CONTENTS

Acknowledgements

List of Tables

List of Annexures

CHAPTER I
INTRODUCTION

1.1 Review of Literature
1.2 Need for the Study
1.3 Objectives of the Study
1.4 Research Methodology
1.5 Applied Significance of Findings
1.6 Organisation of Chapters

CHAPTER II
DYNAMICS OF COMPETITIVE STRATEGY: A CONCEPTUAL PERSPECTIVE

2.1 Introduction to Competitive Dynamics
2.2 Competitive Speed – Its Impact on Competitive Dynamics
2.2.1 Slow Cycle Markets
2.2.2 Fast Cycle Markets
2.2.3 Standard Cycle Markets
2.3 Competitive Advantages
2.4 Competitive Strategies – The Basis of Competitive Advantage
2.5 The Five Generic Competitive Strategies
2.5.1 A Low Cost Provider Strategy
2.5.2 A Broad Differentiation Strategy
2.5.3 A Best Cost Provider Strategy
2.5.4 Focused Strategy Based on Differentiation
2.5.5 Focused Strategy Based on Low Cost
2.5.6 Speed – The Emerging Competitive Strategy
2.6 Competitive Strategies – The Different Dimensions
   2.6.1 Price based Strategies
   2.6.2 Added Value or Differentiation Strategies
   2.6.3 The Hybrid Strategy
   2.6.4 Focussed Differentiation Route
   2.7 Competitive Strategies to Overcome Traditional Bases of Competitive Advantage
       2.7.1 Advantage based on price differentiation
       2.7.2 Seeking advantage through market based strategic moves
       2.7.3 Seeking advantage by building barriers
   2.8 Escalating Bases of Competition
   2.8.1 Successful Hypercompetitive Strategies
   2.9 Competitive Strategies Adopted By Insurance Companies

CHAPTER III
INDIAN LIFE INSURANCE INDUSTRY: AN OVERVIEW (51-79)
3.1 The Indian Life Insurance Industry – An Introduction
3.2 Industry Structure
3.3 Evolution of Indian Insurance Sector
3.4 Financial Sector Reforms in India
3.5 Insurance Sector Reforms – The Rationale
   3.5.1 Stages of Reforms Implemented in the Indian Insurance Sector
   3.5.2 Malhotra Committee – Objectives and Recommendations
3.6 Liberalisation of the Indian Insurance Sector
3.7 Strengths and Opportunities of Indian Life Insurance Companies
   3.7.1 Weaknesses and Threats of Indian Life Insurance Companies
3.8 Indian Insurance Sector – High Potential for Growth
3.9 Recent Trends in India
3.10 Global Trends
3.11 Growth Drivers for the Future
CHAPTER IV
COMPETITIVE STRATEGIES - CASE STUDIES OF SELECTED LIFE INSURANCE COMPANIES (80-213)

4.1 Case 1: Bajaj Allianz Life Insurance Company Ltd.,
4.1.1 Profile of the Partners
4.1.2 Vision and Business Philosophy
4.1.3 Capital Base
4.1.4 Business performance
4.1.5 Profitability and Market Share
4.1.6 Rating
4.1.7 Distribution Network
4.1.8 Product Profile
4.1.9 Competitive Strategies
4.1.10 Analysis of Case 1

4.2 Case 2: Birla SunLife Insurance Company Ltd.,
4.2.1 Profile of the Partners
4.2.3 Vision and Business Philosophy
4.2.4 Business Performance
4.2.5 Profitability and Market Share
4.2.6 Distribution Network
4.2.7 Competitive Strategies
4.2.8 Analysis of Case 2

4.3 Case 3: HDFC StandardLife Insurance Company Ltd.,
4.3.1 Profile of the Partners
4.3.2 Vision and Business Philosophy
4.3.3 Business performance
4.3.4 Profitability
4.3.5 Market Share
4.3.6 Rating
4.3.7 Distribution Network
4.3.8 Product Profile
4.3.9 Competitive Strategies
4.3.10 Analysis of Case 3
4.4 Case 4: ICICI Prudential Life Insurance Company Ltd.,
4.4.1 Profile of the Partners
4.4.2 Vision and Business Philosophy
4.4.3 Business Performance
4.4.4 Profitability and Market Share
4.4.5 Distribution Network
4.4.6 Product Profile
4.4.7 Competitive Strategies
4.4.8 Analysis of Case 4
4.5 Case 5: Life Insurance Corporation of India Ltd.,
4.5.1 Vision and Mission
4.5.2 Business Performance
4.5.3 Claim Settlement
4.5.4 Profitability and Market Share
4.5.5 Corporate Social Responsibility of LIC
4.5.6 Distribution Network
4.5.7 Competitive Strategies
4.5.8 Analysis of the Case 5
4.6 Cross Case Analysis
4.6.1 Growth Rate of Number of New Policies
4.6.2 Total Number of New Policies
4.6.3 Total Business in Force in Terms of Policies
4.6.4 Total Number of Life Policies in Force
4.6.5 Total Number of Annuity and Pension Policies in Force
4.6.6 Total Number of Non Linked Health Policies in Force
4.6.7 Total Number of Linked Policies in Force
4.6.8 Total Number of Linked Health Policies in Force as on 31.3.2009
4.6.9 Total Business in Force (Sum Assured in Rs. Crore) as on 31.3.2009
4.6.10 Total Life Policies in Force (Sum Assured as on 31.3.2009)
4.6.11 Total Annuity Policies in Force (Sum Assured as on 31.3.2009)
4.6.12 Total Health Business in Force (Sum Assured as on 31.3.2009)
4.6.13 Total Linked Business in Force (Sum Assured as on 31.3.2009)
4.6.16 New Business (Policies) 2004-09
4.6.17 Total Life Insurance Premium
4.6.18 First Year (Including Single Premium)
4.6.19 First Year Premium
4.6.20 Renewal Premium
4.6.21 Single Premiums
4.6.22 Introduction of New Products/Riders
4.6.23 Insurance Products Offered
4.6.24 Rider Options
4.6.25 Range of Payment Options Offered
4.6.26 Proportion of Business Generated through Bancassurance Channel
4.6.27 Proportion of Business Generated Through Alternate Channels
4.6.28 Surplus Generated from Operations
4.6.29 Number of Agents
4.6.30 Profits and Losses
4.6.31 Grievances Pending (As Percentage of Reported Grievances)
4.6.32 Returns Generated by ULIPs
4.6.33 Solvency Ratio
4.6.34 Proportion of Renewal Premium in Total Premium
4.6.35 Contribution of Rural Business
4.6.36 Overall Expenses Efficiency
4.6.37 Capital Efficiency
4.6.38 Operating Efficiency
4.6.39 Income Efficiency
4.6.40 Actuarial Efficiency
4.6.41 Marketing Efficiency
4.6.42 Lapse Ratio
4.6.43 Business Productivity of Agents
4.6.44 Business Productivity of Unit Managers
CHAPTER V
SURVEY RESEARCH FINDINGS AND STATISTICAL ANALYSIS (214-269)

5.1 Survey Research Findings
5.2 Statistical Analysis

CHAPTER VI
CONCLUSION AND SUGGESTION (270-279)

ANNEXURES (280-288)

BIBLIOGRAPHY (289-298)

A BOOKS
B JOURNALS
C WEBSITES