**ABBREVIATIONS**

GDP- GROSS DOMESTIC PRODUCT
GIC- GENERAL INSURANCE CORPORATION
IMF- INTERNATIONAL MONETARY FUND
IRA- INSURANCE REGULATORY AUTHORITY
IRDA- INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY
IT- INFORMATION TECHNOLOGY
L.I.C. / L.I.C.I. - LIFE INSURANCE CORPORATION OF INDIA
L.P.G. – LIBERALISATION PRIVATISATION GLOBALISATION
MM/ 4P’s- MARKETING MIX
P1- POLICY
P2- PRICING
P3- PLACE
P4- PROMOTION
P5- PEOPLE
P6- PROCESS
P7- PHYSICAL EVIDENCE
SBI- STATE BANK OF INDIA
SMM/ 7P’s/ 8P’s- SERVICES MARKETING MIX
SWISS Re- SWISS REINSURANCE COMPANY
ULIP- UNIT LINKED INSURANCE PLANS