year based on your age and other factors, you earn interest on the policy's cash value as the years roll by, and your beneficiaries get a fixed benefit after you die.

The policy takes you into old age for the same premium you started out with. Whole life insurance policies are valuable because they provide permanent protection and accumulate cash values that can be used for emergencies or to meet specific objectives. The surrender value gives you an extra

source of retirement money if you need it.

### What is an Endowment Policy?

Unlike whole life, an endowment life insurance policy is designed primarily to provide a living benefit and only secondarily to provide life insurance protection. Therefore, it is more of an investment than a whole life policy. Endowment life insurance pays the face value of the policy either at the insured's death or at a certain age or after a number of years of premium payment.

Endowment life insurance is a method of accumulating capital for a specific purpose and protecting this savings program against the saver's premature death. Many investors use endowment life insurance to fund anticipated financial needs, such as college education or retirement. Premium for an endowment life policy is much higher than those for a whole life policy.

### What is a Money Back Policy?

This is basically an endowment policy for which a part of the sum assured is paid to the policyholder in the form of survival benefits, at fixed intervals, before the maturity date. The risk cover on the life continues for the full sum assured even after payment of survival benefits and bonus is also calculated on the full sum assured. If the policyholder survives till the end of the policy term, the survival benefits are deducted from the maturity value.

### Why does one need Life Insurance?

Life insurance is designed to protect you and your family against financial uncertainties that may result due to unfortunate demise or illness. You can also view it as a comprehensive financial instrument – as a part of your financial planning offering you savings & investment facilities along with cover against financial loss. By choosing the right policy as per your needs i.e. customized solutions, you will be able to plan for a secure future for yourself and your loved ones.

### Choosing the Right plan

Identifying the right plan basis your needs is the first crucial step towards insurance planning. At LIC we help customer by identifying their various needs and offering plans that are customized for you. You may also choose a plan by identifying the life stage you are at.

The following needs of a person can be fulfilled by insurance:

#### Protection

Need for a sound income protection in case of your unfortunate demise.



## Investment

Need to ensure long-term real growth of your money.

## Saving

Save for the milestones and protect your savings too.

## Pension

Need to save for a comfortable life post retirement.

Once customers have analyzed their needs as per above classification, customers need to then ascertain important factors such as type of cover, insurance amount as per one's income, life stage and dependents.

## Competition in Life Insurance Industry in India

1. Life Insurance Corporation of India
2. HDFC Life Insurance Co. Ltd
3. Max Life Insurance Co. Ltd
4. ICICI Prudential Life Insurance Co. Ltd
5. Kotak Mahindra Life Insurance Co. Ltd.
6. Aditya Birla SunLife Insurance Co. Ltd.
7. TATA AIA Life Insurance Co. Ltd.
8. SBI Life Insurance Co. Ltd.
9. Exide Life Insurance Co. Ltd.
10. Bajaj Allianz Life Insurance Co. Ltd.
11. PNB MetLife India Insurance Co. Ltd
12. Reliance Nippon Life Insurance Company
13. Aviva Life Insurance Company India Ltd.
14. Sahara India Life Insurance Co. Ltd
15. Shriram Life Insurance Co. Ltd.
16. Bharti AXA Life Insurance Company Ltd
17. Future Generali India Life Insurance Company Limited
18. Ageas Federal Life Insurance Company Limited
19. Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited
20. Aegon Life Insurance Company Limited
21. Pramerica Life Insurance Co. Ltd.

22. Star Union Dai-Ichi Life Insurance Co. Ltd.
23. IndiaFirst Life Insurance Company Ltd.
24. Edelweiss Tokio Life Insurance Company Limited

## Indian Life Insurance in Global Scenario

India rank 10<sup>th</sup> in world in life insurance business. As in India, government do not provide social benefits in later years, people in our country need to have their own security in place. India only amounts to 2.73% of global life insurance market in 2019. In 2020 Indian insurance premium increased by almost 10% whereas global life insurance premium only increased by 1.18%. Globally the share of non-life insurance i.e. general insurance account for 53.66% and rest of 46.34% account for life insurance in 2019. But in India life insurance premium collected accounted for 75% of total premium and rest were of general insurance. New business from life insurance premium collection in 2019 was around 45.25 %.

## Industry Developments in 2021

1. In quarter 1 of FY21 LIC achieved a record first year premium income of Rs 56,500 crore under individual assurance business and the growth rate was of 10% from last year.
2. In May 2021, Max Life Insurance Co. Ltd. launched 'Max Life Saral Pension', a non-linked, individual immediate annuity plan.
3. In February 2021, Bharti AXA General Insurance launched its 'Health AdvantEDGE' health insurance scheme to provide holistic cover against accelerating costs associated with medical requirements and other healthcare facilities.
4. In February 2021, Bharti AXA General Insurance launched its 'Health AdvantEDGE' health insurance scheme to provide holistic cover against accelerating costs associated with medical requirements and other healthcare facilities.
5. The budget of 2021 announced to increase the FDI limit from 49% to 74%.
6. IRDAI have also announced the issuance of digital insurance policy through Digilocker.
7. Union budget of 2021 have also decided to infuse 20,000 crores in general insurance and crop insurance sector.
8. IRDAI have also allowed insurer to invest debt securities of infrastructure investment trust and real estate investment trust. This is expected to provide more investment options for the country emerging start up ecosystem.

### 3.1 PROJECT DIVISION AND ALLOCATION:

**Project Title:** Need Analysis of Life Insurance and Health Insurance in times of COVID 19.

**Scope of Project:** The scope of project refers to everything that is studied as a part of this project. When we set out to explain the scope of need analysis of life insurance, we need to cover all kind of life insurance and health insurance. Need analysis does not just include the understanding of the consumer but also it is influenced by external factors. To determine the scope, we need to set parameters and frameworks within which the project would be studied. We need to understand change in buying pattern in regards with COVID.

**Objective of study:** Following are the main objectives of the study are

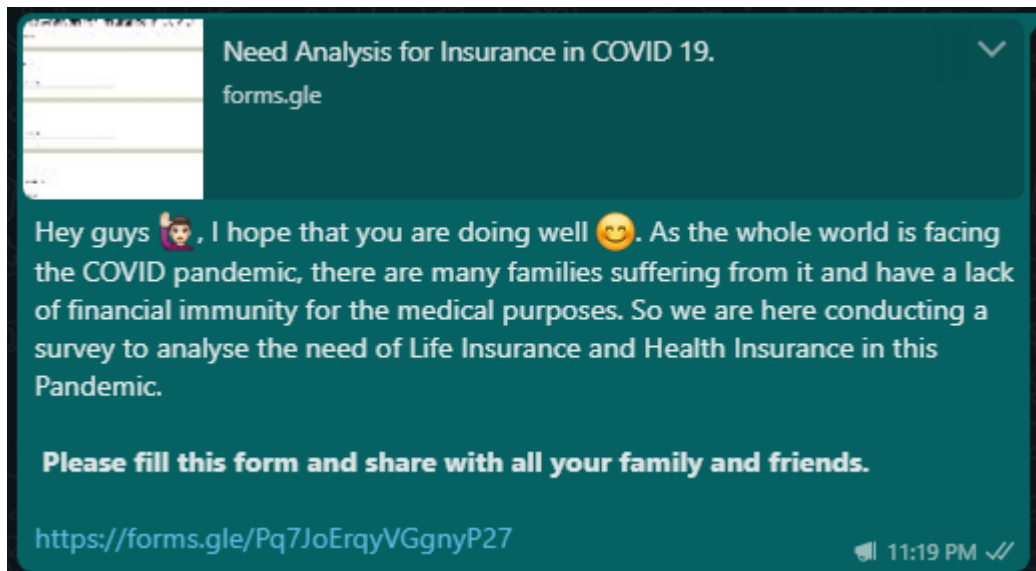
- a) To know the customers awareness regarding the life insurance.
- b) To know the customers awareness regarding the various life insurance companies in the insurance sector.
- c) To know the customers preference towards the private or public insurance sector.
- d) To understand the need of life insurance
- e) To determine the target audience for LIC.
- f) To understand the investment behavior
- g) To identify the gaps between need and demand.
- h) To increase the sales by fulfilling the needs of the customer.

## 3.2 WORK CARRIED OUT:

### PART A of Project

#### Market Research:

To conduct the market research, we conducted a survey which contained a questionnaire regarding people's understanding and needs towards Financial Immunity in these COVID times. The survey was floated via different means i.e. WhatsApp, LinkedIn and other social media platforms.



The survey contained the following questionnaires:

1. **Name \*** \_\_\_\_\_
2. **Email \*** \_\_\_\_\_
3. **Age \***
  - Under 18
  - 18-30
  - 30-45
  - 45+
4. **What is your occupation? \***
  - A Student
  - A Corporate Professional
  - Business Owner

- Other

**5. Due to the ongoing pandemic COVID-19, how focused have you been towards building PHYSICAL IMMUNITY? \***

- Yes, my focus on building my physical immunity has been more than anything else.
- Yes, I have somewhat increased my focus towards building physical immunity.

**6. Do you feel that stress/ anxiety lowers mental immunity and affects physical immunity? \***

- Yes
- No
- Maybe

**7. Top 3 Financial worries, on the backdrop of the current pandemic. \***

- Financial security against any lifestyle disease
- Family members getting infected due to COVID / lifestyle diseases
- Reduced income from job / business

**8. When asked what does 'FINANCIAL IMMUNITY' mean to you? \***

- Being able to maintain financial security & stability of the family to address any uncertainty related to life & health
- To be able to fulfill future responsibilities/ goals for self and family
- Having enough finances and cash flows to take care of day-to day expenses for at least 5-6 months in case of no job/ business.
- Feeling comfortable with financial requirements arising now and in future
- Being able to maintain the lifestyle of myself and my family in case I am not able to contribute any income due to disease / disability
- Being able to pay the rising treatment cost towards any critical illness like cancer, kidney failure etc. or medical / hospitalization charges

**9. In your opinion, which Financial products have you bought or intend to buy with a motive of safeguarding your family's future? \***

- Life Insurance
- Health Insurance
- Fixed Deposits
- Mutual funds

- Gold Stocks / Shares Recurring Deposits
- Public Provident Fund (PPF)
- National Pension Scheme (NPS)

**10. Do you have an insurance? \***

- Yes
- No

**11. Which Company do you trust to safeguard your family's future? \***

- Life Insurance Corporation of India
- Max Life Insurance Company
- HDFC Life Insurance Company
- ICICI Prudential Life Insurance
- Tata AIA Life Insurance Company
- Other: \_\_\_\_\_

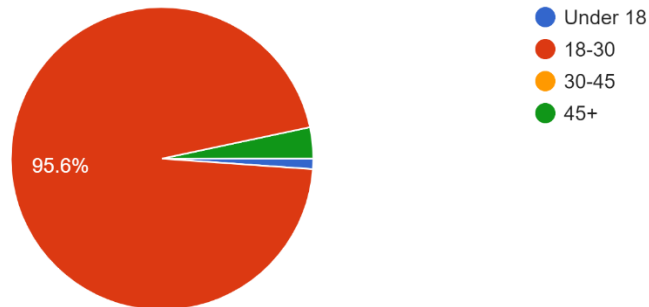
**12. What is the reason to choose the above Company? \_\_\_\_\_**

**13. Help us Improve our services, what do you expect much from your Insurance Company? \_\_\_\_\_**

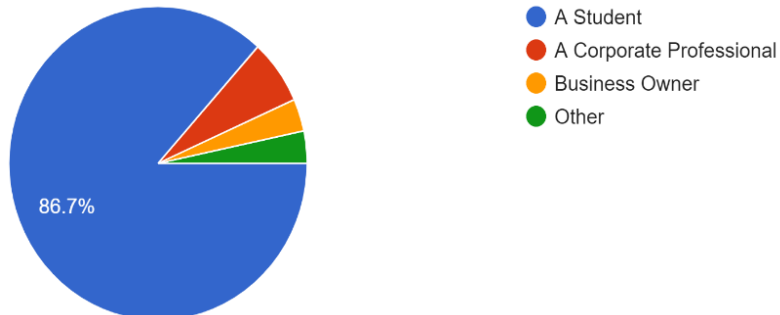
Survey Findings and Analysis:

Demographics of the Surveyed Individuals

Age:

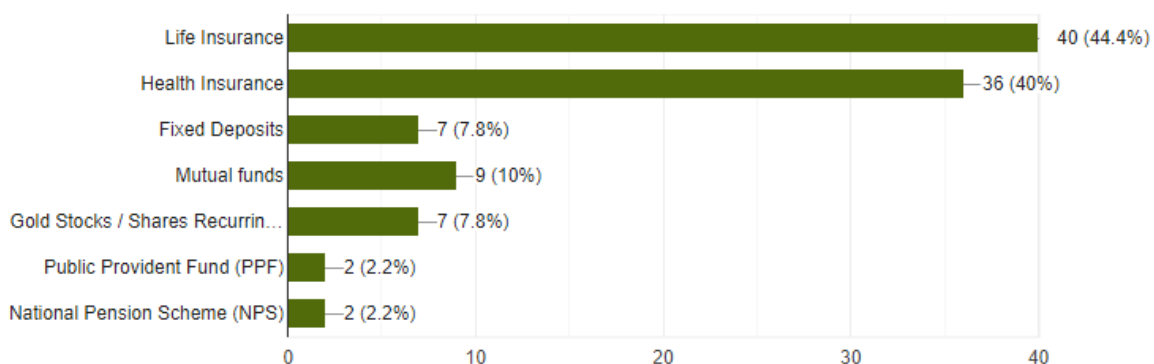


Occupation:



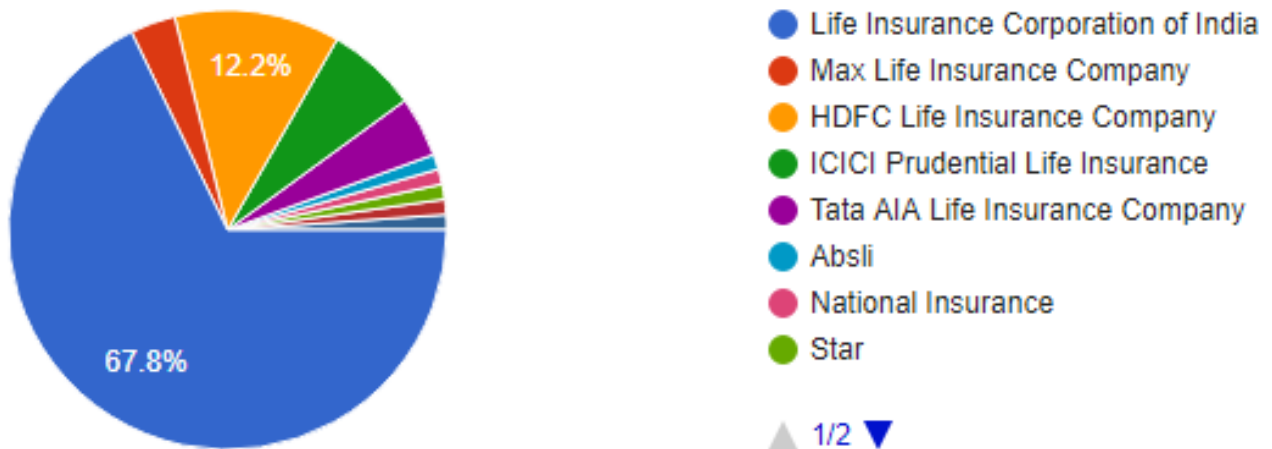
The majority of the people belonged to the age group of 18-30 in this survey and most of them are well educated students pursuing their higher studies.

- More than 60% of the people have increased their focus towards building physical immunity.
- More than 75% of the people believe that stress and anxiety affect their mental immunity as well as Physical immunity in a bad way.
- There are more than 50% people who are worried about Family getting infected with COVID in this pandemic followed by 24% people concerned about reduced income in this pandemic.
- More than 40% people have realized that they need to maintain their finances in such a way so as to meet the requirements of the family if any uncertainty happens to the earner of the family.
- Life Insurance and Health Insurance are the dire need of the day for every family. Even the survey resulted with more than 40% people choosing both Life insurance and health insurance for safeguarding their family's future.



- About 75% of the people have bought Insurance for securing their and their family's future.

- When asked which company do you trust for securing your money and securing the future of you and your family, more than 65% people have named **Life Insurance Corporation of India (LIC)**.



Reason for choosing LIC over others:

- Best returns
- Government backed entity
- Most trusted company in India
- Availability and Reach
- Years of Experience
- Good combination of products designed to meet customers financial goals.

## PART B of the Project

Understanding the policies and Attracting customers

We learned about all the policies of LIC and their returns, tax benefits and riders. So as to provide best policy plans to our prospects and their family according to their needs. We made plan for potential prospects as per their requirements on the calculators available on the LIC website as well as Smart Calculator app on the android in which we can make policy mix plan for all family at once and provide them with the aggregate premium to be paid and what benefits they will receive.



## PART C of the Project

### Making Policy plan for the Prospects

We had to generate leads and understand the needs of the prospects and suggest the better policy according to their needs and requirements. Below are the works I created for the leads generated.

### Individual Plans

The below screenshots contain individual plans for Mr. Vinay, Mr. Suresh and Mr. Babbu. The policies in these plans are Jeevan Lakshya, Jeevan Labh and Jeevan Umang respectively.

Plan Summary for Mr. Suresh  
Jeevan Lakshya - 933

Jeevan Labh  
Plan Summary for Mr. Babbu



Plan Summary for Mr. Vinay  
Jeevan Umang - 945

Pay Rs. 25313+ GST (per year) for 22 years.

Pay Rs. 42019+ GST (per year) for 10 years.

Pay Rs. 51835+ GST (per year) for 10 years.

Maturity amount (SA+Bonus+FAB) of Rs.1534000 is paid at the end of the policy term of 25 years.

Maturity amount (SA+Bonus+FAB) is paid after the policy term of 16 years.

Guaranteed, tax free survival benefit of Rs.34667 shall be paid up to age 100 after the period of 15 years.

Get life cover (590000 to 1534000)for 25 years.

Get life cover (500000 to 832500)for 16 years.

Get life cover (433333 to 5938395)for 77 years.

Save tax of Rs.177100 over a period of 22 years.

Save tax of Rs.133620 over a period of 10 years.

Save tax of Rs.164840 over a period of 10 years.

Sum Assured	590000
Bonus* (27140 X 25)	678500
Final Addition Bonus* (450 per 1000 SA)	265500
Expected Maturity Amount (After 25 years)	1534000
Total Premium Paid	569995

Sum Assured	500000
Bonus* (20000 X 16)	320000
Final Addition Bonus* (25 per 1000 SA)	12500
Expected Maturity Amount (After 16 years)	832500
Total Premium Paid	430586

Life long annuity (after 15 years)	34667
Sum Assured	650000
Bonus* (41600 X 10)+(13867 X 62)	1275732
Final Addition Bonus* (9760 per 1000 SA)	4229330
Expected Maturity Amount (After 77 years)	5938395
Total Premium Paid	531177

Year	Yearly	Hly	Qly	Mly
First Year	26452	13367	6754	2251
Second Year	25883	13079	6608	2202

Year	Yearly	Hly	Qly	Mly
First Year	43910	22179	11201	3734
Second Year	42964	21702	10960	3653

Year	Yearly	Hly	Qly	Mly
First Year	54168	27359	13817	4605
Second Year	53001	26770	13519	4506



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## Family Plan

### **Mr. Vinay and family**

Mr. Vinay Age: 23, Mr. V Uncle Age: 48, Mr. V Aunty Age: 45, Mr. V Uncle Age: 48, Mr. V Uncle Age: 48, Mr. V Uncle Age: 48, Mr. V Uncle Age: 48, Total premium paid is Rs.734090 and total expected returns will be Rs.5360300

### List of plans considered

No:	Name	Age	Plan-Term	Sum Assured	Premium
1	Mr. Vinay	23	936-25	660000	31160
2	Mr. V Aunty	45	945-55	250000	11680
3	Mr. V Uncle	48	945-52	200000	16709

In this plan the premium has to be paid till 25 years and returns would start from the 26<sup>th</sup> year and they will get regular income of 36000 per year till 2073. Life insurance is till the insured gets the age of 100 years. This family is a product mix of 3 policy plans.

These plans were prepared taking the needs of the insured persons.

## PART D of the Project

### Change in Consumer Behavior

From the survey we can conclude that people are concerned about their family's security now more than ever. They are going ahead towards a healthy lifestyle of physical immunity and mental immunity and also towards the financial immunity as they have seen many losing their jobs in this pandemic, months of nationwide lockdown with no earnings and most of all losing all their life's earnings in the hospitals and putting the lives of their family at stake. People have become aware of Life insurance and health insurance. But they are afraid to put all their money at risk in the private companies. The survey suggests that people still believe in the public sector and are willing to invest in one of the oldest and the most trusted company of India i.e. Life Insurance Corporation. And LIC is also working hardly towards fulfilling the needs of the customers with different offers for different goals of the customers.

## *CHAPTER 4: Learnings and Observations*

This internship helped me have a deeper understanding of the BFSI industry, particularly the insurance sector. It assisted me in learning new marketing methods as well as understanding how previous insurance strategies functioned. It assisted me in improving my understanding of insurance products. It also aided in the development of my communication abilities. This industry allowed me to see how a product like insurance might be sold online as well. My mentor also taught me how to persuade customers. I also understand why people are hesitant to get insurance from a novice since they lack comprehensive understanding, and this service necessitates comprehensive understanding for people to trust you. It's not about whose company's insurance you're selling when it comes to selling insurance. It's more about building a brand for ourselves so that people can believe what we say and spend their money where we say.

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Date: 05<sup>th</sup> July 2021

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Mohit Chattar** has successfully completed his internship as “**Financial Advisor**” on Project “**NEED ANALYSIS OF LIFE INSURANCE AND HEALTH INSURANCE IN COVID-19**” from **10<sup>th</sup> May 2021 till 10<sup>th</sup> July 2021** at “**Shree Money Maker**”, **Ahmedabad**. He has completed his required 2 months internship and training with **Life Insurance Corporation of India (LIC)** at **BRANCH 1, Ahmedabad** as “**Insurance Advisor**” and performed well during his Internship Tenure and got certified from Life Insurance Corporation Of India for his Excellent Performance.

During the internship, he has displayed good understanding skills and self-motivated attitude for learning new skills. He was a diligent intern and trainee.

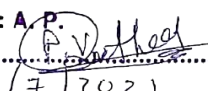
In pursuance of the work, he was sincere and punctual and his conduct was found good.

We wish him every success in his life and career.

For, **Shree Money Maker**,



Pratik Rathod  
Founder & Director

Name : RATHOD PRATIK VINODRAY
Designation : A.P.
Signature : 
Date : 10/7/2021
Original Seen & Verified/In Person Verification
RATHOD PRATIK VINODRAY-R1105

