<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Acknowledgement</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td>List of Tables</td>
<td>ii</td>
</tr>
<tr>
<td></td>
<td>List of Charts</td>
<td>v</td>
</tr>
<tr>
<td></td>
<td>List of Abbreviations</td>
<td>vi</td>
</tr>
<tr>
<td>I</td>
<td>Design of the study</td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Life insurance business in India</td>
<td>2</td>
</tr>
<tr>
<td>1.2</td>
<td>Growth of life insurance industry in worldwide</td>
<td>3</td>
</tr>
<tr>
<td>1.3</td>
<td>Customers' attitude towards Life Insurance Services</td>
<td>6</td>
</tr>
<tr>
<td>1.3.1</td>
<td>Customer</td>
<td>6</td>
</tr>
<tr>
<td>1.3.2</td>
<td>Customer Service</td>
<td>6</td>
</tr>
<tr>
<td>1.3.3</td>
<td>Customer Attitude</td>
<td>7</td>
</tr>
<tr>
<td>1.4</td>
<td>Insurance service - An economic support to the nations</td>
<td>8</td>
</tr>
<tr>
<td>1.4.1</td>
<td>Savings provides greater protection</td>
<td>10</td>
</tr>
<tr>
<td>1.4.2</td>
<td>The Expansion of domestic savings reduces inward</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Foreign investments</td>
<td></td>
</tr>
<tr>
<td>1.4.3</td>
<td>Benefits from savings through life insurance to individuals</td>
<td>11</td>
</tr>
<tr>
<td>1.5</td>
<td>Insurance Regulatory Development and Authority of India</td>
<td>11</td>
</tr>
<tr>
<td>1.6</td>
<td>Ombudsman in Insurance Industry</td>
<td>13</td>
</tr>
<tr>
<td>1.7</td>
<td>Longevity of life insurance market</td>
<td>14</td>
</tr>
<tr>
<td>1.7.1</td>
<td>Customer oriented organizations</td>
<td>14</td>
</tr>
<tr>
<td>1.8</td>
<td>Inseparable Bond between Life Insurance and Agents</td>
<td>15</td>
</tr>
<tr>
<td>1.9</td>
<td>Technological expansion</td>
<td>17</td>
</tr>
</tbody>
</table>

List of contents continued
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.10</td>
<td>Delighted customers promotes business</td>
<td>19</td>
</tr>
<tr>
<td>1.11</td>
<td>Scope of the study</td>
<td>20</td>
</tr>
<tr>
<td>1.11.1</td>
<td>Statement of the Problem</td>
<td>21</td>
</tr>
<tr>
<td>1.11.2</td>
<td>Research Questions</td>
<td>22</td>
</tr>
<tr>
<td>1.11.3</td>
<td>Objectives of the study</td>
<td>22</td>
</tr>
<tr>
<td>1.11.4</td>
<td>Hypotheses</td>
<td>23</td>
</tr>
<tr>
<td>1.11.5</td>
<td>Methodology</td>
<td>23</td>
</tr>
<tr>
<td>1.11.6</td>
<td>Sampling Method and Sample Size</td>
<td>23</td>
</tr>
<tr>
<td>1.11.7</td>
<td>Area of the study</td>
<td>24</td>
</tr>
<tr>
<td>1.11.8</td>
<td>Tools for Data Collection</td>
<td>25</td>
</tr>
<tr>
<td>1.11.9</td>
<td>Reliability Test</td>
<td>25</td>
</tr>
<tr>
<td>1.11.10</td>
<td>Statistical Tools</td>
<td>26</td>
</tr>
<tr>
<td>1.11.11</td>
<td>Limitations of the study</td>
<td>26</td>
</tr>
<tr>
<td>1.12</td>
<td>Chapter Scheme</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>Review of literature</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>How the present study is different from the previous studies</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Profile of insurance industry and</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>Life Insurance Corporation of India</td>
<td></td>
</tr>
<tr>
<td>3.1</td>
<td>The foundation of Insurance industry</td>
<td>67</td>
</tr>
<tr>
<td>3.2</td>
<td>The practice of insurance in olden days</td>
<td>67</td>
</tr>
<tr>
<td>3.3</td>
<td>Invention of mortality table</td>
<td>68</td>
</tr>
<tr>
<td>3.4</td>
<td>Insurance in industrial organization</td>
<td>68</td>
</tr>
</tbody>
</table>

List of contents continued
<table>
<thead>
<tr>
<th>Section</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5</td>
<td>Proliferation of life insurance in India</td>
</tr>
<tr>
<td>3.6</td>
<td>The Development of Insurance Industry in recent era</td>
</tr>
<tr>
<td>3.7</td>
<td>The Entrants of private life insurers in India</td>
</tr>
<tr>
<td>3.8</td>
<td>Foreign Direct Investment policy in insurance sector</td>
</tr>
<tr>
<td>3.9</td>
<td>Impact of Governmental reforms of 2000</td>
</tr>
<tr>
<td>3.10</td>
<td>The Profile of Life Insurance Corporation of India</td>
</tr>
<tr>
<td>3.10.1</td>
<td>Objectives of LIC of India</td>
</tr>
<tr>
<td>3.10.2</td>
<td>Functions of Life Insurance Corporation of India</td>
</tr>
<tr>
<td>3.10.3</td>
<td>Strategies of LIC to remain leader in life insurance business</td>
</tr>
<tr>
<td>3.11</td>
<td>Business developments in consecutive years</td>
</tr>
<tr>
<td>3.11.1</td>
<td>LIC investments in share market</td>
</tr>
<tr>
<td>3.12</td>
<td>Product Portfolio of LIC of India</td>
</tr>
<tr>
<td>3.13</td>
<td>Investment pattern of LIC of India</td>
</tr>
<tr>
<td>3.14</td>
<td>Administration of LIC of India</td>
</tr>
<tr>
<td>3.14.1</td>
<td>Central office- Mumbai</td>
</tr>
<tr>
<td>3.14.2</td>
<td>Zonal offices</td>
</tr>
<tr>
<td>3.14.3</td>
<td>Divisional offices</td>
</tr>
<tr>
<td>3.14.4</td>
<td>Branch offices</td>
</tr>
<tr>
<td>3.14.5</td>
<td>Satellite and Parental branch office in Thanjavur division</td>
</tr>
<tr>
<td>3.14.6</td>
<td>Branch Offices in Nagapattinam District</td>
</tr>
<tr>
<td>3.14.7</td>
<td>LIC’s International Operations</td>
</tr>
<tr>
<td>3.15</td>
<td>Associates of LIC</td>
</tr>
<tr>
<td>3.16</td>
<td>Supporting services to policy holders by LIC of India</td>
</tr>
<tr>
<td>3.17</td>
<td>Achievements of LIC in 2008-09</td>
</tr>
</tbody>
</table>

References
<table>
<thead>
<tr>
<th></th>
<th>Analysis and interpretation of the customers’ attitude towards the services of LIC of India</th>
<th>103</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>Findings, Suggestions and Conclusion</td>
<td>202</td>
</tr>
<tr>
<td>5.1</td>
<td>Findings</td>
<td>202</td>
</tr>
<tr>
<td>5.2</td>
<td>Suggestions</td>
<td>228</td>
</tr>
<tr>
<td>5.3</td>
<td>Conclusion</td>
<td>238</td>
</tr>
<tr>
<td></td>
<td>Areas for further research</td>
<td>240</td>
</tr>
</tbody>
</table>

Bibliography

Appendix

Interview Schedule

Papers published