

INSURANCE SECTOR IN ECONOMIC GROWTH

Emerging Dimensions



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Bhuvana Venkatraman

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- **Editor**

- **Dr. Bhuvana Venkatraman**

- Associate Professor
Department of Commerce
School of studies in Management and Commerce
Guru Ghasidas Vishwavidyalaya
A Central University, Koni, Bilaspur (Chhattisgarh)

- **Co-Editor**

- **Prof. Ashok Kumar Mishra**

- Professor & Head, Department of Commerce
School in Management and Commerce
Guru Ghasidas Vishwavidyalaya
A Central University, Koni, Bilaspur (Chhattisgarh)

- **Dr. J. Kannan**

- Associate Professor in commerce
Bharath institute of higher education and research
Chennai (Tamil Nadu)

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A Comparative Study on the Performance of SBI Life, HDFC Life and ICICI Prudential Life Insurance Policy

Dr. Ashok Kumar Mishra* & Prateek Chatterjee†

ABSTRACT

Insurance is a risk coverage tool which provides financial assistance to the family members of policy holder after the death. There are various Life Insurance Policies available in the market but to choose an optimum plan which provides financial security as well as healthy returns during the maturity is a tough task. By comparing the 3 Life Insurance Policies provided by the well-known banks of our nation i.e. SBI, ICICI and HDFC we came to know that every policy has its pros and cons but SBI Life has greater percentage of pros than ICICI Prudential Life Insurance and HDFC Life by going through its 23 parameters in 5 categories.

KEYWORDS : Insurance, Indemnity, Sales Growth Rate, Operating Margin Rate, Dividend Payout Ratio, Compounded Sales Growth, Compounded Profit Growth, Operating Margin, Current Return on Equity, Current Return on Capital Employed, Price to Earnings Ratio, Price to Free Cash Flow Ratio, Market Capitalization Value, Mutual Funds Holding, Promoters Holding.

INTRODUCTION

In any person's life today, insurance has become an integral factor. An insurance policy provides cover against future damages. Life Insurance normally safeguards people's lives. A definite indemnity is given by the insurer to the individual insured. Financial support is offered by non-life insurance companies to the individuals and businesses to resolve their losses. The fundamental human behavior is to avoid the ideas of taking risks. There is often an

* Professor, Department of Commerce Guru Ghasidas University, Bilaspur, Chhattisgarh, India

† Research Scholar Hemchand Yadav University, Durg, Chhattisgarh, India