Chapter V

Impact of Privatization on Life Insurance Corporation of India - I
5.1 Introduction:

This chapter is based upon the analysis and interpretation of primary and secondary data. This chapter analyses the impact of privatization on LIC of India on the basis of customer responses. At the outset it would not be out of place to present an overview of the various products of private life insurance companies other than LIC.

5.2 The Products of Private Life Insurance Companies:

In this section the researcher has presented an overview of the products of selected private life insurance companies.

1. HDFC - Standard Life:

HDFC Standard Life Insurance Company is a joint venture between India's largest housing finance provider, HDFC and Europe's largest mutual life assurance company - The Standard Life Assurance Company (UK).\(^1\)

HDFC Standard Life Insurance Company Limited is the First Private Sector Life Insurance Company to be granted a license.
Foreign Partner: Standard Life, UK

Standard Life, UK, founded in 1825, has been at the forefront of the UK insurance industry for 175 years by combining sound financial judgement with integrity and reliability. It is the largest mutual life company in Europe and has total assets of Rs.5,50,000 crore.

It is one of the very few insurance companies in the world to have received ‘AAA’ rating from two of the leading international credit rating agencies, Moody’s and Standard & Poor’s. Standard Life was recently voted ‘Company of the Decade’ in UK by the Independent Brokers called IFAs.

Products Offered

(i) Endowment Assurance Plan Features:

- Providing financial support to the family by way of lump sum payment in case of unfortunate death within the term of the policy.
- Providing lump sum payment on survival up to maturity.
- Lump sum is the basic sum assured plus any bonus additions.

(ii) Money Back Plan Features:

- Offers payment of cash lump sum, which is a proportion of the basic sum assured, at five yearly intervals till end of term.
- On survival up to maturity, basic sum assured plus any bonus additions! less the previous cash lump sums is provided.
In case of unfortunate death within the term of the policy basic sum assured plus any bonus additions is provided.

Schedule of cash lump sum

(as a % of basic sum assured)

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<tr>
<th>Total Policy</th>
<th>No. of years from policy date</th>
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(iii) Group Insurance Policy Development Insurance Plan Plan Details

This insurance plan provides life cover to a specified group of people for a term of one year. On the death of any member of the Group Insured during the year of cover, a lump sum is paid to that member's beneficiaries to help meet some of the immediate financial needs following their loss.

2. ICICI Prudential Life Insurance Profile:

ICICI Prudential Life Insurance is a joint venture between the ICICI Group and Prudential plc, of the UK. ICICI started off its operations in 1955 with
providing finance for industrial development, and since then it has diversified into housing finance, consumer finance, mutual funds to being a Virtual Universal Bank and its latest venture Life Insurance.  

Foreign Partner

Established in 1848, Prudential pic. of UK has grown to be the largest life insurance and mutual fund company in UK. Prudential pic. has had its presence in Asia for the past 75 years catering to over 1 million customers across 11 Asian countries.

Prudential is reputedly the largest life insurance company in the United Kingdom.

ICICI and Prudential came together in 1993 to provide mutual fund products in India and today are the largest private sector mutual fund company in India.

Their latest venture ICICI Prudential Life plans to take care of the insurance needs at various stages of life.

Products Offered

(i) Endowment Assurance Plans

a) ICICI Pru Single Premium Bond

Plan Details

The Single Premium Bond plans combine savings with life cover. It is a fixed term plan of 5 or 10 years against a one-time payment of premium.
Features:

On death of the life assured, the following benefits are available:

- If death occurs in the 1st year, no death benefit is available.
- If death occurs in the 2nd year 10 percent of the sum assured is given.
- 20 percent of the sum assured if death occurs after 2 years but before maturity date.
- If death occurs as a result of accident anytime before the maturity date, 20 percent of the sum assured is paid regardless of the duration of the policy.
- On death of the life assured, the nominee has the option to take cash value of the amount payable on the maturity date immediately.
- The other option is to wait till the maturity date when the nominee will get the full sum assured and guaranteed additions @4.5% compounded annually. This benefit is paid even if death benefit has been paid.

b) ICICI Pru Save n' Protect Plan Details

Under this plan an individual can accumulate funds for future requirements on a regular basis such as children's higher education, daughter's wedding, etc. and simultaneously have an insurance cover. This is a fixed term policy.
Features:

Under this plan, on the death of the life assured, the beneficiary will get the sum assured, the guaranteed additions and the vested bonuses.

- Once the policy matures, i.e. at the end of the term, member can get the full sum assured and guaranteed additions as well as the vested bonuses.

- In addition, member will get an extended term insurance cover for five years after the maturity date of the policy for 50 percent of the sum assured, member will not have to pay any premia for the same.

Add-ons or Riders

Under such a plan member may opt for add-ons or additional benefits as per his/her requirements. However, it may be noted that during the tenure of extended life cover, no rider benefits will be available

- Accident and Disability Benefit
- Critical Illness Benefit
- Major Surgical Assistance
- Level Term Insurance.

c) ICICI Pru Forever Life Plan Details

The Forever Life plan provides regular income for life, after a prescribed date. The amount receive depends on the premium that the member
pay till the stipulated date and the option chosen. Besides, it also offers life cover during the deferment phase. (In this phase, one has to pay regular premiums).

**Options:**

One of the following options can be chosen:

**Lifetime annuity**

This option provides annuity for life.

- Life annuity certain for 5, 10, 15 years
  
  The annuity under such an option is paid for chosen term and for life thereon.

- Life annuity with return of purchase price
  
  Under such option the individual will receive life annuity. In case of death the purchase price will be returned to the beneficiary.

- Joint life, last survivor annuity
  
  Under such plan, life annuity is paid to the insured and then to the spouse with return of purchase price to the beneficiary on death of last survivor. It may be noted that one of these options can be chosen before six months of the vesting date.

**Add-ons or Riders**

One of the following riders can be chosen:

- Accident and Disability Benefit
ICICI Pru Cash Bank Plan Details

It is a three-in-one plan that combines savings, liquidity and protection through the following:

- Fixed term of 15 or 20 years
- Survival benefit payments at regular intervals
- Premiums are payable throughout the term of the policy.

Survival Benefits

On death of the life assured, the beneficiary will get the full sum assured, the guaranteed additions and the vested bonuses.

Add-ons or Riders

- Accident and Disability Benefit
- Critical Illness Benefit
- Major Surgical Assistance
- Level Term Insurance

iii) Protection Plans Life Guard Plan Details

The Pru Life Guard or Term Level Assurance plan protects the member’s family in the event of death. On death, the sum assured is paid to the beneficiary. There are no maturity benefits in case of the Single Premium Level Term policy.
Add-ons or Riders

Under such a plan, member may opt for add-ons or additional benefits as per requirements. However, it may be noted that during the tenure of extended life cover, no rider benefits will be available.

- Accident Disability Benefit
- Critical Illness Benefit
- Major Surgical Assistance Benefits
- Level Term Insurance.

3. Birla Sun Life Insurance Company Limited

Birla Sun Life Insurance is the coming together of the Aditya Birla group and Sun Life Financial of Canada to enter the Indian insurance sector. The Aditya Birla Group, a multinational conglomerate has over 75 business units in India and overseas with operations in Canada, USA, UK, Thailand, Indonesia, Philippines, Malaysia and Egypt to name a few.3

Foreign Partner

Sun Life Assurance, Sun Life Financial's primary insurance business, has excellent ratings with the world's top rating agencies. With assets under management as on September 30, 2000 totalling more than CDN$345 bn, it ranks amongst the largest international financial services organizations in the world.
Today, the Sun Life Financial Group of companies and partners are represented globally in Canada, the United States, the Philippines, Japan, Indonesia, India and Bermuda.

**Flexi Save Plus Endowment Plan Plan Details**

The Flexi Save Plus Endowment Plan is designed for people who want to maximize their savings today by paying regular premiums for a fixed duration of time or in a single lump sum, to realize their long-term goals and protect their families with an insurance policy. The plan offers you the dual benefit of insurance cover as also an investment opportunity to help your savings grow.

**Other benefits Investment Fund**

This helps the members; improve returns by investing a part of the premium money in bonds and equities.

**Fund Access**

Members may access your money. He/she can get a loan up to 90 percent of the total policy value. A fixed rate of interest has to be paid on the loan amount based upon certain conditions.

**Withdrawals**

Members can withdraw money from the account from the 3rd policy anniversary. And also close the plan earlier than the period taken for. No surrender charges will be levied after the 4th year.
ii) Money Back Plan

Flexi Cash Flow Money Back Plan Plan details

Flexi Cash Flow Money Back Plan is a fixed term policy with periodic payback of money at fixed intervals coupled with life insurance. The plan keeps on giving a part of cash back at regular intervals as well as takes care of life insurance.

Features:

The Flexi Cash Flow Money Back Plan offers you the flexibility to chose between the investment option, automatic premium payment, duration of the plan etc.

Other Benefits

**Investment Fund**: Improve returns by investing a part of your premium money in bonds and equities.

**Fund Access**: Members may access money. They can get a loan up to 90 percent of the total policy value. A fixed rate of interest has to be paid on the loan amount based upon certain conditions.

**Withdrawals**: Can withdraw money from account from the 3rd policy anniversary. And also close the plan earlier than the period taken for. No surrender charges will be levied after the 4th year.

**Death Benefits**: The plan provides the beneficiary with an underlying term cover throughout the term of the policy. In case of death, the nominee will
receive the sum assured in addition to the policy value.

**in.Whole Life Plan**

**Flexi Life Line - Whole Life Plan Plan Details**

Flexi Life Line Whole Life Plan ensures that hard earned money gives higher returns as well as security to your loved ones. Under this plan, members keep paying premiums and enjoy the benefit of savings along with life insurance.

**Features:**

The Flexi Line Whole Life Plan offers the flexibility to chose the premium payment, investment option, duration, etc.

4. **Max New York Life Profile Max India**

Max India Limited is a multi-business corporation that has business interests in telecom services, bulk pharmaceuticals, electronic components and specialty products. It is also the service-oriented businesses of healthcare, life insurance and information technology.⁴

**New York Life**

New York Life has grown to be a Fortune 100 company and an expert in life insurance. It was the first insurance company to offer cash dividends to policy owners. In 1894, New York Life pioneered the then unheard-of concept of insuring women at the same rate as men. Thereafter, it continued to introduce a series of firsts - a disability benefit clause in 1920, unemployment insurance

Today, New York Life has over US $138 bn in assets under management and over 30,000 agents and employees worldwide. The October, 2000 Fortune Survey named New York Life amongst the top three most admired life and health insurance companies worldwide. With over 3 million policyholders, New York Life is a leading provider of insurance in a host of countries worldwide.

**Products Offered**

**Endowment Policy Features:**

- It helps to meet the vital financial needs of the future, such as child's education or marriage.
- The sum that will be received on maturity serves as an additional source of income.
- It has a guaranteed death benefit during the term of the policy.
- Policy will acquire a Cash Surrender Value after 3 years Premium(s) have been paid.
- Facility to take a loan is available, after policy has acquired a cash surrender value, to fund unexpected requirements.
- A guaranteed, fixed premium, allows planning finances better.
- The member will get bonus payable once the policy has been in effect for at least two years, with an option of how he/she want it paid. For example, he/she can even get cash every year rather
than waiting for the maturity of the policy. However, bonuses are not guaranteed and will be declared by the company from time-to-time.

Options or Riders:

These options allow the members the flexibility to customize and enhance the value of his/her 20-year Endowment Policy. He/she can also have the choice of attaching these Riders at the time of buying your Policy or anytime later, subject to meeting certain conditions. He/she may attach one or more of the following Riders to 20-year Endowment Insurance Policy:

- Personal Accident Benefit (PAB) Rider
  This offers additional benefit against death in an accident or even in the case of Total and Permanent Disability caused by an accident.

- Term Rider
  To match the changing needs, members can buy additional insurance for a term of 5 years or 10 years, till you are 60 years of age.

- Dread Disease (DD) Rider
  This provides additional benefit in the event of the Life Insured getting afflicted by any of the specified dread diseases (refer to list with your Agent).
ii) Whole Life Plan Features:

- Member gets protection for life with a guaranteed Death Benefit.
- Policy acquires a Cash Surrender Value after 3 years Premium(s) have been paid.

Members have the option of taking a loan to fund unforeseen expenses, after the Policy has acquired a Cash Surrender Value.

A guaranteed, fixed premium throughout life, allows member to plan his/her finances better.

Options or Riders:

Member may attach one or more of the following Riders to Whole Life Insurance Policy:

Personal Accident Benefit (PAB) Rider

This offers additional benefit against death in an accident or even in the case of Total and Permanent Disability, caused by an accident.

Guaranteed Insurability Option (GIO) Rider

This allows buying additional insurance at different stages in member's life without having to furnish any proof of insurability.

Option to Purchase Paid-up Additions (OPP) Rider

Available on the Whole Life Participating Policy only, this Rider allows member to increase his/her sum Insured at any point of time, depending upon member's needs. So member increase his/her risk protection and get additional
savings within limits, without having to furnish any proof of insurability.

Term Rider

To match changing needs, member can buy additional insurance for a limited term of 5 years or 10 years.

Waiver of Premium (WOP) Rider

This ensures that in case of Total Disability, the company waives Specified Premiums due for the entire period of the Total Disability.

Dread Disease (DD) Rider

This provides additional benefits in the event of the Life Insured getting afflicted by any of the specified dread diseases.

iii) Term Insurance Features

• Member gets protection with a guaranteed Death Benefit, for the specified period.

• It is one of the least expensive insurance plans.

• It renews automatically without having to provide any further evidence of insurability or other documents.

• Members have the option to convert member policy into a permanent (either Whole Life or Endowment) insurance plan to take care of member changing needs.

Options or Riders

• Personal Accident Benefit (PAB) Rider
This offers additional benefit in case of death in an accident or even in the case of Total and Permanent Disability, caused by an accident.

- **Dread Disease (DD) Rider**

  This provides additional benefits in the event of the Life Insured getting afflicted by any of the specified dread diseases.

5. **Om Kotak Mahindra Life Insurance Profile**

   Established in 1985 as Kotak Capital Management Finance promoted by Uday Kotak the company has come a long way since its entry into corporate finance. It has dabbled in leasing, auto finance, hire purchase, investment banking, consumer finance, broking etc. The company got its name Kotak Mahindra as industrialists Harish Mahindra and Anand Mahindra picked a stake in the company. Kotak Mahindra is today one of India’s leading Financial Institutions.Ó

5. **Old Mutual**

   Old Mutual pic is an international financial services group based in London with expanding operations in life assurance, asset management, banking and general insurance. Old Mutual is listed on the London Stock Exchange (where it is included on the FTSE 100 Index) and also on the South African, Namibian, Malawi and Zimbabwe Stock Exchanges. It has 156 years of experience in the life insurance business.
Om Kotak Mahindra

Om Kotak Mahindra is the coming together of Kotak Mahindra Finance Ltd., and Old Mutual pic to enter the Indian insurance arena to offer a wide range of innovative life insurance products.

Products Offered

i) Endowment Assurance Plan Om Endowment Plan Plan Details

Under this plan an accumulation account is created which helps savings grow every year. The premiums paid by the policyholder are deposited in this account after deducting risk charges and the balance, is invested by the company in financial instruments. If the policyholder is not able to pay his premium after 3 years the required money will be drawn from the Accumulation account to continue the risk cover.

Annually a return is declared depending on the balance in the accumulation account based on investment performance.

On maturity, the policyholder receives the sum assured with bonus additions if any. In case of death of the policyholder during the plan term the nominee or beneficiary receives the sum assured with excesses, if any.

ii) Money Back Plan Om Money Back Plan Plan Details

Under this plan the premiums paid are deposited in the accumulation account of the policyholder after deducting the expenses and risk cover charges with survival benefit payouts made from time to time.
The balance money in the accumulation account is invested in financial instruments which will provide returns based on investment performance. The company will annually declare a return on the balance in member's accumulation account based on investment performance, but with a view to reducing the variability from year to year.

If the policyholder is unable to pay premiums after the first 3 years of the term, the plan will draw upon his accumulation account to keep the risk cover going, as long as there are funds in the account.

iii) Term Policy

Om Insurance Bond Plan Details

This plan covers life with a one-time premium and doubles member's investment on maturity. In case of death of policyholder, the nominee or beneficiary gets death benefits.

6. State Bank of India Profile

The State Bank of India was established in 1806. It has a branch network of over 9000 branches and holds 30 percent of the market share in banking with an aggregate deposit base of about Rs.1,96,821 crore.

Today, it has a branch network of over 9000 branches, an aggregate deposit base of nearly Rs.1,96,821 crore (US $45,121 mn) and a total balance sheet size of Rs.2,61,504 crore (US $59,950 mn). Together with its 7 Associate Banks,
SBI commands about 30 percent of the market share in banking.

Cardiff

Cardiff, a wholly owned subsidiary of BNP Paribas, is one of the top 10 banks in the world, and the third largest in Europe. It was established in 1973 and specialises in selling insurance products through commercial banks in France and 23 other countries. Cardif had a premium income of over US $4 bn in 1999, and more than US $23 bn of funds under its management. It operates joint ventures in developed as well as developing countries, such as Brazil, Chile and the Czech Republic.

SBI Life Insurance Company

SBI Life Insurance Company Ltd. is registered as a life insurance company with the Insurance Regulator. The company's authorized capital is Rs.250 crore, and the paid-up capital at present is Rs.125 crore. The State Bank of India owns 74 percent of the total equity in SBI Life Insurance, and Cardif holds the balance 26 percent.

Products Offered

i) Life Plan Sanjeevan Plan Details

Under Sanjeevan, a single premium policy has to be paid depending on the age of the individual as on his last birthday and the insurance cover desired. The policyholder can enjoy a minimum life cover of 1 lakh and a maximum up to Rs.10 lakh. There are a total of 3 plans.
In the normal course, there will be no medical examination if the individual is healthy, below 60 years and opts for cover up to Rs. 5 lakh. However, a simple medical questionnaire will have to be filled.

Benefits

Annual Payments

The policyholder will receive steady income by way of 5 or 10 annual payments from Rs. 10,000 to Rs. 1,50,000. Bonus if any will be paid with the last survival benefit.

Liquidity

The policy acquires a Guaranteed Surrender Value from the 2nd year. The Guaranteed Surrender Value will be 50 percent of the amount of the single premium during the 2nd and 3rd year and 75 percent in the 4th and 5th year. In case of Plan 1, the Guaranteed Surrender Value will be 90 percent of the amount of the single premium from the 6th year onwards up to 10th year.

Tax Benefits

The premium paid is eligible for tax rebate under Section 88 of the Income Tax Act. The Survival Benefit Payment, bonusés and claims are tax-free in hands and in the hands of nominee. A deferment period of 5 years exists after purchase of the policy if the individual is between 55 and 65 years, and 10 years if below 55 years.
Survival Benefits

Survival Benefit Payments range from a minimum of Rs.10,000 to a maximum of Rs.1,50,000 per annum based on the policy holder’s age and the sum assured. But the policyholder’s life will continue to be insured for the full term of the policy.

After the deferment period, the policyholder will receive 10 annual Survival Benefit Payments if he is below 60 (5 if he is above 60).

Death benefit

If there is a death claim during the policy term, the nominee will get the sum assured, with bonuses, if any, minus the Survival Benefit Payments already made. If there is a claim in the first year itself of the policy, only 95 percent of the premium paid will be refunded.

7. Allianz Bajaj

Allianz Bajaj Life Insurance Co. Ltd. is a union between Allianz AG, the world’s leading insurer with a Gross Written Premium of US $63.7 bn and Bajaj Auto, one of India’s most respected names.

Allianz Bajaj Products

Group Care Plans
1. Group Credit Care Plan (Employer - Employee)

- It is a Group Term Insurance Scheme that provides basic life insurance protection to employees who have availed of a loan from the employer.
- The main feature of this plan is to cover the risk of outstanding loan in case of premature death of the employee.
- Life Insurance Benefit for all members of the scheme is provided by one policy document that is issued to the policyholder i.e., the Employer.

The basic Life Cover can also be enhanced by adding the following 2 additional benefits that provide for coverage of risks arising out of accidents.

- Accidental Death Benefit: Accidents are always sudden and sometimes fatal. You can’t lessen the emotional shock, but you can certainly soften the financial one. Allianz Bajaj Accidental Death Benefit gives the family members of your employees something to start with after the permanent loss of income by paying an additional amount equal to the Life Cover granted -provided that the total accident cover limit does not exceed Rs.10,00,000/-under all Group schemes taken together.

- Accidental Permanent Total Disability Benefit: Accidents are unpredictable and so are the consequences. They may lead to a
total permanent disability, severely hampering capacity to earn.

The Allianz Bajaj Accidental Permanent Total Disability Benefit provides a financial cushion against such misfortunes by paying out an amount equal to the Life cover granted provided that the permanent total accidental disability cover limit does not exceed Rs.10,00,000/- under all Group schemes taken together.

Allianz Bajaj Group Risk Care Plan (Employer—Employee)

• It is a Group Term Insurance Scheme that provides basic Life Insurance protection to employees.

• The main feature of this plan is to cover the risk of death.

• Life Insurance Benefit for all members of the Scheme is provided by one policy document that is issued to the policyholder i.e., the Employer.

• The basic Life Cover can also be enhanced by adding the following 2 additional benefits that provide for coverage of risks arising out of accidents.

• Accidental Death Benefit: Accidents are always sudden and sometimes fatal. You can’t lessen the emotional shock, but you can certainly soften the financial one. Allianz Bajaj Accidental Death Benefit gives the family members of your employees something to start with after the permanent loss of income by paying an additional
amount equal to the Life Cover granted -provided that the total accident cover limit does not exceed Rs. 10,00,000/- under all Group Schemes taken together.

- Accidental Permanent Total Disability Benefit: Accidents are unpredictable and so are the consequences. They may lead to a total permanent disability, severely hampering the capacity to earn. The Allianz Bajaj Accidental Permanent Total Disability Benefit provides a financial cushion against such misfortunes by paying out an amount equal to the Life Cover granted provided that the permanent total accidental disability cover limit does not exceed Rs. 10,00,000/- under all Group Schemes taken together.

Allianz Bajaj Group Credit Care Plan (Non Employer - Employee)

- It is a Group Term Insurance Scheme that provides basic insurance protection to people who have availed of a loan from an Institution or Co-cooperative.

- The main feature of this plan is to cover the risk of outstanding loan amount in case of premature demise of the loanee.

- Life Insurance Benefit for all members of the Scheme is provided by one policy document that is issued to the Group Policyholder i.e., the Institution or Co-operative.

- The basic Life Cover can also be enhanced by adding the
accidental death benefit and accidental permanent total disability benefit.

Allianz Bajaj Group Risk Care Plan (Non Employer - Employee)

- It is a Group Term Insurance Scheme that provides basic life insurance protection to the group members.
- The main feature of this plan is to cover the risk of death.
- Life Insurance Benefit for all members of the scheme is provided by one policy document that is issued to the Group Policyholder.
- The basic Life Cover can also be enhanced by adding the accidental death benefit and accidental permanent total disability benefit.

Allianz Bajaj Term Care Plan

The "Allianz Bajaj Term Care" Plan is a term insurance plan. It is an economical way of providing for one's life cover and at the same time ensuring that the premiums paid are returned at maturity. This plan not only offers you life insurance cover at a low cost, but also provides for return of premiums on maturity. The premiums returned at maturity will be equal to the single premium or the sum total of equivalent annual premiums of the Economy Pack (excluding extra premiums charged, if any). In case of pre-mature death during the policy term, the full Sum Assured will be paid to the nominee.
The "Allianz Bajaj Term Care" Plan offers you the convenience of choosing between two premium payment options.

- Regular Premium Payment - Premium payment throughout the selected term.
- Single Premium Payment - One time premium payment for the selected term at commencement.

Apart from covering the risk of natural death, this plan also provides you the option to choose up to 5 additional benefits. You can select a specific combination of additional benefits best suited to your needs, available in 4 attractive packages to choose from.

i) **Economy** : This is the basic plan, which is available for both the regular and single premium payment options.

ii) **Protect** : This pack comes with the following 3 in-built additional benefits:
   a) Accidental Death Benefit.
   b) Accidental Permanent Total / Partial Disability Benefit,
   c) Waiver of Premium Benefit (in case of accidental permanent total disability).

iii) **Health** : This pack comes with the following 2 in-built additional benefits:
   a) Critical Illness Benefit,
   b) Hospital Cash Benefit,

iv) **Total** : This pack comes with the following 5 in-built additional benefits:
a) Accidental Death Benefit.
b) Accidental Permanent Total / Partial Disability Benefit.
c) Waiver of Premium Benefit
   (in case of accidental permanent total disability).
d) Critical Illness Benefit,
e) Hospital Cash Benefit.

Allianz Bajaj Risk Care Plan

The "Allianz Bajaj Risk Care" Plan is a pure term insurance plan & offers one of the most economical means to provide financial security to your loved ones. This plan offers you life insurance cover at the lowest possible cost for a selected term. It is an ideal option to cover your near and dear ones against financial risks arising out of life's adversities - like death and permanent disability. In case of pre-mature death during the policy term, the Sum Assured is paid to the nominee. There are no survival benefits under this plan.

Allianz Bajaj Lifetime Care

The "Allianz Bajaj Lifetime Care" Plan is a lifetime endowment plan with profits. A typical whole life policy runs as long as the policyholder is alive. Risk is generally covered for the entire life of the policyholder. The Sum Assured and the bonuses are generally payable only to the nominee of the beneficiary upon the death of the policyholder. Generally, the policyholder is not entitled to any
money during his/her lifetime, i.e., there is no survival benefit.

For you, we have four different plan type under Allianz Bajaj "Lifetime Care" Insurance Plan.

• The Allianz Bajaj Lifetime Care - Economy Plan
• The Allianz Bajaj Lifetime Care - Protect Plan
• The Allianz Bajaj Lifetime Care - Health Plan
• The Allianz Bajaj Lifetime Care - Total Plan.

Allianz Bajaj Save Care

The Allianz Bajaj "Save Care" Insurance Plan is an endowment plan with profits. Endowment policies cover the risk for a specified period, at the end of which the Sum Assured is paid back to you along with all the bonus accumulated during the term of the policy.

You can use this kind of plan for planned expenditures like children’s weddings, higher education of your children etc.

The Allianz Bajaj "Save Care" Insurance Plan comes in four types:

• The Allianz Bajaj Save Care - Economy Single Premium Plan
• The Allianz Bajaj Save Care - Economy Plan
• The Allianz Bajaj Save Care - Protect Plan
• The Allianz Bajaj Save Care - Health Plan.
8. **TATAAIG**

Tata-AIG Life Insurance company is a joint venture between the Tata Group and American International Group Inc. (AIG), the leading US-based international insurance and financial services organisation and the largest underwriter of commercial and industrial insurance in America. Its member companies write a wide range of commercial, personal and life insurance products through a variety of distribution channels in approximately 130 countries and jurisdictions throughout the world. AIG's global businesses also include financial services and asset management, including aircraft leasing, financial products, trading and market making, consumer finance, institutional, retail and direct investment fund asset management, real estate investment management, and retirement savings products.

**Areas of business**

Tata-AIG Life Insurance products include a broad array of life insurance coverage to both individuals and groups. For groups, the company has life products whereas for individuals, it has term products, endowment products as well as money-back products. For groups and individuals, various types of addons and options are available to give consumers flexibility and choice.

Tata AIG Life Insurance has five products, which include a broad array of life insurance coverage to individuals to start with. The uniqueness of these five plans is, they cover your Career-Needs like income, family and social...
status, Married-Life needs like home, spouse and parents, Children-needs like all round development and education and your dream Retirement Life-needs like social responsibility and financial independence.

21 Years Money Saver Plan

Gives back 10 percent of the sum assured every three years for the next 21 years and balance on maturity. People buy life insurance for variety of reasons like educational funding or family protection. While this money saver plan would help to save one’s money in a disciplined manner, one can also enjoy a secure future with this insurance protection. This plan can also act as a best gift to one’s children to provide them a good education. After all, the rising cost of education in India is 6.5 percent per annum i.e., Rs.42,500 worth of education will cost anybody actually Rs.1,50,000 after 21 years. This 21 years plan comes to you with a unique ‘Pay or Benefit’.

10, 20 and 30 year Security and Growth Plans

Plan that offers one’s family both security and growth of his/her hard-earned savings. These Plans look after one’s financial stability in future. If the marriage funding, educational funding or the family protection is your need, then this flexible plan will cover the loved one’s if anything happens to the income earner. And at the same time ensures that his/her money grows. One can opt
for the term that suits his/her needs best and pay premiums annually, semi-
annually or quarterly. Emergency loan facility is available under this plan from
3rd year onwards. For one with a age of 27, ‘Assure 30 years security and
growth plan’ offers an impressive investment return of as high as 10.9 percent
approximately on total investment for a policy of Rs.5,00,000 lakhs where the
Bonus amount is calculated on 5 percent of the Basic Sum Assured. This return
of investment comes with an Accident Death Benefit and waiver of premium
facility. This is important to mention, this bonus amount is likely to be higher
after 30 years as private insurance players are expected to enjoy a good market
share then and thus, you may enjoy more than 10.9 percent return on investment.

Golden Years Plan

Plan that helps one to enjoy financial independence and enable him/her
to do everything he/she always wanted to do after his/her retirement. This Plan
matures at the age of 60. For one with a age of 27, ‘Golden Years Plan’ offers a
very good return of 12.6 percent approximately on total investment for a policy
of Rs.5,00,000 lakh. This plan from Tata-AIG is one of the best retirement plan
available in the market today to ensure your financial independence at one’s
60’s. Only 4 percent of all Indians are financially independent at age of 60.
5.3 Analysis of Policy Holder’s Responses:

The researcher has in this section, analysed the responses of policy-holders of LIC with reference to impact on various elements of business of LIC.

Impact on Advertisement:

It has been observed that, competition in Life Insurance Business has increased as a result of privatization. This has excercised considerable impact on advertisement strategies of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has excercised any positive impact on the advertisements of LIC?” and the responses have been presented in the following table No. 5.1.

Table No. 5.1

Impact on Advertisement

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High %</th>
<th>Medium %</th>
<th>Low %</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>60.47</td>
<td>62.26</td>
<td>38.10</td>
<td>58.13</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>39.53</td>
<td>37.74</td>
<td>61.90</td>
<td>41.88</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data.
Graph No. 5.1

Graph Showing Impact on Advertisement

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>UIC</td>
<td>52</td>
<td>33</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>34</td>
<td>20</td>
<td>13</td>
</tr>
</tbody>
</table>
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 86 have opined that the impact of LIC advertisement after privatization is on a high scale, out of this 52 (60.47%) have opined in favour of LIC, whereas 34 (39.53%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 53 have opined that the impact of LIC advertisement after privatization is on a medium scale, out of this 33 (62.26%) have opined in favour of LIC, whereas 20 (37.74%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 21 have opined that the impact of LIC advertisement after privatization is on a low scale, out of this 8 (38.10%) have opined in favour of LIC, whereas 13 (61.90%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 58.13% have opined in favour of impact on advertisement of LIC after privatization.

Impact on Tele-Marketing:

Tele-marketing has become an important means of marketing after the advent of mobile phones. Privatization has exercised considerable impact on tele-marketing strategies of LIC. The researcher has observed the opinions of
sample policy holders by asking them a question, "Whether privatization has exerciced any positive impact on the tele-marketing of LIC?" and the responses have been presented in the following table No. 5.2.

Table No. 5.2

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>16</td>
<td>23.53</td>
<td>29</td>
<td>49.15</td>
<td>25</td>
<td>75.76</td>
<td>70</td>
<td>43.75</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>52</td>
<td>76.47</td>
<td>30</td>
<td>50.85</td>
<td>8</td>
<td>24.24</td>
<td>90</td>
<td>56.25</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>68</td>
<td>100</td>
<td>59</td>
<td>100</td>
<td>33</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 68 have opined that the impact of LIC Telemarketing after privatization is on a high scale, out of this 16 (23.53%) have opined in favour of LIC, whereas 52 (76.47%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 59 have opined that the impact of LIC Telemarketing after privatization is on a medium scale, out of this 29 (49.15%) have opined in favour of LIC, whereas 30 (50.85%) have opined in favour of other private insurance companies.
Out of the total sample of 160 LIC policy holders 33 have opined that the impact of LIC Telemarketing after privatization is on a low scale, out of this 25 (75.76%) have opined in favour of LIC, whereas 8 (24.24%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 56.25% have opined in favour of impact on Telemarketing of Other private insurance companies after privatization.

**Impact on Mobile Marketing**

Mobile marketing is also one of the significant criteria for policyholders before buying a policy. Mobile marketing has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on mobile marketing of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the mobile marketing of LIC?" and the responses have been presented in the following table No. 5.3.
Table No. 5.3
Mobile Marketing

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>6</td>
<td>11</td>
<td>22</td>
<td>39</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>52</td>
<td>37</td>
<td>32</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>58</td>
<td>48</td>
<td>54</td>
<td>160</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 58 have opined that the impact of LIC Mobile Marketing after privatization is on a high scale, out of this 6 (10.34%) have opined in favour of LIC, whereas 52 (89.66%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 48 have opined that the impact of LIC Mobile Marketing after privatization is on a medium scale, out of this 11 (22.92%) have opined in favour of LIC, whereas 37 (77.08%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 54 have opined that the impact of LIC Mobile Marketing after privatization is on a low scale, out of this 22 (40.74%) have opined in favour of LIC, whereas 32 (59.26%) have opined in favour of other private insurance companies.
Graph No. 5.2

Graph Showing Impact on Mobile Marketing

<table>
<thead>
<tr>
<th></th>
<th>LIC</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>19</td>
<td>28</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>72</td>
<td>21</td>
<td>11</td>
</tr>
</tbody>
</table>
Thus, on an average majority of the respondents 75.63% have opined in favour of impact on Mobile Marketing of Other private insurance companies after privatization.

Impact on Marketing Style:

Increased competition after the adoption of New Economic Policy under the guiding principles of Liberalization, Privatization and Globalization has exercised considerable impact on marketing styles & strategies of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has exercised any positive impact on the marketing styles of LIC?” and the responses have been presented in the following table No. 5.4.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>19</td>
<td>20.88</td>
<td>28</td>
<td>57.14</td>
<td>9</td>
<td>45.00</td>
<td>56</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>72</td>
<td>79.12</td>
<td>21</td>
<td>42.86</td>
<td>11</td>
<td>55.00</td>
<td>104</td>
<td>65</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>91</td>
<td>100</td>
<td>49</td>
<td>100</td>
<td>20</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 91 have opined that the impact of LIC Marketing Style after privatization is on a high scale, out of this 19 (20.88%) have opined in favour of LIC, whereas 72 (79.12%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 49 have opined that the impact of LIC Marketing Style after privatization is on a medium scale, out of this 28 (27.54%) have opined in favour of LIC, whereas 21 (42.86%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 20 have opined that the impact of LIC Marketing Style after privatization is on a low scale, out of this 9 (45%) have opined in favour of LIC, whereas 11 (55%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 65% have opined in favour of impact on Marketing Style of Other private insurance comapnies after privatization.

**Impact on Follow-up Visits :**

It has been observed that, competition in Life Insurance Business has increased as a result of privatization. This has excercised considerable impact on advertisement strategies of LIC. The researcher has observed the opinions
of sample policy holders by asking them a question, "Whether privatization has exercized any positive impact on the advertisements of LIC?" and the responses have been presented in the following table No. 5.5.

**Table No. 5.5**

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>55</td>
<td>64.71</td>
<td>29</td>
<td>60.42</td>
<td>8</td>
<td>29.63</td>
<td>92</td>
<td>57.5</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>30</td>
<td>35.29</td>
<td>19</td>
<td>39.58</td>
<td>19</td>
<td>70.37</td>
<td>68</td>
<td>42.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>85</td>
<td>100</td>
<td>48</td>
<td>100</td>
<td>27</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Primary Data.*

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 85 have opined that the impact of Follow-up Visits after privatization is on a high scale, out of this 55 (64.71%) have opined in favour of LIC, whereas 30 (35.29%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 48 have opined that the impact of Follow-up Visits after privatization is on a medium scale, out of this 29 (60.42%) have opined in favour of LIC, whereas 19 (39.58%) have opined in favour of other private insurance companies.
Graph No. 5.3

Graph Showing Impact on Follow-up Visits

<table>
<thead>
<tr>
<th></th>
<th>LIC</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>55</td>
<td>30</td>
</tr>
<tr>
<td>Medium</td>
<td>29</td>
<td>19</td>
</tr>
<tr>
<td>Low</td>
<td>8</td>
<td>19</td>
</tr>
</tbody>
</table>
Out of the total sample of 160 LIC policy holders 27 have opined that the impact of Follow-up Visits after privatization is on a low scale, out of this 8 (29.63%) have opined in favour of LIC, whereas 19 (70.37%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 57.5% have opined in favour of impact of Follow-up Visits of Other private insurance companies after privatization.

Impact on Road Shows:

Road shows have become an important means of attracting customers during the post privatization period. This has exercised considerable impact on road shows of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the road shows of LIC?" and the responses have been presented in the following table No. 5.6.
### Table No. 5.6

**Road Shows**

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>16</td>
<td>21</td>
<td>28</td>
<td>65</td>
<td>40.63</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>55</td>
<td>24</td>
<td>16</td>
<td>95</td>
<td>59.37</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>71</td>
<td>45</td>
<td>44</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Primary Data.*

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 71 have opined that the impact of Road Shows after privatization is on a high scale, out of this 16 (22.54%) have opined in favour of LIC, whereas 55 (77.46%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 45 have opined that the impact of Road Shows after privatization is on a medium scale, out of this 21 (46.67%) have opined in favour of LIC, whereas 24 (53.33%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 44 have opined that the impact of Road Shows after privatization is on a low scale, out of this 28 (63.64%) have opined in favour of LIC, whereas 16 (36.36%) have opined in favour of other private insurance companies.
Graph No. 5.4

Graph Showing Impact on Road Shows

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIC</td>
<td>16</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>Other</td>
<td>55</td>
<td>24</td>
<td>16</td>
</tr>
</tbody>
</table>
Thus, on an average majority of the respondents 59.37% have opined in favour of impact of Road Shows of Other private insurance companies after privatization.

Impact on Icon-Celebraty:

Icon-celebraty have become an important means of attracting customers during the post privatization period. This has exercised considerable impact on icon-celebraty of LIC. Now a days this concept is becoming more popular. Many companies have appointed their brand ambassadors. For e.g. ICICI has appointed Mr. Amitabh Bacchan as a icon-celebraty. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has exercised any positive impact on the Icon-celebraty of LIC?” and the responses have been presented in the following table No. 5.7.

Table No. 5.7

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High %</th>
<th>Medium %</th>
<th>Low %</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>17.31</td>
<td>19.51</td>
<td>41.79</td>
<td>28.13</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>82.69</td>
<td>80.49</td>
<td>58.21</td>
<td>71.87</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>67</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 52 have opined that the impact of Icon-Celebrity after privatization is on a high scale, out of this 9 (17.31%) have opined in favour of LIC, whereas 43 (82.69%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 41 have opined that the impact of Icon-Celebrity after privatization is on a medium scale, out of this 8 (19.51%) have opined in favour of LIC, whereas 33 (80.49%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 67 have opined that the impact of Icon-Celebrity after privatization is on a low scale, out of this 28 (41.79%) have opined in favour of LIC, whereas 39 (58.21%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 71.87% have opined in favour of impact of Icon-Celebrity of Other private insurance companies after privatization.
Impact on Grace Period for Premium:

Grace period for premium have become an important means of attracting customers during the post privatization period. This has exercised considerable impact on grace period for premium of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the grace period for premium of LIC?" and the responses have been presented in the following table No. 5.8.

Table No. 5.8
Grace Period for Premium

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High %</th>
<th>Medium %</th>
<th>Low %</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>42</td>
<td>31</td>
<td>11</td>
<td>84</td>
<td>52.5</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>26</td>
<td>17</td>
<td>33</td>
<td>76</td>
<td>47.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>68</td>
<td>48</td>
<td>44</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 68 have opined that the impact of Grace period for premium after privatization is on a high scale, out of this 42 (61.76%) have opined in favour of LIC, whereas 26 (38.24%) have opined in favour of other private insurance companies.
Graph No. 5.5

Graph Showing Grace Period for Premium

<table>
<thead>
<tr>
<th></th>
<th>LIC</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td>31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>26</td>
<td>17</td>
<td>33</td>
</tr>
</tbody>
</table>
Out of the total sample of 160 LIC policy holders 48 have opined that the impact of Grace period for premium after privatization is on a medium scale, out of this 31 (64.58%) have opined in favour of LIC, whereas 17 (35.42%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 44 have opined that the impact of Grace period for premium after privatization is on a low scale, out of this 11 (25%) have opined in favour of LIC, whereas 33 (75%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 52.5% have opined in favour of impact of Grace period for premium of Other private insurance companies after privatization.

Impact on Penalty/Dues:

Penalty/dues have become an important issue during the post privatization period. This has exercised considerable impact on penalty/dues of LIC. Many companies have appointed their brand ambassadors. For e.g. ICICI has appointed Mr. Amitabh Bacchan as a icon-celebraty. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has exercised any positive impact on the penalty/dues of LIC?” and the responses have been presented in the following table No. 5.9.
Table No. 5.9

Penalty / Dues

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>24</td>
<td>16</td>
<td>17</td>
<td>57</td>
<td>35.63</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>48</td>
<td>29</td>
<td>26</td>
<td>103</td>
<td>64.37</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>72</td>
<td>45</td>
<td>43</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 72 have opined that the impact of Penalty/dues after privatization is on a high scale, out of this 24 (33.33%) have opined in favour of LIC, whereas 48 (66.67%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 45 have opined that the impact of Penalty/dues after privatization is on a medium scale, out of this 16 (35.36%) have opined in favour of LIC, whereas 29 (64.44%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 43 have opined that the impact of Penalty/dues after privatization is on a low scale, out of this 17 (39.53%) have opined in favour of LIC, whereas 26 (60.47%) have opined in favour of other private insurance companies.
Thus, on an average majority of the respondents 64.37% have opined in favour of impact of Penalty/dues of Other private insurance companies after privatization.

**Impact on Home Loan Facility:**

Home loan facility has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on home loan facility of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the home loan facility of LIC?" and the responses have been presented in the following table No. 5.10.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>81</td>
<td>75.70</td>
<td>19</td>
<td>73.08</td>
<td>5</td>
<td>18.52</td>
<td>105</td>
<td>65.63</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>26</td>
<td>24.30</td>
<td>7</td>
<td>26.92</td>
<td>22</td>
<td>81.48</td>
<td>55</td>
<td>34.37</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>107</td>
<td>100</td>
<td>26</td>
<td>100</td>
<td>27</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Primary Data.*
Graph No. 5.6

Graph Showing Impact on Home Loan Facility

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>LUC</td>
<td>81</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>26</td>
<td>7</td>
<td>22</td>
</tr>
</tbody>
</table>
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 107 have opined that the impact of Home Loan Facility after privatization is on a high scale, out of this 81 (75.70%) have opined in favour of LIC, whereas 26 (24.30%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 26 have opined that the impact of Home Loan Facility after privatization is on a medium scale, out of this 19 (73.08%) have opined in favour of LIC, whereas 7 (26.92%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 27 have opined that the impact of Home Loan Facility after privatization is on a low scale, out of this 5 (18.52%) have opined in favour of LIC, whereas 22 (81.48%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 65.63% have opined in favour of impact of Home Loan Facility of Other private insurance companies after privatization.
Impact on Personal Loan Facility:

Personal loan facility have become an important means of attracting customers during the post privatization period. This has excercised considerable impact on personal loan facility of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has excercised any positive impact on the personal loan facility of LIC?" and the responses have been presented in the following table No. 5.11.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>56</td>
<td>63.64</td>
<td>31</td>
<td>73.81</td>
<td>11</td>
<td>36.67</td>
<td>98</td>
<td>61.25</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>32</td>
<td>36.36</td>
<td>11</td>
<td>26.19</td>
<td>19</td>
<td>63.33</td>
<td>62</td>
<td>38.75</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>88</td>
<td>100</td>
<td>42</td>
<td>100</td>
<td>30</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 88 have opined that the impact of Personal Loan Facility after privatization is on a high scale, out of this 56 (63.64%) have opined in favour of LIC, whereas 32 (36.36%) have opined in favour of other private insurance companies.
Out of the total sample of 160 LIC policy holders 42 have opined that the impact of Personal Loan Facility after privatization is on a medium scale, out of this 31 (73.81%) have opined in favour of LIC, whereas 11 (26.19%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 30 have opined that the impact of Personal Loan Facility after privatization is on a low scale, out of this 11 (36.67%) have opined in favour of LIC, whereas 19 (63.33%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 61.25% have opined in favour of impact of Personal Loan Facility of Other private insurance companies after privatization.

Impact on Facility of Pledge:

Facility of pledge have become an important means of attracting customers during the post privatization period. This has excercised considerable impact on facility of pledge of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has excercised any positive impact on the facility of pledge of LIC?” and the responses have been presented in the following table No. 5.12.
Table No. 5.12

Facility of Pledge

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>28</td>
<td>65.12</td>
<td>34</td>
<td>54.84</td>
<td>11</td>
<td>20.00</td>
<td>73</td>
<td>45.63</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>15</td>
<td>34.88</td>
<td>28</td>
<td>45.16</td>
<td>44</td>
<td>80.00</td>
<td>87</td>
<td>54.37</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>43</td>
<td>100</td>
<td>62</td>
<td>100</td>
<td>55</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 43 have opined that the impact of Facility of Pledge after privatization is on a high scale, out of this 28 (65.12%) have opined in favour of LIC, whereas 15 (34.88%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 62 have opined that the impact of Facility of Pledge after privatization is on a medium scale, out of this 34 (54.84%) have opined in favour of LIC, whereas 28 (45.16%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 55 have opined that the impact of Facility of Pledge after privatization is on a low scale, out of this 11 (20%) have opined in favour of LIC, whereas 44 (80%) have opined in favour of other private insurance companies.
Graph No. 5.7

Graph Showing Impact on Facility of Pledge

<table>
<thead>
<tr>
<th>Level</th>
<th>LIC</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>28</td>
<td>15</td>
</tr>
<tr>
<td>Medium</td>
<td>34</td>
<td>28</td>
</tr>
<tr>
<td>Low</td>
<td>11</td>
<td>44</td>
</tr>
</tbody>
</table>
Thus, on an average majority of the respondents 54.37% have opined in favour of impact of Facility of Pledge of Other private insurance companies after privatization.

**Impact on Trained & Qualified Agents:**

Trained & qualified agents are necessary to effective marketing of any activity. This has become an important means of canvassing customers during the post privatization period. This has exercised considerable impact on recruitment of trained & qualified agents by LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the recruitment of trained & qualified agents by LIC?" and the responses have been presented in the following table No. 5.13.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>38</td>
<td>21</td>
<td>8</td>
<td>67</td>
<td>41.87</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>60</td>
<td>17</td>
<td>16</td>
<td>93</td>
<td>58.13</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>98</td>
<td>38</td>
<td>24</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Primary Data.*
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 98 have opined that the impact of Trained & Qualified Agents after privatization is on a high scale, out of this 38 (38.78%) have opined in favour of LIC, whereas 60 (61.22%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 38 have opined that the impact of Trained & Qualified Agents after privatization is on a medium scale, out of this 21 (55.26%) have opined in favour of LIC, whereas 17 (44.74%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 24 have opined that the impact of Trained & Qualified Agents after privatization is on a low scale, out of this 8 (33%) have opined in favour of LIC, whereas 16 (66.67%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 58.13% have opined in favour of impact of Trained & Qualified Agents of Other private insurance companies after privatization.
Impact on High No. of Agents:

Number of sales staff is also an important aspect of effective marketing. This has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on high number of agents of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has exercised any positive impact on the number of agents of LIC?” and the responses have been presented in the following table No. 5.14.

Table No. 5.14

Impact on High No. of Agents

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>68</td>
<td>61.82</td>
<td>21</td>
<td>60.00</td>
<td>4</td>
<td>26.67</td>
<td>93</td>
<td>58.13</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>42</td>
<td>38.18</td>
<td>14</td>
<td>40.00</td>
<td>11</td>
<td>73.33</td>
<td>67</td>
<td>41.87</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>110</td>
<td>100</td>
<td>35</td>
<td>100</td>
<td>15</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 110 have opined that the impact on High number of agents after privatization is on a high scale, out of this 68 (61.82%) have opined in favour of LIC, whereas 42 (38.18%) have opined in favour of other private insurance companies.
Out of the total sample of 160 LIC policy holders 35 have opined that the impact on High number of agents after privatization is on a medium scale, out of this 21 (60%) have opined in favour of LIC, whereas 14 (40%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 15 have opined that the impact of High number of agents after privatization is on a low scale, out of this 4 (26.67%) have opined in favour of LIC, whereas 11 (73.33%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 58.13% have opined in favour of impact on High number of agents of Other private insurance companies after privatization.

Impact on Low Premium:

Premium is one of the significant criteria for policyholders before buying a policy. Low premium has become an important means of attracting customers during the post privatization period. This has excercised considerable impact on low premium of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has excercised any positive impact on the low premium of LIC?” and the responses have been presented in the following table No. 5.14.
Table No. 5.15

Impact on Low Premium

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>42</td>
<td>33</td>
<td>11</td>
<td>86</td>
<td>53.75</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>26</td>
<td>22</td>
<td>26</td>
<td>74</td>
<td>46.25</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>68</td>
<td>55</td>
<td>37</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 68 have opined that the impact on Low Premium after privatization is on a high scale, out of this 42 (61.76%) have opined in favour of LIC, whereas 26 (38.24%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 55 have opined that the impact on Low Premium after privatization is on a medium scale, out of this 33 (60%) have opined in favour of LIC, whereas 22 (40%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 37 have opined that the impact of Low Premium after privatization is on a low scale, out of this 11 (29.73%) have opined in favour of LIC, whereas 26 (70.27%) have opined in favour of other private insurance companies.
Graph No. 5.9

Graph Showing Impact on Low Premium

<table>
<thead>
<tr>
<th></th>
<th>LIC</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>42</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>26</td>
<td>22</td>
<td>26</td>
</tr>
</tbody>
</table>
Thus, on an average majority of the respondents 53.75% have opined in favour of impact on Low Premium of Other private insurance companies after privatization.

**Impact on Product Variety:**

Product variety is also one of the significant criteria for policyholders before buying a policy. Product variety has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on product variety of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the product variety of LIC?" and the responses have been presented in the following table No. 5.16.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>54</td>
<td>65.85</td>
<td>27</td>
<td>58.70</td>
<td>13</td>
<td>40.63</td>
<td>94</td>
<td>58.75</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>28</td>
<td>34.15</td>
<td>19</td>
<td>41.30</td>
<td>19</td>
<td>59.38</td>
<td>66</td>
<td>41.25</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>82</td>
<td>100</td>
<td>46</td>
<td>100</td>
<td>32</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

*Source: Primary Data.*
Graph No. 5.10

Graph Showing Impact on Product Variety

<table>
<thead>
<tr>
<th></th>
<th>LIC</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>54</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
<td>19</td>
<td>19</td>
</tr>
</tbody>
</table>
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 82 have opined that the impact on Product Variety after privatization is on a high scale, out of this 54 (65.85%) have opined in favour of LIC, whereas 28 (34.15%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 46 have opined that the impact on Product Variety after privatization is on a medium scale, out of this 27 (58.70%) have opined in favour of LIC, whereas 19 (41.30%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 32 have opined that the impact of Product Variety after privatization is on a low scale, out of this 13 (40.63%) have opined in favour of LIC, whereas 19 (59.38%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 58.75% have opined in favour of impact on Product Variety of Other private insurance companies after privatization.

Impact on High Return Assurance:

High return is also one of the significant criteria for policyholders before buying a policy. High returns has become an important means of attracting customers during the post privatization period. This has excercised consider-
able impact on return plans of LIC. The researcher has observed the opinions
of sample policy holders by asking them a question, “Whether privatization has
excercised any positive impact on the return plans of LIC?” and the responses
have been presented in the following table No. 5.10.

Table No. 5.17

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>38</td>
<td>34.55</td>
<td>24</td>
<td>80.00</td>
<td>12</td>
<td>60.00</td>
<td>74</td>
<td>46.25</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>72</td>
<td>65.45</td>
<td>6</td>
<td>20.00</td>
<td>8</td>
<td>40.00</td>
<td>86</td>
<td>53.75</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>110</td>
<td>100</td>
<td>30</td>
<td>100</td>
<td>20</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Parimary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 110 have opined that the
impact on High Return Assurance after privatization is on a high scale, out of
this 38 (34.55%) have opined in favour of LIC, whereas 72 (65.45%) have
opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 30 have opined that the
impact on High Return Assurance after privatization is on a medium scale, out
of this 24 (80%) have opined in favour of LIC, whereas 6 (20%) have opined in
favour of other private insurance companies.
Out of the total sample of 160 LIC policy holders 20 have opined that the impact of High Return Assurance after privatization is on a low scale, out of this 12 (60%) have opined in favour of LIC, whereas 8 (40%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 53.75% have opined in favour of impact on High Return Assurance of Other private insurance companies after privatization.

Impact on Market Plans:

Market plans are one of the significant criteria for policyholders before buying a policy. Market related plans have become an important means of attracting customers during the post privatization period. This has excercised considerable impact on market related plans of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has excercised any positive impact on the market related plans of LIC?" and the responses have been presented in the following table No. 5.11.
Table No. 5.18

Impact on Market Plans

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>48</td>
<td>34</td>
<td>9</td>
<td>91</td>
<td>56.87</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>38</td>
<td>19</td>
<td>12</td>
<td>69</td>
<td>43.13</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>86</td>
<td>53</td>
<td>21</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 86 have opined that the impact on Market Plans after privatization is on a high scale, out of this 48 (55.81%) have opined in favour of LIC, whereas 38 (44.19%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 53 have opined that the impact on Market Plans after privatization is on a medium scale, out of this 34 (64.15%) have opined in favour of LIC, whereas 19 (35.85%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 21 have opined that the impact of Market Plans after privatization is on a low scale, out of this 9 (42.86%) have opined in favour of LIC, whereas 12 (57.14%) have opined in favour of other private insurance companies.
Graph No. 5.11

Graph Showing Impact on Market Plans

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIC</td>
<td>48</td>
<td>34</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>38</td>
<td>19</td>
<td>12</td>
</tr>
</tbody>
</table>
Thus, on an average majority of the respondents 66.87% have opined in favour of impact on Market Plans of Other private insurance companies after privatization.

Impact on Internet Marketing:

Internet marketing is one of the significant criteria for policyholders before buying a policy. Internet marketing has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on internet marketing of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the internet marketing of LIC?" and the responses have been presented in the following table No. 5.12.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>51</td>
<td>60.71</td>
<td>33</td>
<td>62.26</td>
<td>8</td>
<td>34.78</td>
<td>92</td>
<td>57.5</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>33</td>
<td>39.29</td>
<td>20</td>
<td>37.74</td>
<td>15</td>
<td>65.22</td>
<td>68</td>
<td>42.5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>84</td>
<td>100</td>
<td>53</td>
<td>100</td>
<td>23</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,
Out of the total sample of 160 LIC policy holders 84 have opined that the impact on Internet Marketing after privatization is on a high scale, out of this 51 (60.71%) have opined in favour of LIC, whereas 33 (39.29%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 53 have opined that the impact on Internet Marketing after privatization is on a medium scale, out of this 33 (62.26%) have opined in favour of LIC, whereas 20 (37.74%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 23 have opined that the impact of Internet Marketing after privatization is on a low scale, out of this 8 (34.78%) have opined in favour of LIC, whereas 15 (65.22%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 57.50% have opined in favour of impact on Internet Marketing of Other private insurance companies after privatization.

**Impact on Network Marketing:**

Network marketing is also one of the significant criteria for policyholders before buying a policy. Network marketing has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on network marketing of LIC. The researcher has ob-
served the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the network marketing of LIC?" and the responses have been presented in the following table No. 5.13.

Table No. 5.20

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High %</th>
<th>Medium %</th>
<th>Low %</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>5</td>
<td>6</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16.13%</td>
<td>13.64%</td>
<td>22.35%</td>
<td>18.75%</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>26</td>
<td>38</td>
<td>66</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td></td>
<td>83.87%</td>
<td>86.36%</td>
<td>77.65%</td>
<td>81.25%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>31</td>
<td>44</td>
<td>85</td>
<td>160</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 31 have opined that the impact on Network Marketing after privatization is on a high scale, out of this 5 (16.13%) have opined in favour of LIC, whereas 26 (83.87%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 44 have opined that the impact on Network Marketing after privatization is on a medium scale, out of this 6 (13.64%) have opined in favour of LIC, whereas 38 (86.36%) have opined in favour of other private insurance companies.
Out of the total sample of 160 LIC policy holders 85 have opined that the impact of Network Marketing after privatization is on a low scale, out of this 19 (22.35%) have opined in favour of LIC, whereas 66 (77.65%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 81.25% have opined in favour of impact on Network Marketing of Other private insurance companies after privatization.

Impact on Collaborations:

Collaborations is also one of the significant criteria for policyholders before buying a policy. Many comapnies are collaborating with MNCs for better service support. For example, Bajaj has collaborated with Allianz, LIC has been collaborated with Bank of Maharashtra. A number of companies are collaborated with banks. Collaborations has become an important means of attracting customers during the post privatization period. This has excercised considerable impact on collaborations of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has excercised any positive impact on the collaborations of LIC?” and the responses have been presented in the following table No. 5.14.
Table No. 5.21

Collaborations

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>6</td>
<td>7.50</td>
<td>11</td>
<td>18.97</td>
<td>15</td>
<td>68.18</td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>74</td>
<td>92.50</td>
<td>47</td>
<td>81.03</td>
<td>7</td>
<td>31.82</td>
<td>128</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>80</td>
<td>100</td>
<td>58</td>
<td>100</td>
<td>22</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 80 have opined that the impact on Collaborations after privatization is on a high scale, out of this 6 (7.50%) have opined in favour of LIC, whereas 74 (92.50%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 58 have opined that the impact on Collaborations after privatization is on a medium scale, out of this 11 (18.97%) have opined in favour of LIC, whereas 47 (81.03%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 22 have opined that the impact of Collaborations after privatization is on a low scale, out of this 15 (68.18%) have opined in favour of LIC, whereas 7 (31.82%) have opined in favour of other private insurance companies.
Graph No. 5.12

Graph showing Impact on Collaborations

<table>
<thead>
<tr>
<th></th>
<th>LIC</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>6</td>
<td>74</td>
</tr>
<tr>
<td>Medium</td>
<td>11</td>
<td>47</td>
</tr>
<tr>
<td>Low</td>
<td>15</td>
<td>7</td>
</tr>
</tbody>
</table>
Thus, on an average majority of the respondents 80% have opined in favour of impact on Collaborations of Other private insurance companies after privatization.

**Impact on Quick Claim Settlement:**

Quick claim settlement is also one of the significant criteria for policyholders. Quick claim settlement has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on Quick claim settlement of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has exercised any positive impact on the Quick claim settlement of LIC?” and the responses have been presented in the following table No. 5.15.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>59</td>
<td>63.44</td>
<td>36</td>
<td>70.59</td>
<td>4</td>
<td>25.00</td>
<td>99</td>
<td>61.87</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>34</td>
<td>36.56</td>
<td>15</td>
<td>29.41</td>
<td>12</td>
<td>75.00</td>
<td>61</td>
<td>38.13</td>
</tr>
</tbody>
</table>

**Table No. 5.22**

Claim Settlement Quick

Source: Primary Data.
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 93 have opined that the impact on Claim Settlement Quick after privatization is on a high scale, out of this 59 (63.44%) have opined in favour of LIC, whereas 34 (36.56%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 51 have opined that the impact on Claim Settlement Quick after privatization is on a medium scale, out of this 36 (70.59%) have opined in favour of LIC, whereas 15 (29.41%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 16 have opined that the impact of Claim Settlement Quick after privatization is on a low scale, out of this 4 (25%) have opined in favour of LIC, whereas 12 (75%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 61.87% have opined in favour of impact on Claim Settlement Quick of Other private insurance companies after privatization.
Impact on Prompt Service:

Prompt Service is also one of the significant criteria for policyholders before buying a policy. Prompt Service has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on prompt service of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the prompt service of LIC?" and the responses have been presented in the following table No. 5.16.

Table No. 5.23

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>64</td>
<td>27</td>
<td>4</td>
<td>95</td>
<td>59.37</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>52</td>
<td>7</td>
<td>6</td>
<td>65</td>
<td>40.63</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>116</td>
<td>34</td>
<td>10</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 116 have opined that the impact on Prompt Service after privatization is on a high scale, out of this 64 (55.17%) have opined in favour of LIC, whereas 52 (44.83%) have opined in favour of other private insurance companies.
Out of the total sample of 160 LIC policy holders 34 have opined that the impact on Prompt Service after privatization is on a medium scale, out of this 27 (79.41%) have opined in favour of LIC, whereas 7 (20.59%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 10 have opined that the impact of Prompt Service after privatization is on a low scale, out of this 4 (40%) have opined in favour of LIC, whereas 6 (60%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 59.37% have opined in favour of impact on Prompt Service of Other private insurance companies after privatization.

Impact on Gift Hampers:

Gift hampers is also one of the significant criteria for policyholders before buying a policy. Gift hampers has become an important means of attracting customers during the post privatization period. Many companies give gifts to its customers. LIC gives Annual Calendar, Date Diaries, Bags etc. This has exercised considerable impact on gift hampers of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has exercised any positive impact on the gift hampers of LIC?” and the responses have been presented in the following table No. 5.17.
Table No. 5.24

Gift Hampers

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>66</td>
<td>69.47</td>
<td>11</td>
<td>26.83</td>
<td>6</td>
<td>25.00</td>
<td>83</td>
<td>51.87</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>29</td>
<td>30.53</td>
<td>30</td>
<td>73.17</td>
<td>18</td>
<td>75.00</td>
<td>77</td>
<td>48.13</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>95</td>
<td>100</td>
<td>41</td>
<td>100</td>
<td>24</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 95 have opined that the impact on Gift Hampers after privatization is on a high scale, out of this 66 (69.47%) have opined in favour of LIC, whereas 29 (30.53%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 41 have opined that the impact on Gift Hampers after privatization is on a medium scale, out of this 11 (26.83%) have opined in favour of LIC, whereas 30 (73.17%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 24 have opined that the impact of Gift Hampers after privatization is on a low scale, out of this 6 (25%) have opined in favour of LIC, whereas 18 (75%) have opined in favour of other private insurance companies.
Graph No. 5.13

Graph Showing Impact on Gift Hampers
Thus, on an average majority of the respondents 51.87% have opined in favour of impact on Gift Hampers of Other private insurance companies after privatization.

**Impact on Literact Level of Policy Holder:**

Literacy level of policy holder is also one of the significant criteria for policyholders before buying a policy. Literacy level of policy holders has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on literacy level of policy holders of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the literacy level of policy holders of LIC?" and the responses have been presented in the following table No. 5.18.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>42</td>
<td>38.53</td>
<td>19</td>
<td>46.34</td>
<td>8</td>
<td>80.00</td>
<td>69</td>
<td>43.13</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>67</td>
<td>61.47</td>
<td>22</td>
<td>53.66</td>
<td>2</td>
<td>20.00</td>
<td>91</td>
<td>56.87</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>109</td>
<td>100</td>
<td>41</td>
<td>100</td>
<td>10</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 109 have opined that the impact on Literacy Level of Policyholders after privatization is on a high scale, out of this 42 (38.53%) have opined in favour of LIC, whereas 67 (61.47%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 41 have opined that the impact on Literacy Level of Policyholders after privatization is on a medium scale, out of this 19 (46.34%) have opined in favour of LIC, whereas 22 (53.66%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 10 have opined that the impact of Literacy Level of Policyholders after privatization is on a low scale, out of this 8 (80%) have opined in favour of LIC, whereas 2 (20%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 56.87% have opined in favour of impact on Literacy Level of Policyholders of Other private insurance companies after privatization.

Impact on Market Information to Policyholder:

Market information is also one of the significant criteria for policyholders before buying a policy. Market information to policy holders has become an important means of attracting customers during the post privatization period.
This has exercised considerable impact on market information to policy holders of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has exercised any positive impact on the market information to policy holders of LIC?" and the responses have been presented in the following table No. 5.26.

Table No. 5.26

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>26</td>
<td>32.91</td>
<td>31</td>
<td>75.61</td>
<td>28</td>
<td>70.00</td>
<td>85</td>
<td>53.13</td>
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<tr>
<td>2</td>
<td>Other</td>
<td>53</td>
<td>67.09</td>
<td>10</td>
<td>24.39</td>
<td>12</td>
<td>30.00</td>
<td>75</td>
<td>46.87</td>
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<tr>
<td>Total</td>
<td></td>
<td>79</td>
<td>100</td>
<td>41</td>
<td>100</td>
<td>40</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 79 have opined that the impact on Market information to Policyholders after privatization is on a high scale, out of this 26 (32.91%) have opined in favour of LIC, whereas 53 (67.09%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 41 have opined that the impact on Market information to Policyholders after privatization is on a medium
scale, out of this 31 (75.61%) have opined in favour of LIC, whereas 10 (24.39%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 40 have opined that the impact of Market information to Policyholders after privatization is on a low scale, out of this 28 (70%) have opined in favour of LIC, whereas 12 (30%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 53.13% have opined in favour of impact on Market information to Policyholders of Other private insurance companies after privatization.

Impact on Risk Taking Ability:

Risk taking ability is also one of the significant criteria for policyholders before buying a policy. Risk taking ability has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on risk taking ability of policy holders of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, “Whether privatization has exercised any positive impact on the risk taking ability of policyholders of LIC?” and the responses have been presented in the following table No. 5.27.
### Table No. 5.27

**Risk Taking Ability**

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>19</td>
<td>25.00</td>
<td>36</td>
<td>56.25</td>
<td>12</td>
<td>60.00</td>
<td>67</td>
<td>41.87</td>
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<tr>
<td>2</td>
<td>Other</td>
<td>57</td>
<td>75.00</td>
<td>28</td>
<td>43.75</td>
<td>8</td>
<td>40.00</td>
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<td></td>
<td>Total</td>
<td>76</td>
<td>100</td>
<td>64</td>
<td>100</td>
<td>20</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 76 have opined that the impact on Risk Taking Ability of Policyholders after privatization is on a high scale, out of this 19 (25%) have opined in favour of LIC, whereas 57 (75%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 64 have opined that the impact on Risk Taking Ability of Policyholders after privatization is on a medium scale, out of this 36 (56.25%) have opined in favour of LIC, whereas 28 (43.75%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 20 have opined that the impact of Risk Taking Ability of Policyholders after privatization is on a low scale, out of this 12 (60%) have opined in favour of LIC, whereas 8 (40%) have opined in favour of other private insurance companies.
Graph No. 5.14

Graph Showing Impact on Risk Taking Ability

<table>
<thead>
<tr>
<th></th>
<th>LIC</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>19</td>
<td>36</td>
<td>12</td>
</tr>
<tr>
<td>Other</td>
<td>57</td>
<td>28</td>
<td>8</td>
</tr>
</tbody>
</table>
Thus, on an average majority of the respondents 58.13% have opined in favour of impact on Risk Taking Ability of Policyholders of Other private insurance companies after privatization.

**Impact on Knowledge of Sharemarket:**

Knowledge of sharemarket is also one of the significant criteria for policyholders before buying a policy. Knowledge of sharemarket has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on knowledge of sharemarket of policyholders of LIC. The researcher has observed the opinions of sample policyholders by asking them a question, "Whether privatization has exercised any positive impact on the knowledge of sharemarket of policyholders of LIC?" and the responses have been presented in the following table No. 5.28.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>14</td>
<td>22.22</td>
<td>23</td>
<td>47.92</td>
<td>35</td>
<td>71.43</td>
<td>72</td>
<td>45</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>49</td>
<td>77.78</td>
<td>25</td>
<td>52.08</td>
<td>14</td>
<td>28.57</td>
<td>88</td>
<td>55</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>63</td>
<td>100</td>
<td>48</td>
<td>100</td>
<td>49</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.
It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 63 have opined that the impact on Knowledge of Sharemarket of Policyholders after privatization is on a high scale, out of this 14 (22.22%) have opined in favour of LIC, whereas 49 (77.78%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 48 have opined that the impact on Knowledge of Sharemarket of Policyholders after privatization is on a medium scale, out of this 23 (47.92%) have opined in favour of LIC, whereas 25 (52.08%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 49 have opined that the impact of Knowledge of Sharemarket of Policyholders after privatization is on a low scale, out of this 35 (71.43%) have opined in favour of LIC, whereas 14 (28.57%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 55% have opined in favour of impact on Knowledge of Sharemarket of Policyholders of Other private insurance companies after privatization.

Impact on Investment Ability:

Investment ability is also one of the significant criteria for policyholders before buying a policy. Investment ability has become an important means of attracting customers during the post privatization period. This has excercised
considerable impact on investment ability of policyholders of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether privatization has excercised any positive impact on the investment ability of policyholders of LIC?" and the responses have been presented in the following table No. 5.29.

Table No. 5.29

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>18</td>
<td>20.45</td>
<td>18</td>
<td>42.86</td>
<td>22</td>
<td>73.33</td>
<td>58</td>
<td>36.25</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>70</td>
<td>79.55</td>
<td>24</td>
<td>57.14</td>
<td>8</td>
<td>26.67</td>
<td>102</td>
<td>63.75</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>88</td>
<td>100</td>
<td>42</td>
<td>100</td>
<td>30</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 88 have opined that the impact on Investment Ability of Policyholders after privatization is on a high scale, out of this 18 (20.45%) have opined in favour of LIC, whereas 70 (79.55%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 42 have opined that the impact on Investment Ability of Policyholders after privatization is on a medium
Graph No. 5.15

Graph Showing Impact on Investment Ability

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIC</td>
<td>18</td>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>Other</td>
<td>70</td>
<td>24</td>
<td>8</td>
</tr>
</tbody>
</table>
scale, out of this 18 (42.86%) have opined in favour of LIC, whereas 24 (57.14%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 30 have opined that the impact of Investment Ability of Policyholders after privatization is on a low scale, out of this 22 (73.33%) have opined in favour of LIC, whereas 8 (26.67%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 63.75% have opined in favour of impact on Investment Ability of Policyholders of Other private insurance companies after privatization.

**Impact on Urbanization:**

Urbanization is also one of the significant criteria for policyholders before buying a policy. Urbanization has become an important means of attracting customers during the post privatization period. This has exercised considerable impact on business of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether urbanization after privatization has excercised any positive impact on the business of LIC?" and the responses have been presented in the following table No. 5.30.
### Table No. 5.30
Urbanization

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High</th>
<th>%</th>
<th>Medium</th>
<th>%</th>
<th>Low</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>12</td>
<td>16.67</td>
<td>21</td>
<td>45.65</td>
<td>28</td>
<td>66.67</td>
<td>61</td>
<td>38.13</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>60</td>
<td>83.33</td>
<td>25</td>
<td>54.35</td>
<td>14</td>
<td>33.33</td>
<td>99</td>
<td>61.87</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>72</td>
<td>100</td>
<td>46</td>
<td>100</td>
<td>.42</td>
<td>100</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,

Out of the total sample of 160 LIC policy holders 72 have opined that the impact on Urbanization after privatization is on a high scale, out of this 12 (16.67%) have opined in favour of LIC, whereas 60 (83.33%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 46 have opined that the impact on Urbanization after privatization is on a medium scale, out of this 21 (45.65%) have opined in favour of LIC, whereas 25 (54.35%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 42 have opined that the impact of Urbanization after privatization is on a low scale, out of this 28 (66.67%) have opined in favour of LIC, whereas 14 (33.33%) have opined in favour of other private insurance companies.
Thus, on an average majority of the respondents 61.87% have opined in favour of impact on Urbanization of Other private insurance companies after privatization.

Impact on Government Policy:

India adopted New Economic Policy in 1991. Government has adopted privatization, liberalization, globalization as guiding principles New Economic Policy. This has exercised considerable impact on business of LIC. The researcher has observed the opinions of sample policy holders by asking them a question, "Whether government policy after privatization has exercised any positive impact on the business of LIC?" and the responses have been presented in the following table No. 5.31.

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Response</th>
<th>High %</th>
<th>Medium %</th>
<th>Low %</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>15</td>
<td>22</td>
<td>21</td>
<td>58</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>40</td>
<td>21</td>
<td>41</td>
<td>102</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>55</td>
<td>43</td>
<td>62</td>
<td>160</td>
</tr>
</tbody>
</table>

Source: Primary Data.

It can be observed from the above table that,
Graph No. 5.16

Graph Showing Impact on Government Policy

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIC</td>
<td>15</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Other</td>
<td>40</td>
<td>21</td>
<td>41</td>
</tr>
</tbody>
</table>
Out of the total sample of 160 LIC policy holders 55 have opined that the impact on Government Policies after privatization is on a high scale, out of this 15 (27.27%) have opined in favour of LIC, whereas 40 (72.73%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 43 have opined that the impact on Government Policies after privatization is on a medium scale, out of this 22 (51.16%) have opined in favour of LIC, whereas 21 (48.84%) have opined in favour of other private insurance companies.

Out of the total sample of 160 LIC policy holders 62 have opined that the impact of Government Policies after privatization is on a low scale, out of this 21 (33.87%) have opined in favour of LIC, whereas 41 (66.13%) have opined in favour of other private insurance companies.

Thus, on an average majority of the respondents 63.75% have opined in favour of impact on Government Policies of Other private insurance companies after privatization.

5.4 Application of Chi-Square Test for Testing of Hypothesis:

After having analysed the opinions of sample policyholders on various points with reference to impact of privatization on the strategic sales promotion policies of Life Insurance Corporation of India. The researcher has applied Chi-square Test for this purpose a summary of the above table has been pre-
pared and is shown in the following table.

Table No. 5.32

Summary of Policyholder’s Opinions

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIC</td>
<td>1051</td>
<td>34</td>
<td>723</td>
<td>23</td>
<td>442</td>
<td>14</td>
<td>2216</td>
<td>71</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>1395</td>
<td>45</td>
<td>685</td>
<td>22</td>
<td>597</td>
<td>19</td>
<td>2677</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2446</td>
<td>79</td>
<td>1408</td>
<td>45</td>
<td>1039</td>
<td>34</td>
<td>4893</td>
<td>158</td>
</tr>
</tbody>
</table>

Source: Summary of Table No. 5.1 to 5.31.

Note: Value of Chi-square ($\chi^2$) calculated from the above table 0.557. Table Value of Chi-square ($\chi^2$) at 5% level of significance and 2 degree of freedom is 5.99.

The researcher has applied chi-square test with a view to examine whether there is any significant difference between the opinions of LIC policy holders regarding the impact of privatization on various strategic promotion policies of LIC and Other Private Insurance Companies in Nanded District.

The hypothesis for this test are as follows:

1. Null Hypothesis ($H_0$): There is no significant difference between the opinions of LIC policy holders regarding the impact of privatization on various strategic promotion policies of LIC and Other Private Insurance Companies in Nanded District.
2. **Alternative Hypothesis (H₁):** There is significant difference between the opinions of LIC policy holders regarding the impact of privatization on various strategic promotion policies of LIC and Other Private Insurance Companies in Nanded District.

The calculated value of chi-square at 2 degree of freedom and 5% level of significance as shown below the table i.e. 0.557. The table value of chi-square is 5.99. As the calculated value of chi-square is less than the table value (0.557 < 5.99). The Null hypothesis is accepted. The alternative hypothesis is rejected.

It is concluded that, there is no significant difference between the opinions of LIC policy holders regarding the impact of privatization on various strategic promotion policies of LIC and Other Private Insurance Companies in Nanded District.

Thus in this chapter the researcher has analysed the opinions of LIC policyholders with reference to various aspects of the working of LIC and the points related with sales promotion strategies. In this chapter the researcher has also presented an overview of the profile of various private life insurance companies working as competitors of LIC.

Notes & References:
1. [www.hdfc.in](http://www.hdfc.in)
2. [www.icici.org](http://www.icici.org)
3. [www.birlasunlife.com](http://www.birlasunlife.com)
4. www.maxnewyork
5. www.omkotak
6. www.SBI
7. allianzbajaj
8. TATAAIG