List of Abbreviations

ATM : Automated Teller Machine
AUM : Assets under Management
BRICS : Brazil, Russia, India, China and South Africa
BSLI : Birla Sun Life Insurance Co. Ltd
CAGR : Compounded Annual Growth Rate
ECS : Electronic Clearance System
GDP : Gross Domestic Product
GoI : Government of India
HDFC : Housing Development Finance Corporation Limited
HLV : Human Life Value
IIPO : Indian Institute of Public Opinion
IRDA : Insurance Regulatory and Development Authority
KW : Kruskal-Walis
LIC : Life Insurance Corporation of India
LIMRA : Life Insurance Marketing and Research Association
NIA : National Insurance Academy
Pvt. : Private
SBI : State Bank of India
UK : United Kingdom
ULIP : Unit Linked Insurance Policy
USD : United States Dollar