The non-life insurance industry in India is going through a sea change after introduction of detariffication. The concept of detariffication is not new; other developed countries of the world have implemented it much earlier than India. The step of detariffing the non-life insurance sector was taken to inject competition and to improve the efficiency of the insurance companies. With an object to study the impact of detariffication on the non-life insurance business in India; the performance of the public and private sector entities have been studied during the pre-detariff and post-detariff period. The practices followed by the insurers in product innovation and product pricing in free market have been discussed. The study will find out the impact of introducing open price regime on the insurers in terms of financial solvency, liquidity and profitability. The insurance sector occupies a significant position in the service industry and happens to be one of the most growing industries in the country, and it has tremendous socio economic impact on the economy of India. Therefore the study of the impact of detariffication on the performance of the industry has immense importance.

The study has been subdivided into seven chapters.

In the first chapter, the detail plan of the study such as objectives of the study, methodology adopted, review of existing literature in the field, tools and techniques applied for analysing the data, importance of the study, scope of the study, hypothesis to be tested statistically are dealt with.

Second chapter deals with the evolution of insurance in international context and gives a picture of evolution of insurance industry in India from pre-independence to liberalisation of the sector in the beginning of the century.

In the third chapter, reform and regulations affecting the performance of the insurers have been discussed. The benefits and disadvantages of detariffication; increase in the FDI cap from 26% to 49%; implication of new Service tax on insurance products have been discussed. Spread and growth of Indian insurance market in global perspective have been done by making a comparison of insurance penetration and density of India with other ASIAN nations and BRICS nations.
The Fourth chapter deals with product pricing and product innovation in the non-life insurance industry. Trends in product innovation and product development, methods of regulatory control, innovation protection to the insurer are discussed. A comparison of product development by the public and private companies in pre-detariff and post detariff period have been made. Product development has been discussed in international context.

In fifth chapter performance measurement of public and private sector non-life insurance companies have been studied separately during the pre-detariff and post-detariff period for the parameters set for the purpose.

Chapter six makes an analysis of the impact of detariffication on the public and private sector entities during the pre-detariff and post-detariff period. A comparative analysis of the performance of the public and private sector non-life insurance companies has been carried with the use of statistical tools. The comparative analysis of the performance of the public and private insurers during the pre-detariff and post-detariff period has been tested statistically.

Chapter seven of the study deals with the findings, suggestions and conclusion.

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