# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST OF FIGURES FOR POLICYHOLDERS</td>
<td>VIII</td>
</tr>
<tr>
<td>LIST OF FIGURES FOR MANAGEMENT</td>
<td>XVI</td>
</tr>
<tr>
<td>LIST OF TABLES FOR POLICYHOLDERS</td>
<td>XXVI</td>
</tr>
<tr>
<td>LIST OF TABLES FOR MANAGEMENT</td>
<td>XXVIII</td>
</tr>
<tr>
<td>TABLE OF STATISTICS FOR POLICYHOLDERS</td>
<td>XXX</td>
</tr>
<tr>
<td>TABLE OF STATISTICS FOR MANAGEMENT</td>
<td>XXXI</td>
</tr>
<tr>
<td><strong>CHAPTER I INTRODUCTION</strong></td>
<td>1</td>
</tr>
<tr>
<td>1.1 THE BACKGROUND</td>
<td>1</td>
</tr>
<tr>
<td>1.2 THE PURPOSE OF THE STUDY</td>
<td>6</td>
</tr>
<tr>
<td>1.3 OBJECTIVES OF THE STUDY</td>
<td>8</td>
</tr>
<tr>
<td>1.4 HYPOTHESIS</td>
<td>9</td>
</tr>
<tr>
<td>1.5 REASONS FOR CHOICE OF THE TOPIC</td>
<td>10</td>
</tr>
<tr>
<td>1.6 THE PUBLIC SECTOR GENERAL INSURANCE BUSINESS IN PUNE CITY</td>
<td>11</td>
</tr>
<tr>
<td><strong>CHAPTER II MAIN BODY OF THE PROJECT WORK</strong></td>
<td>12</td>
</tr>
<tr>
<td>2.1 REVIEW OF LITERATURE AND ANALYSIS OF PREVIOUS RESEARCH</td>
<td>12</td>
</tr>
<tr>
<td>2.2 INTRODUCTION TO GENERAL INSURANCE</td>
<td>40</td>
</tr>
<tr>
<td>2.3 HISTORICAL CONTEXT</td>
<td>55</td>
</tr>
<tr>
<td>2.4 HISTORY OF INDIAN INSURANCE</td>
<td>56</td>
</tr>
<tr>
<td>2.5 HISTORY OF GENERAL INSURANCE</td>
<td>58</td>
</tr>
<tr>
<td>2.6 THE GENERAL INSURANCE SECTOR IN INDIA</td>
<td>65</td>
</tr>
<tr>
<td>2.7 PROFILE OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN PUNE CITY</td>
<td>69</td>
</tr>
<tr>
<td>2.8 THE ROLE &amp; IMPORTANCE OF GENERAL INSURANCE</td>
<td>73</td>
</tr>
<tr>
<td>2.9 GENERAL INSURANCE AND ECONOMIC GROWTH</td>
<td>80</td>
</tr>
<tr>
<td><strong>CHAPTER III OVERVIEW OF GENERAL INSURANCE BUSINESS IN INDIA</strong></td>
<td>81</td>
</tr>
<tr>
<td>3.1 INSURANCE REGULATORY &amp; DEVELOPMENT AUTHORITY OF INDIA (IRDA)</td>
<td>81</td>
</tr>
<tr>
<td>3.2 VARIOUS INSURANCE REGULATIONS ISSUED BY IRDA SINCE 2000 TO 2010</td>
<td>83</td>
</tr>
<tr>
<td>3.3 PUBLIC SECTOR &amp; PRIVATE SECTOR BUSINESS SCENARIO: 2000 TO 2008</td>
<td>84</td>
</tr>
<tr>
<td>3.4 IMPACT OF IRDA ACT ON GENERAL INSURANCE POLICY HOLDERS</td>
<td>91</td>
</tr>
</tbody>
</table>
3.5 Nationalization of General Insurance Business in India 92
3.6 Trends in General Insurance Business 99
3.7 SWOT Analysis of Public Sector General Insurance Companies 101
3.8 Challenges/Problems faced by Public Sector General Insurance Companies 107
3.9 Prospects of Public Sector General Insurance Business in India 109

**CHAPTER IV RESEARCH METHODOLOGY** 113

4.1 Statement of the Problem 113
4.2 Objectives of the Study 113
4.3 Hypothesis 114
4.4 Research Design 115
4.5 Library Research 116
4.6 Field Research 117
4.7 The Sampling 118
4.8 Data Collection 119
4.9 Statistical Tools used for Data Analysis 121
4.10 Limitations of the Sources & Methods of Collection & Data Analysis 121

**CHAPTER V DATA ANALYSIS** 124

5.1 Policy Holders 124
   5.1.1 Introduction 124
   5.1.2 Socio-economical and socio-professional background of the Student Respondents 124
5.2 Management 268
   5.2.1 Introduction 268
   5.2.2 Socio-economical and socio-professional background of the management Respondents: 269

**CHAPTER VI DISCUSSIONS & FINDINGS** 418

6.1 Policy Holders 418
6.2 Management 429

**CHAPTER VII CONCLUSION** 442

7.1 Policy Holders 442
7.2 Management 447
7.3 Hypothesis Testing 453
7.4 Limitations of the Study 473
7.5 Areas for Further Research 474
CHAPTER VIII RECOMMENDATIONS 475
8.1 POLICY HOLDERS 475
8.2 MANAGEMENT 480

APPENDIX 1 QUESTIONNAIRES 485
  QUESTIONNAIRE I POLICY HOLDERS 485
  QUESTIONNAIRE II MANAGEMENT 494

APPENDIX 2 BIBLIOGRAPHY 503
  REFERENCE BOOKS 503
  RESEARCH PAPERS 507
  MAGAZINES 509
  NEWSPAPERS/PERIODICALS 509
  WEBSITES 509
  URL ADDRESSES 510
  INTERNET REFERENCES CITED 511

List of Figures for Policyholders

CHART 1 SPLIT OF POLICYHOLDER RESPONDENTS BY GENDER 125
CHART 2 POLICYHOLDERS BY EDUCATION 127
CHART 3 POLICYHOLDERS BY OCCUPATION 128
CHART 4 Q1 YOUR ANNUAL INCOME IS 130
CHART 5 Q2 FOR WHICH ITEM YOU HAVE TAKEN INSURANCE COVER? 132
CHART 6 Q3 HAVE YOU TAKEN THE MEDICLAIM POLICY FOR YOU? 134
CHART 7 Q4 HAVE YOU TAKEN MEDICLAIM POLICY FOR CHILDREN AND WIFE? 136
CHART 8 Q5 ONE MUST TAKE GENERAL INSURANCE POLICIES FOR ITEMS STATED IN Q.2. 138
CHART 9 Q6 GENERAL INSURANCE COVER EVERY YEAR 140
CHART 10 Q6 GENERAL INSURANCE COVER EVERY YEAR 140
CHART 11 Q6 GENERAL INSURANCE COVER EVERY YEAR 141
CHART 12 Q6 GENERAL INSURANCE COVER EVERY YEAR 141
CHART 13 Q7A DO YOU GO FOR GENERAL INSURANCE BECAUSE IT IS COMPULSORY? 143
CHART 14 Q7A DO YOU GO FOR GENERAL INSURANCE BECAUSE IT IS COMPULSORY? 143
CHART 15 Q7A DO YOU GO FOR GENERAL INSURANCE BECAUSE IT IS COMPULSORY? 144
CHART 16 Q7A DO YOU GO FOR GENERAL INSURANCE BECAUSE IT IS COMPULSORY? 144

CHART 17 Q 7B DO YOU GO FOR GENERAL INSURANCE TO COVER RISK? 146

CHART 18 Q 7B DO YOU GO FOR GENERAL INSURANCE TO COVER RISK? 146

CHART 19 Q 7B DO YOU GO FOR GENERAL INSURANCE TO COVER RISK? 147

CHART 20 Q8 ARE YOU AWARE OF THE TERMS AND CONDITIONS OF THE POLICY WHICH YOU HAVE TAKEN? 149

CHART 21 Q8 ARE YOU AWARE OF THE TERMS AND CONDITIONS OF THE POLICY WHICH YOU HAVE TAKEN? 149

CHART 22 Q8 ARE YOU AWARE OF THE TERMS AND CONDITIONS OF THE POLICY WHICH YOU HAVE TAKEN? 150

CHART 23 Q8 ARE YOU AWARE OF THE TERMS AND CONDITIONS OF THE POLICY WHICH YOU HAVE TAKEN? 150

CHART 24 Q9 I AM AWARE ABOUT THE VARIOUS SCHEMES OF THE GENERAL INSURANCE COMPANIES. 152

CHART 25 Q9 I AM AWARE ABOUT THE VARIOUS SCHEMES OF THE GENERAL INSURANCE COMPANIES. 152

CHART 26 Q9 I AM AWARE ABOUT THE VARIOUS SCHEMES OF THE GENERAL INSURANCE COMPANIES. 152

CHART 27 Q10 THERE WAS A MONOPOLISTIC SITUATION FOR PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 153

CHART 28 Q10 THERE WAS A MONOPOLISTIC SITUATION FOR PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 153

CHART 29 Q10 THERE WAS A MONOPOLISTIC SITUATION FOR PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 154

CHART 30 Q10 THERE WAS A MONOPOLISTIC SITUATION FOR PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 154

CHART 31 Q11 THE AGGRESSIVE MARKETING STRATEGIES BY THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL INCREASE CONSUMER AWARENESS. 155

CHART 32 Q11 THE AGGRESSIVE MARKETING STRATEGIES BY THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL INCREASE CONSUMER AWARENESS. 155

CHART 33 Q11 THE AGGRESSIVE MARKETING STRATEGIES BY THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL INCREASE CONSUMER AWARENESS. 156

CHART 34 Q11 THE AGGRESSIVE MARKETING STRATEGIES BY THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL INCREASE CONSUMER AWARENESS. 156

CHART 35 Q12 THE INSURANCE (GENERAL INSURANCE) COVER IS A MUST FOR EVERYBODY. 157

CHART 36 Q12 THE INSURANCE (GENERAL INSURANCE) COVER IS A MUST FOR EVERYBODY. 158

CHART 37 Q12 THE INSURANCE (GENERAL INSURANCE) COVER IS A MUST FOR EVERYBODY. 158

CHART 38 Q12 THE INSURANCE (GENERAL INSURANCE) COVER IS A MUST FOR EVERYBODY. 159
CHART 39 Q13 THE TARIFF RATES FOR COMPREHENSIVE POLICY ARE VERY MUCH ON HIGHER SIDE. 164

CHART 40 Q13 THE TARIFF RATES FOR COMPREHENSIVE POLICY ARE VERY MUCH ON HIGHER SIDE. 164

CHART 41 Q13 THE TARIFF RATES FOR COMPREHENSIVE POLICY ARE VERY MUCH ON HIGHER SIDE. 165

CHART 42 Q13 THE TARIFF RATES FOR COMPREHENSIVE POLICY ARE VERY MUCH ON HIGHER SIDE. 165

CHART 43 Q14 YOUR GENERAL INSURANCE COMPANY GIVES YOU GOOD SERVICE. 167

CHART 44 Q14 YOUR GENERAL INSURANCE COMPANY GIVES YOU GOOD SERVICE. 167

CHART 45 Q14 YOUR GENERAL INSURANCE COMPANY GIVES YOU GOOD SERVICE. 168

CHART 46 Q14 YOUR GENERAL INSURANCE COMPANY GIVES YOU GOOD SERVICE. 168

CHART 47 Q15 SETTLEMENT OF CLAIMS BY PRIVATE SECTOR GENERAL INSURANCE COMPANIES IS FASTER COMPARED THAN PUBLIC SECTOR GENERAL INSURANCE COMPANIES 170

CHART 48 Q15 SETTLEMENT OF CLAIMS BY PRIVATE SECTOR GENERAL INSURANCE COMPANIES IS FASTER COMPARED THAN PUBLIC SECTOR GENERAL INSURANCE COMPANIES 170

CHART 49 Q15 SETTLEMENT OF CLAIMS BY PRIVATE SECTOR GENERAL INSURANCE COMPANIES IS FASTER COMPARED THAN PUBLIC SECTOR GENERAL INSURANCE COMPANIES 171

CHART 50 Q15 SETTLEMENT OF CLAIMS BY PRIVATE SECTOR GENERAL INSURANCE COMPANIES IS FASTER COMPARED THAN PUBLIC SECTOR GENERAL INSURANCE COMPANIES 171

CHART 51 Q16 WHICH TYPES OF GENERAL INSURANCE COMPANIES ARE MORE RELIABLE ACCORDING TO YOU? 173

CHART 52 Q16 WHICH TYPES OF GENERAL INSURANCE COMPANIES ARE MORE RELIABLE ACCORDING TO YOU? 173

CHART 53 Q16 WHICH TYPES OF GENERAL INSURANCE COMPANIES ARE MORE RELIABLE ACCORDING TO YOU? 174

CHART 54 Q16 WHICH TYPES OF GENERAL INSURANCE COMPANIES ARE MORE RELIABLE ACCORDING TO YOU? 174

CHART 55 Q17 THE GENERAL INSURANCE SECTOR IS ESSENTIAL FOR THE GROWTH AND DEVELOPMENT OF THE COUNTRY. 176

CHART 56 Q17 THE GENERAL INSURANCE SECTOR IS ESSENTIAL FOR THE GROWTH AND DEVELOPMENT OF THE COUNTRY. 176

CHART 57 Q17 THE GENERAL INSURANCE SECTOR IS ESSENTIAL FOR THE GROWTH AND DEVELOPMENT OF THE COUNTRY. 177

CHART 58 Q17 THE GENERAL INSURANCE SECTOR IS ESSENTIAL FOR THE GROWTH AND DEVELOPMENT OF THE COUNTRY. 177

CHART 59 Q18 I KNOW ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 179

CHART 60 Q18 I KNOW ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 179

CHART 61 Q18 I KNOW ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 180

CHART 62 Q18 I KNOW ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 180
CHART 63 Q19 I KNOW THE DUTIES OF AN INSURANCE AGENT FULLY. 182
CHART 64 Q19 I KNOW THE DUTIES OF AN INSURANCE AGENT FULLY. 182
CHART 65 Q19 I KNOW THE DUTIES OF AN INSURANCE AGENT FULLY. 183
CHART 66 Q19 I KNOW THE DUTIES OF AN INSURANCE AGENT FULLY. 183
CHART 67 Q20 THE GENERAL INSURANCE AGENTS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURES. 185
CHART 68 Q20 THE GENERAL INSURANCE AGENTS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURES. 185
CHART 69 Q20 THE GENERAL INSURANCE AGENTS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURES. 186
CHART 70 Q20 THE GENERAL INSURANCE AGENTS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURES. 186
CHART 71 Q21 I KNOW HOW THE TARIFF RATES AND PREMIUM RATES ARE ARRIVED AT BY THE GENERAL INSURANCE 188
CHART 72 Q21 I KNOW HOW THE TARIFF RATES AND PREMIUM RATES ARE ARRIVED AT BY THE GENERAL INSURANCE 188
CHART 73 Q21 I KNOW HOW THE TARIFF RATES AND PREMIUM RATES ARE ARRIVED AT BY THE GENERAL INSURANCE 189
CHART 74 Q21 I KNOW HOW THE TARIFF RATES AND PREMIUM RATES ARE ARRIVED AT BY THE GENERAL INSURANCE 189
CHART 75 Q22 I KNOW THE PROCEDURE OF SETTLEMENT OF CLAIMS. 191
CHART 76 Q22 I KNOW THE PROCEDURE OF SETTLEMENT OF CLAIMS. 191
CHART 77 Q22 I KNOW THE PROCEDURE OF SETTLEMENT OF CLAIMS. 192
CHART 78 Q22 I KNOW THE PROCEDURE OF SETTLEMENT OF CLAIMS. 192
CHART 79 Q23 I AM SATISFIED WITH THE TIME REQUIRED FOR SETTLEMENT OF THE CLAIMS. 194
CHART 80 Q23 I AM SATISFIED WITH THE TIME REQUIRED FOR SETTLEMENT OF THE CLAIMS. 194
CHART 81 Q23 I AM SATISFIED WITH THE TIME REQUIRED FOR SETTLEMENT OF THE CLAIMS. 195
CHART 82 Q23 I AM SATISFIED WITH THE TIME REQUIRED FOR SETTLEMENT OF THE CLAIMS. 195
CHART 83 Q24 HAVE YOU EVER GONE INTO LITIGATION AGAINST THE GENERAL INSURANCE COMPANY FOR NON-SETTLEMENT OF YOUR CLAIMS AS PER YOUR EXPECTATIONS? 197
CHART 84 Q24 HAVE YOU EVER GONE INTO LITIGATION AGAINST THE GENERAL INSURANCE COMPANY FOR NON-SETTLEMENT OF YOUR CLAIMS AS PER YOUR EXPECTATIONS? 197
CHART 85 Q24 HAVE YOU EVER GONE INTO LITIGATION AGAINST THE GENERAL INSURANCE COMPANY FOR NON-SETTLEMENT OF YOUR CLAIMS AS PER YOUR EXPECTATIONS? 198
CHART 86 Q24 HAVE YOU EVER GONE INTO LITIGATION AGAINST THE GENERAL INSURANCE COMPANY FOR NON-SETTLEMENT OF YOUR CLAIMS AS PER YOUR EXPECTATIONS? 198
CHART 112 Q30 THE SERVICE OF THE CLAIM REPRESENTATIVE OF YOUR GENERAL INSURANCE COMPANY WAS: 218

CHART 113 Q30 THE SERVICE OF THE CLAIM REPRESENTATIVE OF YOUR GENERAL INSURANCE COMPANY WAS: 219

CHART 114 Q30 THE SERVICE OF THE CLAIM REPRESENTATIVE OF YOUR GENERAL INSURANCE COMPANY WAS: 219

CHART 115 Q31 HOW DO YOU RATE YOUR SATISFACTION WITH THE SERVICE YOU RECEIVED? 221

CHART 116 Q31 HOW DO YOU RATE YOUR SATISFACTION WITH THE SERVICE YOU RECEIVED? 221

CHART 117 Q31 HOW DO YOU RATE YOUR SATISFACTION WITH THE SERVICE YOU RECEIVED? 222

CHART 118 Q31 HOW DO YOU RATE YOUR SATISFACTION WITH THE SERVICE YOU RECEIVED? 222

CHART 119 Q32 HOW DO YOU RATE YOUR GENERAL INSURANCE COMPANY OVERALL? 224

CHART 120 Q32 HOW DO YOU RATE YOUR GENERAL INSURANCE COMPANY OVERALL? 224

CHART 121 Q32 HOW DO YOU RATE YOUR GENERAL INSURANCE COMPANY OVERALL? 225

CHART 122 Q32 HOW DO YOU RATE YOUR GENERAL INSURANCE COMPANY OVERALL? 225

CHART 123 Q33 HOW LIKELY ARE YOU TO RECOMMEND YOUR GENERAL INSURANCE COMPANY TO OTHERS? 227

CHART 124 Q33 HOW LIKELY ARE YOU TO RECOMMEND YOUR GENERAL INSURANCE COMPANY TO OTHERS? 227

CHART 125 Q33 HOW LIKELY ARE YOU TO RECOMMEND YOUR GENERAL INSURANCE COMPANY TO OTHERS? 228

CHART 126 Q33 HOW LIKELY ARE YOU TO RECOMMEND YOUR GENERAL INSURANCE COMPANY TO OTHERS? 228

CHART 127 Q34 I ALWAYS PREFER TO DEAL WITH GENERAL INSURANCE COMPANIES THROUGH AGENT ONLY 230

CHART 128 Q34 I ALWAYS PREFER TO DEAL WITH GENERAL INSURANCE COMPANIES THROUGH AGENT ONLY 230

CHART 129 Q34 I ALWAYS PREFER TO DEAL WITH GENERAL INSURANCE COMPANIES THROUGH AGENT ONLY 231

CHART 130 Q34 I ALWAYS PREFER TO DEAL WITH GENERAL INSURANCE COMPANIES THROUGH AGENT ONLY 231

CHART 131 Q35 THERE IS POOR AWARENESS AMONGST PEOPLE IN INDIA ABOUT THE GENERAL INSURANCE 233

CHART 132 Q35 THERE IS POOR AWARENESS AMONGST PEOPLE IN INDIA ABOUT THE GENERAL INSURANCE 233

CHART 133 Q35 THERE IS POOR AWARENESS AMONGST PEOPLE IN INDIA ABOUT THE GENERAL INSURANCE 234
CHART 134 Q35 THERE IS POOR AWARENESS AMONGST PEOPLE IN INDIA ABOUT THE GENERAL INSURANCE 234

CHART 135 Q36 I HAVE CHECKED UP THE CREDIBILITY OF MY AGENT BEFORE TAKING GENERAL INSURANCE POLICY 236

CHART 136 Q36 I HAVE CHECKED UP THE CREDIBILITY OF MY AGENT BEFORE TAKING GENERAL INSURANCE POLICY 236

CHART 137 Q36 I HAVE CHECKED UP THE CREDIBILITY OF MY AGENT BEFORE TAKING GENERAL INSURANCE POLICY 237

CHART 138 Q36 I HAVE CHECKED UP THE CREDIBILITY OF MY AGENT BEFORE TAKING GENERAL INSURANCE POLICY 237

CHART 139 Q37 THESE DAYS THERE IS FIERCE COMPETITION BETWEEN GENERAL INSURANCE COMPANIES 239

CHART 140 Q37 THESE DAYS THERE IS FIERCE COMPETITION BETWEEN GENERAL INSURANCE COMPANIES 239

CHART 141 Q37 THESE DAYS THERE IS FIERCE COMPETITION BETWEEN GENERAL INSURANCE COMPANIES 240

CHART 142 Q37 THESE DAYS THERE IS FIERCE COMPETITION BETWEEN GENERAL INSURANCE COMPANIES 240

CHART 143 Q38 HAVE YOU EVER CHANGED THE GENERAL INSURANCE COMPANY FOR SOME REASONS 242

CHART 144 Q38 HAVE YOU EVER CHANGED THE GENERAL INSURANCE COMPANY FOR SOME REASONS 242

CHART 145 Q38 HAVE YOU EVER CHANGED THE GENERAL INSURANCE COMPANY FOR SOME REASONS 243

CHART 146 Q38 HAVE YOU EVER CHANGED THE GENERAL INSURANCE COMPANY FOR SOME REASONS 243

CHART 147 Q39 DO YOU FEEL THAT YOU GET GOOD SERVICE FROM THE COMPANY WHICH YOU HAVE CHOSEN 245

CHART 148 Q39 DO YOU FEEL THAT YOU GET GOOD SERVICE FROM THE COMPANY WHICH YOU HAVE CHOSEN 245

CHART 149 Q39 DO YOU FEEL THAT YOU GET GOOD SERVICE FROM THE COMPANY WHICH YOU HAVE CHOSEN 246

CHART 150 Q39 DO YOU FEEL THAT YOU GET GOOD SERVICE FROM THE COMPANY WHICH YOU HAVE CHOSEN 246

CHART 151 Q40 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN INDIA HAVE GOOD PROSPECTS 248

CHART 152 Q40 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN INDIA HAVE GOOD PROSPECTS 248

CHART 153 Q40 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN INDIA HAVE GOOD PROSPECTS 249

CHART 154 Q40 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN INDIA HAVE GOOD PROSPECTS 249

CHART 155 Q41 THE MANAGEMENT OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS RIGID APPROACH 251

xiv
CHART 156 Q41 THE MANAGEMENT OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS RIGID APPROACH 251

CHART 157 Q41 THE MANAGEMENT OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS RIGID APPROACH 252

CHART 158 Q41 THE MANAGEMENT OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS RIGID APPROACH 252

CHART 159 Q42 INCOME TAX REBATE CANNOT BE AVALIRED ON ANY GENERAL INSURANCE POLICY 254

CHART 160 Q42 INCOME TAX REBATE CANNOT BE AVALIRED ON ANY GENERAL INSURANCE POLICY 254

CHART 161 Q42 INCOME TAX REBATE CANNOT BE AVALIRED ON ANY GENERAL INSURANCE POLICY 255

CHART 162 Q42 INCOME TAX REBATE CANNOT BE AVALIRED ON ANY GENERAL INSURANCE POLICY 255

CHART 163 Q43 THE POLICY DOCUMENT SHOULD NOT BE TOO LONG AS TO LOSE THE ACCURACY NOR SHOULD IT BE TOO SHORT THEREBY MISSING OUT ON KEY FACTS AND IT SHOULD BE SIMPLE TO UNDERSTAND. 257

CHART 164 Q43 THE POLICY DOCUMENT SHOULD NOT BE TOO LONG AS TO LOSE THE ACCURACY NOR SHOULD IT BE TOO SHORT THEREBY MISSING OUT ON KEY FACTS AND IT SHOULD BE SIMPLE TO UNDERSTAND. 257

CHART 165 Q43 THE POLICY DOCUMENT SHOULD NOT BE TOO LONG AS TO LOSE THE ACCURACY NOR SHOULD IT BE TOO SHORT THEREBY MISSING OUT ON KEY FACTS AND IT SHOULD BE SIMPLE TO UNDERSTAND. 257

CHART 166 Q43 THE POLICY DOCUMENT SHOULD NOT BE TOO LONG AS TO LOSE THE ACCURACY NOR SHOULD IT BE TOO SHORT THEREBY MISSING OUT ON KEY FACTS AND IT SHOULD BE SIMPLE TO UNDERSTAND. 258

CHART 167 Q44 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAVE A GRIEVANCE REDRESSAL SYSTEM 260

CHART 168 Q44 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAVE A GRIEVANCE REDRESSAL SYSTEM 260

CHART 169 Q44 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAVE A GRIEVANCE REDRESSAL SYSTEM 261

CHART 170 Q44 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAVE A GRIEVANCE REDRESSAL SYSTEM 261

CHART 171 Q45 WHICH OF THE FOLLOWING MODE DID YOU USE TO REGISTER YOUR COMPLAINT? 263

CHART 172 Q45 WHICH OF THE FOLLOWING MODE DID YOU USE TO REGISTER YOUR COMPLAINT? 263

CHART 173 Q45 WHICH OF THE FOLLOWING MODE DID YOU USE TO REGISTER YOUR COMPLAINT? 264

CHART 174 Q45 WHICH OF THE FOLLOWING MODE DID YOU USE TO REGISTER YOUR COMPLAINT? 264

CHART 175 Q46 I WOULD LIKE TO CONTINUE WITH THE SAME COMPANY FOR GENERAL INSURANCE POLICY IN FUTURE 266

xv
List of Figures for Management

FIGURE M 1 MANAGEMENT HIERARCHY 269
FIGURE M 2 MANAGEMENT HIERARCHY 270
FIGURE M 3 MANAGEMENT HIERARCHY 270
FIGURE M 4 GENDER 271
FIGURE M 5 GENDER 272
FIGURE M 6 GENDER 272
FIGURE M 7 QUALIFICATION 273
FIGURE M 8 QUALIFICATION 274
FIGURE M 9 QUALIFICATION 274
FIGURE M 10 MQ1 YOUR ANNUAL INCOME IS 275
FIGURE M 11 MQ1 YOUR ANNUAL INCOME IS 275
FIGURE M 12 MQ1 YOUR ANNUAL INCOME IS 276
FIGURE M 13 MQ2 THE INSURANCE PREMIUM RATES, CHARGED BY THE PUBLIC SECTOR INSURANCE COMPANIES, ARE OFTEN ON THE HIGHER SIDE. 277
FIGURE M 14 MQ2 THE INSURANCE PREMIUM RATES, CHARGED BY THE PUBLIC SECTOR INSURANCE COMPANIES, ARE OFTEN ON THE HIGHER SIDE. 277
FIGURE M 15 MQ2 THE INSURANCE PREMIUM RATES, CHARGED BY THE PUBLIC SECTOR INSURANCE COMPANIES, ARE OFTEN ON THE HIGHER SIDE. 278
FIGURE M 16 MQ2 THE INSURANCE PREMIUM RATES, CHARGED BY THE PUBLIC SECTOR INSURANCE COMPANIES, ARE OFTEN ON THE HIGHER SIDE. 278
FIGURE M 17 MQ3 ARE YOU FULLY AWARE OF THE TERMS AND CONDITIONS OF THE POLICIES THAT YOU ARE OFFERING? 279
FIGURE M 18 MQ3 ARE YOU FULLY AWARE OF THE TERMS AND CONDITIONS OF THE POLICIES THAT YOU ARE OFFERING? 280
FIGURE M 19 MQ3 ARE YOU FULLY AWARE OF THE TERMS AND CONDITIONS OF THE POLICIES THAT YOU ARE OFFERING? 280
FIGURE M 20 MQ3 ARE YOU FULLY AWARE OF THE TERMS AND CONDITIONS OF THE POLICIES THAT YOU ARE OFFERING? 281
FIGURE M 21 MQ4 THE PRIVATE SECTOR COMPANIES GIVE BETTER SERVICE THAN THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES 283
FIGURE M 22 MQ4 THE PRIVATE SECTOR COMPANIES GIVE BETTER SERVICE THAN THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES 283

FIGURE M 23 MQ4 THE PRIVATE SECTOR COMPANIES GIVE BETTER SERVICE THAN THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES 284

FIGURE M 24 MQ4 THE PRIVATE SECTOR COMPANIES GIVE BETTER SERVICE THAN THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES 284

FIGURE M 25 MQ5 DO YOU KNOW ABOUT THE VARIOUS SCHEMES OF YOUR COMPANY? 286

FIGURE M 26 MQ5 DO YOU KNOW ABOUT THE VARIOUS SCHEMES OF YOUR COMPANY? 286

FIGURE M 27 MQ5 DO YOU KNOW ABOUT THE VARIOUS SCHEMES OF YOUR COMPANY? 287

FIGURE M 28 MQ5 DO YOU KNOW ABOUT THE VARIOUS SCHEMES OF YOUR COMPANY? 287

FIGURE M 29 MQ6 LIBERALISATION HAS AFFECTED THE GENERAL INSURANCE BUSINESS. 289

FIGURE M 30 MQ6 LIBERALISATION HAS AFFECTED THE GENERAL INSURANCE BUSINESS. 289

FIGURE M 31 MQ6 LIBERALISATION HAS AFFECTED THE GENERAL INSURANCE BUSINESS. 290

FIGURE M 32 MQ6 LIBERALISATION HAS AFFECTED THE GENERAL INSURANCE BUSINESS. 290

FIGURE M 33 MQ7 WHAT IS THE LEVEL OF COMPETITION OF YOUR COMPANY WITH OTHER GENERAL INSURANCE COMPANIES? 292

FIGURE M 34 MQ7 WHAT IS THE LEVEL OF COMPETITION OF YOUR COMPANY WITH OTHER GENERAL INSURANCE COMPANIES? 292

FIGURE M 35 MQ7 WHAT IS THE LEVEL OF COMPETITION OF YOUR COMPANY WITH OTHER GENERAL INSURANCE COMPANIES? 293

FIGURE M 36 MQ7 WHAT IS THE LEVEL OF COMPETITION OF YOUR COMPANY WITH OTHER GENERAL INSURANCE COMPANIES? 293

FIGURE M 37 MQ8 THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES ARE FAR AHEAD IN MARKETING WHEN COMPARED WITH THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 295

FIGURE M 38 MQ8 THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES ARE FAR AHEAD IN MARKETING WHEN COMPARED WITH THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 295

FIGURE M 39 MQ8 THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES ARE FAR AHEAD IN MARKETING WHEN COMPARED WITH THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 296

FIGURE M 40 MQ8 THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES ARE FAR AHEAD IN MARKETING WHEN COMPARED WITH THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 296

FIGURE M 41 MQ9 YOUR COMPANY IS MAKING MORE PROFITS EVERY YEAR. 298

FIGURE M 42 MQ9 YOUR COMPANY IS MAKING MORE PROFITS EVERY YEAR. 298

FIGURE M 43 MQ9 YOUR COMPANY IS MAKING MORE PROFITS EVERY YEAR. 299

xvii
FIGURE M 44 MQ9 YOUR COMPANY IS MAKING MORE PROFITS EVERY YEAR.
FIGURE M 45 MQ10 IN THE ABSENCE OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD HAVE HAD MORE BUSINESS.
FIGURE M 46 MQ10 IN THE ABSENCE OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD HAVE HAD MORE BUSINESS.
FIGURE M 47 MQ10 IN THE ABSENCE OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD HAVE HAD MORE BUSINESS.
FIGURE M 48 MQ10 IN THE ABSENCE OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD HAVE HAD MORE BUSINESS.
FIGURE M 49 MQ11 SOME OF THE CORPORATE BUSINESS OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS GONE TO PRIVATE SECTOR GENERAL INSURANCE COMPANIES.
FIGURE M 50 MQ11 SOME OF THE CORPORATE BUSINESS OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS GONE TO PRIVATE SECTOR GENERAL INSURANCE COMPANIES.
FIGURE M 51 MQ11 SOME OF THE CORPORATE BUSINESS OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS GONE TO PRIVATE SECTOR GENERAL INSURANCE COMPANIES.
FIGURE M 52 MQ11 SOME OF THE CORPORATE BUSINESS OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS GONE TO PRIVATE SECTOR GENERAL INSURANCE COMPANIES.
FIGURE M 53 MQ12 THE INTENSE COMPETITION BROUGHT ABOUT BY DEREGULATION /LIBERALISATION HAS ENCOURAGED THE INDUSTRY TO INNOVATE IN ALL AREAS.
FIGURE M 54 MQ12 THE INTENSE COMPETITION BROUGHT ABOUT BY DEREGULATION /LIBERALISATION HAS ENCOURAGED THE INDUSTRY TO INNOVATE IN ALL AREAS.
FIGURE M 55 MQ12 THE INTENSE COMPETITION BROUGHT ABOUT BY DEREGULATION /LIBERALISATION HAS ENCOURAGED THE INDUSTRY TO INNOVATE IN ALL AREAS.
FIGURE M 56 MQ12 THE INTENSE COMPETITION BROUGHT ABOUT BY DEREGULATION /LIBERALISATION HAS ENCOURAGED THE INDUSTRY TO INNOVATE IN ALL AREAS.
FIGURE M 57 MQ13 IN WHICH AREA IS THERE A GREATER AWARENESS ABOUT THE GENERAL INSURANCE BUSINESS?
FIGURE M 58 MQ13 IN WHICH AREA IS THERE A GREATER AWARENESS ABOUT THE GENERAL INSURANCE BUSINESS?
FIGURE M 59 MQ13 IN WHICH AREA IS THERE A GREATER AWARENESS ABOUT THE GENERAL INSURANCE BUSINESS?
FIGURE M 60 MQ13 IN WHICH AREA IS THERE A GREATER AWARENESS ABOUT THE GENERAL INSURANCE BUSINESS?
FIGURE M 61 MQ14 THE ENTRY OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL PROVE TO BE A DANGER TO PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN FUTURE.

FIGURE M 62 MQ14 THE ENTRY OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL PROVE TO BE A DANGER TO PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN FUTURE.

FIGURE M 63 MQ14 THE ENTRY OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL PROVE TO BE A DANGER TO PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN FUTURE.

FIGURE M 64 MQ14 THE ENTRY OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL PROVE TO BE A DANGER TO PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN FUTURE.

FIGURE M 65 MQ15 BECAUSE OF SYSTEM OF DE-TARIFFING OF PREMIUM RATES AND DISCOUNTS THE BUSINESS OF GENERAL INSURANCE COMPANIES HAS BEEN AFFECTED.

FIGURE M 66 MQ15 BECAUSE OF SYSTEM OF DE-TARIFFING OF PREMIUM RATES AND DISCOUNTS THE BUSINESS OF GENERAL INSURANCE COMPANIES HAS BEEN AFFECTED.

FIGURE M 67 MQ15 BECAUSE OF SYSTEM OF DE-TARIFFING OF PREMIUM RATES AND DISCOUNTS THE BUSINESS OF GENERAL INSURANCE COMPANIES HAS BEEN AFFECTED.

FIGURE M 68 MQ15 BECAUSE OF SYSTEM OF DE-TARIFFING OF PREMIUM RATES AND DISCOUNTS THE BUSINESS OF GENERAL INSURANCE COMPANIES HAS BEEN AFFECTED.

FIGURE M 69 MQ16 THE ENTRY OF BROKERS HAS AFFECTED YOUR PROFIT MARGINS.

FIGURE M 70 MQ16 THE ENTRY OF BROKERS HAS AFFECTED YOUR PROFIT MARGINS.

FIGURE M 71 MQ16 THE ENTRY OF BROKERS HAS AFFECTED YOUR PROFIT MARGINS.

FIGURE M 72 MQ16 THE ENTRY OF BROKERS HAS AFFECTED YOUR PROFIT MARGINS.

FIGURE M 73 MQ17 PEOPLE DO REACT TO YOUR ADVERTISEMENT AND COME FORWARD TO ENQUIRE OR BUY THE PRODUCT IMMEDIATELY.

FIGURE M 74 MQ17 PEOPLE DO REACT TO YOUR ADVERTISEMENT AND COME FORWARD TO ENQUIRE OR BUY THE PRODUCT IMMEDIATELY.

FIGURE M 75 MQ17 PEOPLE DO REACT TO YOUR ADVERTISEMENT AND COME FORWARD TO ENQUIRE OR BUY THE PRODUCT IMMEDIATELY.

FIGURE M 76 MQ17 PEOPLE DO REACT TO YOUR ADVERTISEMENT AND COME FORWARD TO ENQUIRE OR BUY THE PRODUCT IMMEDIATELY.

FIGURE M 77 MQ18 THE SURVEYORS APPOINTED BY YOU ARE ALL LOYAL TO YOUR COMPANY.

FIGURE M 78 MQ18 THE SURVEYORS APPOINTED BY YOU ARE ALL LOYAL TO YOUR COMPANY.

FIGURE M 79 MQ18 THE SURVEYORS APPOINTED BY YOU ARE ALL LOYAL TO YOUR COMPANY.
FIGURE M 80 MQ18 THE SURVEYORS APPOINTED BY YOU ARE ALL LOYAL TO YOUR COMPANY.

FIGURE M 81 MQ19 THERE IS OVERSTAFFING IN YOUR COMPANY.

FIGURE M 82 MQ19 THERE IS OVERSTAFFING IN YOUR COMPANY.

FIGURE M 83 MQ19 THERE IS OVERSTAFFING IN YOUR COMPANY.

FIGURE M 84 MQ19 THERE IS OVERSTAFFING IN YOUR COMPANY.

FIGURE M 85 MQ20 OFTEN THERE ARE PROCEDURAL DELAYS IN SETTLEMENT OF CLAIMS.

FIGURE M 86 MQ20 OFTEN THERE ARE PROCEDURAL DELAYS IN SETTLEMENT OF CLAIMS.

FIGURE M 87 MQ20 OFTEN THERE ARE PROCEDURAL DELAYS IN SETTLEMENT OF CLAIMS.

FIGURE M 88 MQ20 OFTEN THERE ARE PROCEDURAL DELAYS IN SETTLEMENT OF CLAIMS.

FIGURE M 89 MQ21 THE GOVERNMENT SHOULD EXERCISE LESSER CONTROL ON THE BUSINESS OF GENERAL INSURANCE.

FIGURE M 90 MQ21 THE GOVERNMENT SHOULD EXERCISE LESSER CONTROL ON THE BUSINESS OF GENERAL INSURANCE.

FIGURE M 91 MQ21 THE GOVERNMENT SHOULD EXERCISE LESSER CONTROL ON THE BUSINESS OF GENERAL INSURANCE.

FIGURE M 92 MQ21 THE GOVERNMENT SHOULD EXERCISE LESSER CONTROL ON THE BUSINESS OF GENERAL INSURANCE.

FIGURE M 93 MQ22 THE PROCESS OF CALCULATING THE PREMIUM RATES IS COMPLICATED.

FIGURE M 94 MQ22 THE PROCESS OF CALCULATING THE PREMIUM RATES IS COMPLICATED.

FIGURE M 95 MQ22 THE PROCESS OF CALCULATING THE PREMIUM RATES IS COMPLICATED.

FIGURE M 96 MQ22 THE PROCESS OF CALCULATING THE PREMIUM RATES IS COMPLICATED.

FIGURE M 97 MQ23 YOUR COMPANY HAS ADEQUATE INFRASTRUCTURE.

FIGURE M 98 MQ23 YOUR COMPANY HAS ADEQUATE INFRASTRUCTURE.

FIGURE M 99 MQ23 YOUR COMPANY HAS ADEQUATE INFRASTRUCTURE.

FIGURE M 100 MQ23 YOUR COMPANY HAS ADEQUATE INFRASTRUCTURE.

FIGURE M 101 MQ24 THE AVAILABLE INFRASTRUCTURE IS USED BY THE GENERAL INSURANCE COMPANIES TO ITS FULLEST CAPACITY.

FIGURE M 102 MQ24 THE AVAILABLE INFRASTRUCTURE IS USED BY THE GENERAL INSURANCE COMPANIES TO ITS FULLEST CAPACITY.

FIGURE M 103 MQ24 THE AVAILABLE INFRASTRUCTURE IS USED BY THE GENERAL INSURANCE COMPANIES TO ITS FULLEST CAPACITY.

FIGURE M 104 MQ24 THE AVAILABLE INFRASTRUCTURE IS USED BY THE GENERAL INSURANCE COMPANIES TO ITS FULLEST CAPACITY.
FIGURE M 105 MQ25 THE ROTATION/TRANSFER POLICIES OF THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE COMPLICATED AND NOT ACCEPTABLE BY MAJORITY EMPLOYEES 346

FIGURE M 106 MQ25 THE ROTATION/TRANSFER POLICIES OF THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE COMPLICATED AND NOT ACCEPTABLE BY MAJORITY EMPLOYEES 346

FIGURE M 107 MQ25 THE ROTATION/TRANSFER POLICIES OF THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE COMPLICATED AND NOT ACCEPTABLE BY MAJORITY EMPLOYEES 347

FIGURE M 108 MQ25 THE ROTATION/TRANSFER POLICIES OF THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE COMPLICATED AND NOT ACCEPTABLE BY MAJORITY EMPLOYEES 347

FIGURE M 109 MQ26 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE FACING THE PROBLEM OF FAKE CLAIMS. 349

FIGURE M 110 MQ26 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE FACING THE PROBLEM OF FAKE CLAIMS. 349

FIGURE M 111 MQ26 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE FACING THE PROBLEM OF FAKE CLAIMS. 350

FIGURE M 112 MQ26 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE FACING THE PROBLEM OF FAKE CLAIMS. 350

FIGURE M 113 MQ27 SOME PUBLIC SECTOR GENERAL INSURANCE COMPANIES FOLLOW UNETHICAL PRACTICES. 352

FIGURE M 114 MQ27 SOME PUBLIC SECTOR GENERAL INSURANCE COMPANIES FOLLOW UNETHICAL PRACTICES. 352

FIGURE M 115 MQ27 SOME PUBLIC SECTOR GENERAL INSURANCE COMPANIES FOLLOW UNETHICAL PRACTICES. 353

FIGURE M 116 MQ27 SOME PUBLIC SECTOR GENERAL INSURANCE COMPANIES FOLLOW UNETHICAL PRACTICES 353

FIGURE M 117 MQ28 THE GOVERNMENT SHOULD GIVE AID OR SOME SPECIAL PACKAGE TO THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 355

FIGURE M 118 MQ28 THE GOVERNMENT SHOULD GIVE AID OR SOME SPECIAL PACKAGE TO THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 355

FIGURE M 119 MQ28 THE GOVERNMENT SHOULD GIVE AID OR SOME SPECIAL PACKAGE TO THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 356

FIGURE M 120 MQ28 THE GOVERNMENT SHOULD GIVE AID OR SOME SPECIAL PACKAGE TO THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 356

FIGURE M 121 MQ29 THE GOVERNMENT’S POLICIES TOWARDS GENERAL INSURANCE SECTOR ARE FAVOURABLE. 358

FIGURE M 122 MQ29 THE GOVERNMENT’S POLICIES TOWARDS GENERAL INSURANCE SECTOR ARE FAVOURABLE. 358

FIGURE M 123 MQ29 THE GOVERNMENT’S POLICIES TOWARDS GENERAL INSURANCE SECTOR ARE FAVOURABLE. 359

FIGURE M 124 MQ29 THE GOVERNMENT’S POLICIES TOWARDS GENERAL INSURANCE SECTOR ARE FAVOURABLE. 359
FIGURE M 147 MQ35 MOST OF THE EMPLOYEES ARE NOT FULLY AWARE ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 377
FIGURE M 148 MQ35 MOST OF THE EMPLOYEES ARE NOT FULLY AWARE ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 377
FIGURE M 149 MQ36 ALL THE INSURANCE AGENTS/BROKERS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURE 379
FIGURE M 150 MQ36 ALL THE INSURANCE AGENTS/BROKERS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURE. 379
FIGURE M 151 MQ36 ALL THE INSURANCE AGENTS/BROKERS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURE 380
FIGURE M 152 MQ36 ALL THE INSURANCE AGENTS/BROKERS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURE 380
FIGURE M 153 MQ37 ANY TRAINING AND DEVELOPMENT PROGRAMME FOR THE STAFF WILL HELP YOU FACE THE COMPETITION MORE EFFICIENTLY AND EFFECTIVELY. 382
FIGURE M 154 MQ37 ANY TRAINING AND DEVELOPMENT PROGRAMME FOR THE STAFF WILL HELP YOU FACE THE COMPETITION MORE EFFICIENTLY AND EFFECTIVELY. 382
FIGURE M 155 MQ37 ANY TRAINING AND DEVELOPMENT PROGRAMME FOR THE STAFF WILL HELP YOU FACE THE COMPETITION MORE EFFICIENTLY AND EFFECTIVELY. 383
FIGURE M 156 MQ37 ANY TRAINING AND DEVELOPMENT PROGRAMME FOR THE STAFF WILL HELP YOU FACE THE COMPETITION MORE EFFICIENTLY AND EFFECTIVELY. 383
FIGURE M 157 MQ38 BETTER TRAINED AND COMMITTED STAFF WILL HELP IN GETTING MORE BUSINESS IN VIEW OF THE STIFF COMPETITION. 385
FIGURE M 158 MQ38 BETTER TRAINED AND COMMITTED STAFF WILL HELP IN GETTING MORE BUSINESS IN VIEW OF THE STIFF COMPETITION. 385
FIGURE M 159 MQ38 BETTER TRAINED AND COMMITTED STAFF WILL HELP IN GETTING MORE BUSINESS IN VIEW OF THE STIFF COMPETITION. 386
FIGURE M 160 MQ38 BETTER TRAINED AND COMMITTED STAFF WILL HELP IN GETTING MORE BUSINESS IN VIEW OF THE STIFF COMPETITION. 386
FIGURE M 161 MQ39 IT IS OFTEN SAID THAT THE PROCEDURE INVOLVED IN SETTLEMENT OF CLAIMS IS OFTEN COMPLICATED. 388
FIGURE M 162 MQ39 IT IS OFTEN SAID THAT THE PROCEDURE INVOLVED IN SETTLEMENT OF CLAIMS IS OFTEN COMPLICATED. 388
FIGURE M 163 MQ39 IT IS OFTEN SAID THAT THE PROCEDURE INVOLVED IN SETTLEMENT OF CLAIMS IS OFTEN COMPLICATED. 389
FIGURE M 164 MQ39 IT IS OFTEN SAID THAT THE PROCEDURE INVOLVED IN SETTLEMENT OF CLAIMS IS OFTEN COMPLICATED. 389
FIGURE M 165 MQ40 GIVING MATURITY BONUS ON POLICIES WILL BOOST INSURANCE BUSINESS. 391
FIGURE M 166 MQ40 GIVING MATURITY BONUS ON POLICIES WILL BOOST INSURANCE BUSINESS. 391
FIGURE M 167 MQ40 GIVING MATURITY BONUS ON POLICIES WILL BOOST INSURANCE BUSINESS. 392

FIGURE M 168 MQ40 GIVING MATURITY BONUS ON POLICIES WILL BOOST INSURANCE BUSINESS. 392

FIGURE M 169 MQ41 YOUR COMPANY THOROUGHLY UNDERSTANDS CUSTOMER NEEDS. 394

FIGURE M 170 MQ41 YOUR COMPANY THOROUGHLY UNDERSTANDS CUSTOMER NEEDS. 394

FIGURE M 171 MQ41 YOUR COMPANY THOROUGHLY UNDERSTANDS CUSTOMER NEEDS. 395

FIGURE M 172 MQ41 YOUR COMPANY THOROUGHLY UNDERSTANDS CUSTOMER NEEDS. 395

FIGURE M 173 MQ42 YOUR COMPANY HAS BUILT STRONG RELATIONSHIPS WITH INTERMEDIARIES SUCH AS AGENTS. 397

FIGURE M 174 MQ42 YOUR COMPANY HAS BUILT STRONG RELATIONSHIPS WITH INTERMEDIARIES SUCH AS AGENTS. 397

FIGURE M 175 MQ42 YOUR COMPANY HAS BUILT STRONG RELATIONSHIPS WITH INTERMEDIARIES SUCH AS AGENTS. 398

FIGURE M 176 MQ42 YOUR COMPANY HAS BUILT STRONG RELATIONSHIPS WITH INTERMEDIARIES SUCH AS AGENTS. 398

FIGURE M 177 MQ43 YOUR COMPANY HAS SEGMENTED THE MARKET CAREFULLY TO ARRIVE AT THE APPROPRIATE PRODUCTS AND PRICING TO CATER TO THE NEEDS OF EVERY INDIVIDUAL. 400

FIGURE M 178 MQ43 YOUR COMPANY HAS SEGMENTED THE MARKET CAREFULLY TO ARRIVE AT THE APPROPRIATE PRODUCTS AND PRICING TO CATER TO THE NEEDS OF EVERY INDIVIDUAL. 400

FIGURE M 179 MQ43 YOUR COMPANY HAS SEGMENTED THE MARKET CAREFULLY TO ARRIVE AT THE APPROPRIATE PRODUCTS AND PRICING TO CATER TO THE NEEDS OF EVERY INDIVIDUAL. 401

FIGURE M 180 MQ43 YOUR COMPANY HAS SEGMENTED THE MARKET CAREFULLY TO ARRIVE AT THE APPROPRIATE PRODUCTS AND PRICING TO CATER TO THE NEEDS OF EVERY INDIVIDUAL. 401

FIGURE M 181 MQ44 YOUR COMPANY HAS MOVED ALONG A CONTINUUM FROM PURE SERVICE PRODUCTS TO PURE COMMODITY PRODUCTS AND HAS EXPLORED NEW OUTLETS FOR SELLING THE PRODUCTS. 403

FIGURE M 182 MQ44 YOUR COMPANY HAS MOVED ALONG A CONTINUUM FROM PURE SERVICE PRODUCTS TO PURE COMMODITY PRODUCTS AND HAS EXPLORED NEW OUTLETS FOR SELLING THE PRODUCTS. 403

FIGURE M 183 MQ44 YOUR COMPANY HAS MOVED ALONG A CONTINUUM FROM PURE SERVICE PRODUCTS TO PURE COMMODITY PRODUCTS AND HAS EXPLORED NEW OUTLETS FOR SELLING THE PRODUCTS. 404

FIGURE M 184 MQ44 YOUR COMPANY HAS MOVED ALONG A CONTINUUM FROM PURE SERVICE PRODUCTS TO PURE COMMODITY PRODUCTS AND HAS EXPLORED NEW OUTLETS FOR SELLING THE PRODUCTS. 404
FIGURE M 185 MQ45 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES STILL CALL THE SHOTS DESPITE INCURSION OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES.

FIGURE M 186 MQ45 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES STILL CALL THE SHOTS DESPITE INCURSION OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES.

FIGURE M 187 MQ45 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES STILL CALL THE SHOTS DESPITE INCURSION OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES.

FIGURE M 188 MQ45 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES STILL CALL THE SHOTS DESPITE INCURSION OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES.

FIGURE M 189 MQ46 THE GENERAL INSURANCE INDUSTRY NOW DEALS WITH CUSTOMERS WHO KNOW WHAT THEY WANT AND WHEN

FIGURE M 190 MQ46 THE GENERAL INSURANCE INDUSTRY NOW DEALS WITH CUSTOMERS WHO KNOW WHAT THEY WANT AND WHEN

FIGURE M 191 MQ46 THE GENERAL INSURANCE INDUSTRY NOW DEALS WITH CUSTOMERS WHO KNOW WHAT THEY WANT AND WHEN

FIGURE M 192 MQ46 THE GENERAL INSURANCE INDUSTRY NOW DEALS WITH CUSTOMERS WHO KNOW WHAT THEY WANT AND WHEN

FIGURE M 193 MQ47 WITH INCREASED COMPETITION AMONG INSURERS, QUALITY OF SERVICE IS A KEY ISSUE

FIGURE M 194 MQ47 WITH INCREASED COMPETITION AMONG INSURERS, QUALITY OF SERVICE IS A KEY ISSUE

FIGURE M 195 MQ47 WITH INCREASED COMPETITION AMONG INSURERS, QUALITY OF SERVICE IS A KEY ISSUE

FIGURE M 196 MQ47 WITH INCREASED COMPETITION AMONG INSURERS, QUALITY OF SERVICE IS A KEY ISSUE

FIGURE M 197 MQ48 THE MERGER OF ALL THE FOUR PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD ATTRACT MORE BUSINESS.

FIGURE M 198 MQ48 THE MERGER OF ALL THE FOUR PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD ATTRACT MORE BUSINESS.

FIGURE M 199 MQ48 THE MERGER OF ALL THE FOUR PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD ATTRACT MORE BUSINESS.

FIGURE M 200 MQ48 THE MERGER OF ALL THE FOUR PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD ATTRACT MORE BUSINESS.

FIGURE SNI 1 STATE OF THE GENERAL INSURANCE MARKET

FIGURE SNI 2 MARKET SHARES OF PUBLIC GENERAL INSURANCE COMPANIES

xxv
List of Tables for Policyholders

TABLE 1 SPLIT OF POLICYHOLDER RESPONDENTS BY GENDER 125
TABLE 2 POLICYHOLDERS BY EDUCATION 126
TABLE 3 POLICYHOLDERS BY OCCUPATION 128
TABLE 4 Q1 YOUR ANNUAL INCOME IS 129
TABLE 5 Q2 FOR WHICH ITEM YOU HAVE TAKEN INSURANCE COVER? 131
TABLE 6 Q3 HAVE YOU TAKEN THE MEDICLAIM POLICY FOR YOU? 133
TABLE 7 Q4 HAVE YOU TAKEN MEDICLAIM POLICY FOR CHILDREN AND WIFE? 135
TABLE 8 Q5 ONE MUST TAKE GENERAL INSURANCE POLICIES FOR ITEMS STATED IN Q.2 137
TABLE 9 Q6 GENERAL INSURANCE COVER EVERY YEAR 139
TABLE 10 Q7A DO YOU GO FOR GENERAL INSURANCE BECAUSE IT IS COMPULSORY? 142
CHART 20 11 Q 7B DO YOU GO FOR GENERAL INSURANCE TO COVER RISK? 147
TABLE 12 Q8 ARE YOU AWARE OF THE TERMS AND CONDITIONS OF THE POLICY WHICH YOU HAVE TAKEN? 148
TABLE 13 Q10 THERE WAS A MONOPOLISTIC SITUATION FOR PUBLIC SECTOR GENERAL INSURANCE COMPANIES 154
TABLE 14 Q12 THE INSURANCE (GENERAL INSURANCE) COVER IS A MUST FOR EVERYBODY. 160
TABLE 15 Q13 THE TARIFF RATES FOR COMPREHENSIVE POLICY ARE VERY MUCH ON HIGHER SIDE. 163
TABLE 16 Q14 YOUR GENERAL INSURANCE COMPANY GIVES YOU GOOD SERVICE. 166
TABLE 17 Q15 SETTLEMENT OF CLAIMS BY PRIVATE SECTOR GENERAL INSURANCE COMPANIES IS FASTER COMPARED THAN PUBLIC SECTOR GENERAL INSURANCE COMPANIES 169
TABLE 18 Q16 WHICH TYPES OF GENERAL INSURANCE COMPANIES ARE MORE RELIABLE ACCORDING TO YOU? 172
TABLE 19 Q17 THE GENERAL INSURANCE SECTOR IS ESSENTIAL FOR THE GROWTH AND DEVELOPMENT OF THE COUNTRY. 175
TABLE 20 Q18 I KNOW ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 178
TABLE 21 Q19 I KNOW THE DUTIES OF AN INSURANCE AGENT FULLY. 181
TABLE 22 Q20 THE GENERAL INSURANCE AGENTS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURES. 184
TABLE 23 Q21 I KNOW HOW THE TARIFF RATES AND PREMIUM RATES ARE ARRIVED AT BY THE GENERAL INSURANCE 187
TABLE 24 Q22 I KNOW THE PROCEDURE OF SETTLEMENT OF CLAIMS. 190
TABLE 25 Q23 I AM SATISFIED WITH THE TIME REQUIRED FOR SETTLEMENT OF THE CLAIMS. 193
TABLE 26 Q24 HAVE YOU EVER GONE INTO LITIGATION AGAINST THE GENERAL INSURANCE COMPANY FOR NON-SETTLEMENT OF YOUR CLAIMS AS PER YOUR EXPECTATIONS?

TABLE 27 Q25 WHAT MADE YOU CHOOSE YOUR CURRENT GENERAL INSURANCE COMPANY?

TABLE 28 Q26 FROM WHICH CHANNEL DID YOU PURCHASE YOUR POLICY?

TABLE 29 Q27A ARE YOU SATISFIED BY THE SERVICES PROVIDED BY YOUR GENERAL INSURANCE COMPANY?

TABLE 30 Q27B IF NO, WHAT ARE YOUR REASONS FOR DISSATISFACTION?

TABLE 31 Q28 WHAT IS YOUR GENERAL INSURANCE COMPANY’S RECORD IN DOING THE WORK ACCURATELY?

TABLE 32 Q29 IS DOING BUSINESS WITH YOUR GENERAL INSURANCE COMPANY EASY?

TABLE 33 Q30 THE SERVICE OF THE CLAIM REPRESENTATIVE OF YOUR GENERAL INSURANCE COMPANY WAS:

TABLE 34 Q31 HOW DO YOU RATE YOUR SATISFACTION WITH THE SERVICE YOU RECEIVED?

TABLE 35 Q32 HOW DO YOU RATE YOUR GENERAL INSURANCE COMPANY OVERALL?

TABLE 36 Q33 HOW LIKELY ARE YOU TO RECOMMEND YOUR GENERAL INSURANCE COMPANY TO OTHERS?

TABLE 37 Q34 I ALWAYS PREFER TO DEAL WITH GENERAL INSURANCE COMPANIES THROUGH AGENT ONLY

TABLE 38 Q35 THERE IS POOR AWARENESS AMONGST PEOPLE IN INDIA ABOUT THE GENERAL INSURANCE

TABLE 39 Q36 I HAVE CHECKED UP THE CREDIBILITY OF MY AGENT BEFORE TAKING GENERAL INSURANCE POLICY

TABLE 40 Q37 THESE DAYS THERE IS FIERCE COMPETITION BETWEEN GENERAL INSURANCE COMPANIES

TABLE 41 Q38 HAVE YOU EVER CHANGED THE GENERAL INSURANCE COMPANY FOR SOME REASONS

TABLE 42 Q39 DO YOU FEEL THAT YOU GET GOOD SERVICE FROM THE COMPANY WHICH YOU HAVE CHOSEN

TABLE 43 Q40 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN INDIA HAVE GOOD PROSPECTS

TABLE 44 Q41 THE MANAGEMENT OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS RIGID APPROACH

TABLE 45 Q42 INCOME TAX REBATE CANNOT BE AVAILED ON ANY GENERAL INSURANCE POLICY

TABLE 46 Q43 THE POLICY DOCUMENT SHOULD NOT BE TOO LONG AS TO LOSE THE ACCURACY NOR SHOULD IT BE TOO SHORT THEREBY MISSING OUT ON KEY FACTS AND IT SHOULD BE SIMPLE TO UNDERSTAND.

TABLE 47 Q44 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAVE A GRIEVANCE REDRESSAL SYSTEM
TABLE 48 Q 45 WHICH OF THE FOLLOWING MODE DID YOU USE TO REGISTER YOUR COMPLAINT?  262
TABLE 49 Q 46 I WOULD LIKE TO CONTINUE WITH THE SAME COMPANY FOR GENERAL INSURANCE POLICY IN FUTURE  265

List of Tables for Management

TABLE M 1 MANAGEMENT HIERARCHY  269
TABLE M 2 GENDER  271
TABLE M 3 QUALIFICATION  273
TABLE M 4 MQ1 YOUR ANNUAL INCOME IS  275
TABLE M 5 MQ2 THE INSURANCE PREMIUM RATES, CHARGED BY THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES, ARE OFTEN ON THE HIGHER SIDE.  276
TABLE M 6 MQ3 ARE YOU FULLY AWARE OF THE TERMS AND CONDITIONS OF THE POLICIES THAT YOU ARE OFFERING?  279
TABLE M 7 MQ4 THE PRIVATE SECTOR COMPANIES GIVE BETTER SERVICE THAN THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES  282
TABLE M 8 MQ5 DO YOU KNOW ABOUT THE VARIOUS SCHEMES OF YOUR COMPANY?  285
TABLE M 9 MQ6 LIBERALISATION HAS AFFECTED THE GENERAL INSURANCE BUSINESS.  288
TABLE M 10 MQ7 WHAT IS THE LEVEL OF COMPETITION OF YOUR COMPANY WITH OTHER GENERAL INSURANCE COMPANIES?  291
TABLE M 11 MQ8 THE PRIVATE SECTOR GENERAL INSURANCE COMPANIES ARE Far AHEAD IN MARKETING WHEN COMPARED WITH THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES.  294
TABLE M 12 MQ9 YOUR COMPANY IS MAKING MORE PROFITS EVERY YEAR.  297
TABLE M 13 MQ10 IN THE ABSENCE OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD HAVE HAD MORE BUSINESS.  300
TABLE M 14 MQ11 SOME OF THE CORPORATE BUSINESS OF PUBLIC SECTOR GENERAL INSURANCE COMPANIES HAS GONE TO PRIVATE SECTOR GENERAL INSURANCE COMPANIES.  303
TABLE M 15 MQ12 THE INTENSE COMPETITION BROUGHT ABOUT BY DEREGULATION /LIBERALISATION HAS ENCOURAGED THE INDUSTRY TO INNOVATE IN ALL AREAS.  306
TABLE M 16 MQ13 IN WHICH AREA IS THERE A GREATER AWARENESS ABOUT THE GENERAL INSURANCE BUSINESS?  309
TABLE M 17 MQ14 THE ENTRY OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES WILL PROVE TO BE A DANGER TO PUBLIC SECTOR GENERAL INSURANCE COMPANIES IN FUTURE.  312
TABLE M 18 MQ15 BECAUSE OF SYSTEM OF DE-TARIFFING OF PREMIUM RATES AND DISCOUNTS THE BUSINESS OF GENERAL INSURANCE COMPANIES HAS BEEN AFFECTED. 315

TABLE M 19 MQ16 THE ENTRY OF BROKERS HAS AFFECTED YOUR PROFIT MARGINS. 318

TABLE M 20 MQ17 PEOPLE DO REACT TO YOUR ADVERTISEMENT AND COME FORWARD TO ENQUIRE OR BUY THE PRODUCT IMMEDIATELY. 321

TABLE M 21 MQ18 THE SURVEYORS APPOINTED BY YOU ARE ALL LOYAL TO YOUR COMPANY. 324

TABLE M 22 MQ19 THERE IS OVERSTAFFING IN YOUR COMPANY. 327

TABLE M 23 MQ20 OFTEN THERE ARE PROCEDURAL DELAYS IN SETTLEMENT OF CLAIMS. 330

TABLE M 24 MQ21 THE GOVERNMENT SHOULD EXERCISE LESSER CONTROL ON THE BUSINESS OF GENERAL INSURANCE. 333

TABLE M 25 MQ22 THE PROCESS OF CALCULATING THE PREMIUM RATES IS COMPLICATED. 336

TABLE M 26 MQ23 YOUR COMPANY HAS ADEQUATE INFRASTRUCTURE. 339

TABLE M 27 MQ24 THE AVAILABLE INFRASTRUCTURE IS USED BY THE GENERAL INSURANCE COMPANIES TO ITS FULLEST CAPACITY. 342

TABLE M 28 MQ25 THE ROTATION/TRANSFER POLICIES OF THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE COMPLICATED AND NOT ACCEPTABLE BY MAJORITY EMPLOYEES. 345

TABLE M 29 MQ26 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES ARE FACING THE PROBLEM OF FAKE CLAIMS. 348

TABLE M 30 MQ27 SOME PUBLIC SECTOR GENERAL INSURANCE COMPANIES FOLLOW UNETHICAL PRACTICES. 351

TABLE M 31 MQ28 THE GOVERNMENT SHOULD GIVE AID OR SOME SPECIAL PACKAGE TO THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 354

TABLE M 32 MQ29 THE GOVERNMENT’S POLICIES TOWARDS GENERAL INSURANCE SECTOR ARE FAVOURABLE. 357

TABLE M 33 MQ30 WHICH TYPE OF GENERAL INSURANCE COMPANIES DO YOU THINK HAVE SUCCEEDED IN CREATING NEW BUSINESS AFTER GLOBALIZATION? 360

TABLE M 34 MQ31 BECAUSE OF GLOBALIZATION THERE IS EVER INCREASING COMPETITION. 363

TABLE M 35 MQ32 THE EXISTING BUSINESS IS GETTING ROTATED AMONGST THE INSURANCE COMPANIES. 366

TABLE M 36 MQ33 SETTLEMENT OF CLAIMS BY PRIVATE SECTOR COMPANIES IS FASTER COMPARED TO PUBLIC SECTOR GENERAL INSURANCE COMPANIES. 369

TABLE M 37 MQ34 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES NEED TO IMPROVE THE SERVICE. 372

TABLE M 38 MQ35 MOST OF THE EMPLOYEES ARE NOT FULLY AWARE ABOUT THE IRDA, ITS DUTIES AND FUNCTIONS ETC. 375

TABLE M 39 MQ36 ALL THE INSURANCE AGENTS/BROKERS HAVE SUFFICIENT KNOWLEDGE ABOUT THE PROCEDURE. 378
TABLE M 40 MQ37 ANY TRAINING AND DEVELOPMENT PROGRAMME FOR THE STAFF WILL HELP YOU FACE THE COMPETITION MORE EFFICIENTLY AND EFFECTIVELY.

TABLE M 41 MQ38 BETTER TRAINED AND COMMITTED STAFF WILL HELP IN GETTING MORE BUSINESS IN VIEW OF THE STIFF COMPETITION.

TABLE M 42 MQ39 IT IS OFTEN SAID THAT THE PROCEDURE INVOLVED IN SETTLEMENT OF CLAIMS IS OFTEN COMPLICATED.

TABLE M 43 MQ40 GIVING MATURITY BONUS ON POLICIES WILL BOOST INSURANCE BUSINESS.

TABLE M 44 MQ41 YOUR COMPANY THOROUGHLY UNDERSTANDS CUSTOMER NEEDS.

TABLE M 45 MQ42 YOUR COMPANY HAS BUILT STRONG RELATIONSHIPS WITH INTERMEDIARIES SUCH AS AGENTS.

TABLE M 46 MQ43 YOUR COMPANY HAS SEGMENTED THE MARKET CAREFULLY TO ARRIVE AT THE APPROPRIATE PRODUCTS AND PRICING TO CATER TO THE NEEDS OF EVERY INDIVIDUAL.

TABLE M 47 MQ44 YOUR COMPANY HAS MOVED ALONG A CONTINUUM FROM PURE SERVICE PRODUCTS TO PURE COMMODITY PRODUCTS AND HAS EXPLORED NEW OUTLETS FOR SELLING THE PRODUCTS.

TABLE M 48 MQ45 THE PUBLIC SECTOR GENERAL INSURANCE COMPANIES STILL CALL THE SHOTS DESPITE INCURSION OF PRIVATE SECTOR GENERAL INSURANCE COMPANIES.

TABLE M 49 MQ46 THE GENERAL INSURANCE INDUSTRY NOW DEALS WITH CUSTOMERS WHO KNOW WHAT THEY WANT AND WHEN.

TABLE M 50 MQ47 WITH INCREASED COMPETITION AMONG INSURERS, QUALITY OF SERVICE IS A KEY ISSUE.

TABLE M 51 MQ48 THE MERGER OF ALL THE FOUR PUBLIC SECTOR GENERAL INSURANCE COMPANIES WOULD ATTRACT MORE BUSINESS.

Table of Statistics for Policyholders

STATISTICS 1 ........................................................................................................................................ 137
STATISTICS 2 ........................................................................................................................................ 139
STATISTICS 3 ........................................................................................................................................ 152
STATISTICS 4 ........................................................................................................................................ 155
STATISTICS 5 ........................................................................................................................................ 160
STATISTICS 6 ........................................................................................................................................ 164
STATISTICS 7 ........................................................................................................................................ 167
STATISTICS 8 ........................................................................................................................................ 170
STATISTICS 9 ........................................................................................................................................ 176
STATISTICS 10 ....................................................................................................................................... 179
Table of Statistics for Management

STATISTICS M 1 ................................................................. 277
STATISTICS M 2 ................................................................. 282
STATISTICS M 3 ................................................................. 288
STATISTICS M 4 ................................................................. 291
STATISTICS M 5 ................................................................. 295
STATISTICS M 6 ................................................................. 298
STATISTICS M 7 ................................................................. 300
STATISTICS M 8 ................................................................. 304
STATISTICS M 9 ................................................................. 307
STATISTICS M 10 ................................................................. 313
STATISTICS M 11 ................................................................. 316
STATISTICS M 12 ................................................................. 318
STATISTICS M 13 ................................................................. 321
STATISTICS M 14 ................................................................. 324
STATISTICS M 15 .......................................................................................... 327
STATISTICS M 16 .......................................................................................... 330
STATISTICS M 17 .......................................................................................... 333
STATISTICS M 18 .......................................................................................... 336
STATISTICS M 19 .......................................................................................... 339
STATISTICS M 20 .......................................................................................... 342
STATISTICS M 21 .......................................................................................... 345
STATISTICS M 22 .......................................................................................... 349
STATISTICS M 23 .......................................................................................... 351
STATISTICS M 24 .......................................................................................... 354
STATISTICS M 25 .......................................................................................... 357
STATISTICS M 26 .......................................................................................... 363
STATISTICS M 27 .......................................................................................... 366
STATISTICS M 28 .......................................................................................... 369
STATISTICS M 29 .......................................................................................... 372
STATISTICS M 30 .......................................................................................... 375
STATISTICS M 31 .......................................................................................... 378
STATISTICS M 32 .......................................................................................... 382
STATISTICS M 33 .......................................................................................... 384
STATISTICS M 34 .......................................................................................... 387
STATISTICS M 35 .......................................................................................... 390
STATISTICS M 36 .......................................................................................... 393
STATISTICS M 37 .......................................................................................... 396
STATISTICS M 38 .......................................................................................... 399
STATISTICS M 39 .......................................................................................... 402
STATISTICS M 40 .......................................................................................... 406
STATISTICS M 41 .......................................................................................... 408
STATISTICS M 42 .......................................................................................... 411
STATISTICS M 43 .......................................................................................... 414