CHAPTER -III

OPERATION OF ICICI PRUDENTIAL LIFE INSURANCE COMPANY LTD.

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CHAPTER - III

OPERATION OF ICICI PRUDENTIAL LIFE INSURANCE COMPANY LTD.

3.1 UNDERWRITING :

Underwriting is a process of deciding whether to accept an application for coverage and at what price. It is the term used to describe the consideration given to an application for insurance, to determine whether or not a policy applied for should be issued. Basically, underwriting is the selection of risks and an effective underwriting means a profitable business.

The reasons for underwriting are as follows:-

- To keep within the mortality assumption used in calculating the premium rates.
- To remain competitive.
- To maintain equity between policyholders.
- To guard against anti-selection.
- To offer coves to as wide a group of lives as possible.

The underwrite charges each insured a premium rate corresponding to the risk.

3.1.1 Sum at risk :

For the purpose of underwriting we would look at the total sum at risk for all the policies the customer has with ICICI Prudential.

Formula:

Sum at Risk = Total sum Assured of all previous policies after applying the rating factor + Sum Assured of the new Policy applied for after applying the rating factor.

Therefore it is the risk after considering the rating factors attached to a particular product.

Riders	Rating
ADBR	0
ABR	0
CIBR[Accelerated]	0
CIBR[STANDALONE]	1
IBR	1
WOP	0
Traditional	**Rating**
Lifeguard SP	1
Lifeguard ROP	1
Lifeguard WROP 1	1
Cash back	1
Save'n protect	1
Smartkid RP	1
Saven Protect mass	1
Premium Guarantee	**Rating**
Investshield Life New	1
Investshield cash back New	1

Unit Linked Plans	Rating
Life Time Gold	1
Life stage RP	1
Premier Life Gold	1
Life Link Super	1
Life Time Plus	1
Smart kid RP	1
Smart kid SP	1
Life Time super	1
Retirement Plans	**Rating**
Forever Life	1
Life Time super Pension(Zero life cover)	0
Life Time Super Pension (with Life cover)	1
Life stage pension (zero life cover)	0
Premier life pension (zero life cover)	0
Life Link super pension (zero life cover)	0

- All under writing requirements would be based on sum at risk. It is different from sum assured.
- If the customer has more than 1 policy with ICICI Prudential then sum at risk for all policies needs to be considered.

Table No.3 .1- Documents Requirement

Factors affecting mortality	Necessary information required
1) Age	Age Proof
2) Health	Proposal form/ medicals & medical Questionnaires
3) Occupation	Proposal form/ occupation Questionnaires
4) Hazardous Hobbies	Questionnaires
5) Residence	NRI –PIO-foreign National Questionnaires

Source: - ICICI Prudential Guide Book

3.1.2 TEN (10) Tools needed for sales call-

1. Proposal form
2. Know your customer documentation (KYC)
3. Age Proof
4. Jet documents [For Term Products only]
5. Income documents [Income Tax Returns, Form-16, salary slips etc.]
6. Advisor confidential Report
7. Client confidential Report
8. Medical Report
9. Questionnaires – medical, occupation, NRI, PIO, key man etc.
10. Student cases – Family Insurance Details etc.

3.1.3 Need for an Age Proof?

Life Insurance is based on the concept of sharing risk.

Table No. 3.2-Nature of Age Proof

Example	
Scenario	Outcome
A person who is 95 years old is far more likely to meet with an eventually than those who are 35	Hence age admission of the life to be assured is a precondition to the acceptance of any proposal of life insurance

Source – ICICI Prudential Guide Book

3.2 APPLICATION FORM AND LOG – IN PROCESS :

3.2.1 3 Basic stages of application form

Stage 1:-

The Advisor/FSC customers interface – This is the stage where after the Advisor/ FSC has offered a solution using our company's products. He has the application form filled up by the clients. Along with this the other documents that comprise the proposal pack are also collected.

Stage 2:-

The Advisor/FSC branch interface – In this second stage the Advisor/FSC submits the proposal to the branch office of the company where after checking for the completeness of the proposal pack, the acknowledgement slip is handed over to the Advisor/FSC along with the medical slips.

Stage 3:-

Business Process: - Here we are referring to the actual processing of the applications .This would happen as follows –

- Process for Non-medical Cases
- Process for Medical cases.

3.2.2 Documents that comprise a Proposal Pack :

1. Completed Application form (as per the plan purchased)
2. Proof of age (standard or non-standard)
3. Computer generated quotation slip, which is included into the proposal pack, when the application is brought to branch.
4. Premium payment mandate of monthly mode cases (ECS, Direct Debit, PDC, credit card)
5. First Premium Deposit (FPD) cheque/ demand draft / bank pay order. Ensure that the FPD is equal to the amt. mentioned in the quotation slip.
6. Ensure that the application number is written behind the cheque. DD/bank pays order.
7. Income proof [if the sum as risk is above Rs. 15,00,000]
8. Advisors Confidential Report (written by the advisor / FSC)
9. Client confidential report (As per guidelines)
10. KYC documents as per AML guidelines.

3.2.3 Six Checkpoints for ensuring the acceptance of proposal form

3.2.3.1 Application form :

- The client should countersign all over-writing cuts & erasures
- All the fields in the application form should be filled for those sections that are not applicable they should be crossed out.
- Ensure that the application form is filled in the same color ink. If there is a change in the ink color the same is to be counter signed by the client.

3.2.3.2 Age Proof (standard)

- Date of birth/Name in the age proof should match with that mentioned on the application form.
- If the life assured is a married woman a marriage certificate or a maiden name declaration should be enclosed.
- The information provided in the age proof should be legible.
- Lastly the age proof provided should be valid as per the documents listed in the standard & Non standard age proof list provided to us.
- Also remember to collect the non-standard age proof consent letter.

3.2.3.3 Quotation slip

- Details on the computerized quotation slip must match with those mentioned on the application form.
- For Non-standard age proof, extra premium is charged in the quotation slip.

3.2.3.4 Advisor confidential Report/ client confidential Report

- The Advisor confidential Report or the client confidential Report as per norms should be enclosed.
- The Advisor confidential report or the client confidential report should be signed.
- All fields in the Advisor confidential report or the client confidential report or the client confidential report should be filled completely.

3.2.3.5 Payment Details

- For monthly mode of premium payments the cheque is enclosed for 1st two months.

- For monthly mode of premium payment, the ECS form must be attached for ECS locations.
- For Non- standard age proof, extra premium charged must be included in the cheque amount
- Unacceptable if third party issue cheque.

3.2.3.6 Product Rules

- Minimum premium criteria for all the product should comply.
- The naturally age for riders should not be greater than 65 years.
- The life assured is a minor, riders can not be given.

3.3 SUMMARY:

1. The tear away slip is merely an acknowledgement of ICICI Prudential Life Insurance Company having received the premium and is not to be taken as the commencement of risk over.
2. In case the client pays cash for the premium advisor /FSC must collect the cash authorization letter signed by the client.
3. See that the form has been filled in capitals & in legible handwriting and dark ink.
4. The application number should be written behind the cheque or demand draft.
5. Take an appointment with the doctor as per the doctor list on behalf of the client & inform as to what medical test he/she will need to undergo and what precautions they need to take without an appointment the client will not be examined.
6. The advisor/FSC code should be mentioned both on the tear away slip and the form.

3.4 UNDERWRITING TOOLS :

Age Proofs

Standard	Non- Standard
Age proofs which do not leave any scope for doubts	Age proofs which may leave any scope for doubts on the age admitted
Non-Standard Age Proofs are also accepted	There are total 8 Non-Standard age Proofs
There are total 19 stander age proofs.	

3.4.1 List of standard age proofs :

1. passport
2. school marks card leaving certificate
3. LSC policies with date of commencement form 1\1\1998which indicates age admission based on the following codes

   B : baptism certificate

   M : Municipal birth certificate

   S : school certificate

   C : college certificate

   T : Domicile certificate

   I : Defense ID card

   P : pass port

   F : Service Extracts (Employers certificates)

   For e.g. status report which indicates age admitted.

4. Provident Fund statement from employers which status the DOB.
5. Driving License issued 1 year prior to date o proposal, howler which is not expired.
6. Pan card is to be treated as a Standard age proof up to total rated SA of rs.15 lakhs. All plans except Life Guard & IBR will be permitted with PAN card as age proof.
7. Baptism certificate is sued by church.

8. Marriage certificate for Christians issued by church.
9. A declaration issued by Govt. semi Govt. office – reputed private company (e.g. Wipro. Infosys, DELL, HLL etc.) can be accepted as standard Age proof subject to approval from the branch manager. This declaration must be on a letter head, must have a date and should be duly signed by the authority whose designation is clearly mentioned in stamp that is below his signature.
10. Birth certificate issued on the basis of a Notarized affidavit will be accepted as a standard age proof only if the date of issue of the certificate is within the first year from birth.
11. Government employee ID containing the name and DOB of the life assured will be accepted as a standard age proof in all plans.
12. Certified extract from municipal or other records mad at the time of birth (provided it mentions the name of the child)
13. Certified extract from the service register in case of Govt. employees, employees of quasigovernment institutions and certificates from commercial institutions and industrial undertakings, provided the conclusive evidence of age was produced at the time of recruitment of the employees and the exact date of birth is mentioned in the certificate.
14. Identity cards issued by the Defense Departments to the defense personnel.
15. Valid visa copy.
16 Domicile Certificates in which the date of birth stated was proved on the basis on the basis of the school or birth certificates
17. Central Govt. He Health scheme certificate as standard age proof for the employees and non- standard for the family members.
18. Hospital discharge card issued at the time of delivery will be accepted as standard age poof will 5 years of age subject to the following declaration by the proposer.

    "I declare that the hospital discharge card\ municipality certificate pertains to my child Mr.\ Miss____. The certificate does not mention his\ her name because the child had not been named at the time of issue of this document".

The above declare declaration also holds true for Birth certificate issued by Municipal Corporations without name of child name of child up to 16 years of age.

19. Birth certificate issued by Gram panchayat up to 5 years of age.

3.4.2 Gram Panchayat Certificate as standard age proof-

Gram panchayat Birth certificates (with date of Birth mentioned), issued in the following states can be accepted as standard age proof,

Peninsula – Gram panchayat certificate issued by all that in the region.

Himalayan Gram panchayat certificate issued in the states of Gujarat, Rajasthan & Punjab only provide Total rated up sum assured of Rs 5 lakhs

1. Gram panchayat certificate is issued one year before the date of login of the application. Date of issued of certificate is mandatory on all the Gram panchayat Certificates.
2. Gram panchayat certificate can not be accepted as standard age proof for term Insurance policies (Life Guard SP/ WROP/ROP)
3. All Gram panchayat certificates, issued by states not mentioned above or do not satisfy the criterias mentioned above will be treated as non standard age proofs and will attract a flat extra premium of Rs.2.50/1000SA

3.4.3 List of Non-standard age proofs :

1. Birth certificates issued by Gram Panchayat
2. Driving license issued within last 1 year from the application date.
3. Voters ID card
4. Ration card
5. CGHS certificate for dependents
6. ESIS card
7. LIC policy where age is shown as admitted
8. Policy documents mentioning the DOB of other private insures will be accepted as a non standard age proof.

3.4.4 Restriction on submission of Non standard age proof

1. An extra premium of Rs. 2.50 per 1000 sum assured will be charged for all cases where non-standard age proof has been provided for

(product considered)This premium should be calculated at branch level itself.

2. However, apart from the non-standard age proof, if the proposal meets all other conditions at a jet case, the same will be allowed to be a jet case with age extra if Rs. 2.50 as indicated above.
3. The total rated up sum assured whether medical or non-medical under all the policies with our company will be restricted to Rs. 15 lakhs [rated up for death risk]
4. Term assurance plans [Life Guard- SP/ROP/WROP pension plans, Health plans and income benefit rider will not be allowed. New plans instructions would be issued along with the underwriting rules.
5. Non standard age proof allowed for life time and unit linked smart kid products up to sum assured of Rs. 15 lakhs.
6. There is no restriction on entry age as well as maximum maturity age.
7. The signature of the life assured /proposer on the age proof to be submitted along with the application from is not mandatory.
8. For ZDB- non standard age proof can be accepted at the time of acceptance of application form along with the undertaking signed by the life assured [standard age proof to be submitted within 3 months after the date of issuance of the policy.]

3.4.5 Declaration in lieu of standard age proof for "zero DB Pension Plans"

1. At the time of acceptance of the application form the life assured can submit an undertaking in lieu of the standard age proof.
2. The standard age proof has to be submitted within three months after the date of issuance of the policy.

Note – If the policy holder fails to submit the standard age proof, ICICI prudential reserves the right to restrict the annuity option to the ones with return of Purchase price only.

3.5 Summary :

1. Must collect is a date of birth document and has to be collected
2. "Must checks" if the age proof is standard or non- standard (a) Incase it is non standard you would have to refer to per- conditions mentioned earlier.
3. 'Must Ensure' the date of birth on the proposal form is same as mentioned in the age proof If any difference is noted Kindly insist an alternate age proof for decoration.
4. ' Make Sure' the date of Birth is clearly visible on the age proof copy.
5. ' Always Remember rules regarding easy to collect documents.
   (a) Droning license should be issued at east one year prior to application for the insurance policy
   Driving license should be not be in an expired condition
   (b) PAN card is accreted only upto a total sum at risk of RS. 15 Lakhs PAN card is not acceptable for life Guards and IBR
   (c) LIC policy must have been issued afterr 1/1/98
6. Make sure the Age proof is authentic and valid

Table No. 3.3

Nature of age proof of LIC code wise – Valid After 1998

Standard Age Proofs	
P	Passport
S	School certificate
F	Service extract
I	Defense ID Card
J	Domicile certificate
M	Municipal certificate
B	Baptism certificate
Non-standard Age proof	
R	Previous policy
E	ESIS card
G	Hospitals Report

Age proof accepted	
H	Horoscope
D	Elders Declaration
T	Self Declaration stamped
N	Age not admitted
X	Age proof not required
A	Self declaration unstamped

Source – ICICI Prudential Guide Book

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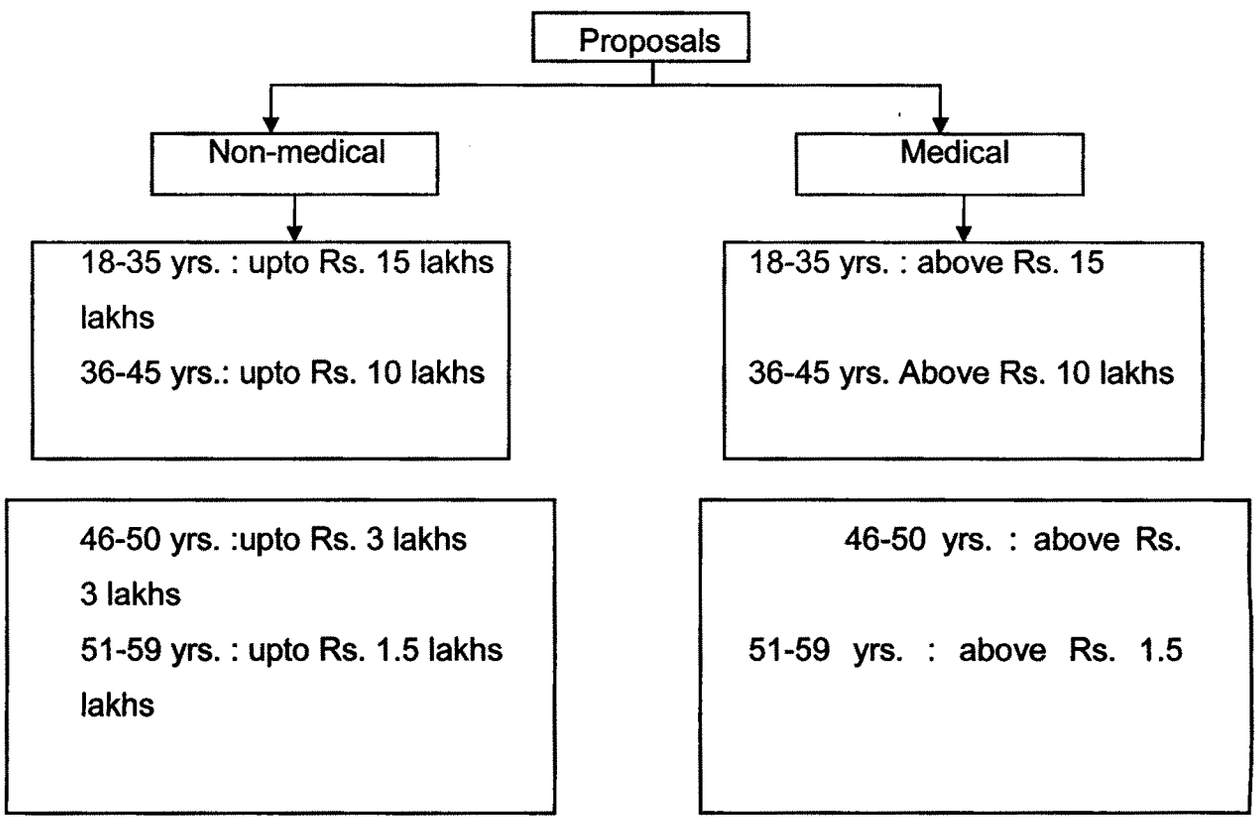
3.6 Classification of Life Insurance Proposals :

All life Insurance proposals can be accepted as risk to company only after a medical examination.

- Based on age, profiles, past experience, standard of living and industry standards.
- The proposals are classified as Non medical and medical.



Note :

- The documentation and medical criteria would vary with the type of proposal.
- The above is not applicable for female lives in Group II and Group III

Jet [Non-medical facility for all cases in age bracket 51 to 59 years upto a rated up sum Assured of Rs. 1.5 lakhs

- This is applicable for Non combo Life Business only
- Not applicable for term insurance health.

3.7 Summary in case of a medical examination :

1. Give the right commitment to the client e.g. Incase of certain medical tests like SMA-12 inform the client that the needs to fast for 12 hours before a medical examination.
2. carry a copy of the medical chart.
3. medical test is to be conducted at ICICI Prudential authorized medical centers only.
4. Offer location as per customer's convenience.
5. First medical test is always free for the customer.

In case of an additional medical test the customer will bear the cost, however prior intimation will be given.

6 Inform the client to carry his photo identify card when he goes for the test If customer does not have a photo identify he can fill up the photo authorization format available with us

7. Every policy can be a medical depending on health related factors. Hence keep the client prepared
8. Care should be taken to ensure on all health related aspects of the client; it is in the interest of both the client and the company.

The proposal may be tagged as a medical case due to health reasons, height- right messmate etc, hence it is necessary to keep the customer informed

3.8 LIFE CLAIMS :

3.8.1 Claims process and Documentation

We believe a claim is the most critical service that we provide to our customers. We understand that while trying to cope with unforeseen events like death or critical illness the claimant has to also complete the claim formalities.

The company considers the sum at risk cause and circumstances of claim and duration of the policy while asking for certain documents . A claim is

examined on the basis of all the records and proof submitted by the claimant/customer.

Once the claim is notified the company informs the claimant, if required about the requisite records and proofs for processing the claim. The company is in a position to take a decision when all the requisite documents are received. Therefore early submission of documents ensures a faster settlement of claims.

With an aim to provide better understanding on the claim processing, are have explained some of the documents that can be called for submission.

3.8.2 LIFE CLAIMS- Document Required

Table No. 3.4
Mandatory Documents for all policies

Original policy certificate Duly filled and signed claimant statement room Claimant Address Proof Claimant Identity proof Death certificate issued by Local Authority #

#In case of Death claim

Source – Internet – www.iciciprulife.com

Table No. 3.5

Other Necessary Documents			
Type of Documents	**Death claim**	**Critical Illness surgery claim**	**Disability claim**
medico- legal cause of Death certificate	✓	X	x
Usual Family Doctor certificate	✓	✓	✓
Medical Attendant's / Hospital certificate	✓	X	✓
Other Treating Doctor certificate All Necessary medical Records	✓	✓	✓
Employee certificate for salaried individuals	✓	X	✓
FIR/police Report		X	
Post mortem	✓	X	✓
copy of during license (if necessary)	✓	X	✓

Source – Internet – www. iciciprulife.com

3.9 HEALTH CLAIMS :

Cashless Is A Lot Easier, Than You Think!

Customers today prefer innovative and quick services for any type of product they base in their daily life. One such break through is noticeable in the ATM services. Do you remember the last time you went to a bank office to withdraw cash from an ATM or just go cashless and spend using debit.

Similar is our cashless claim service which provides our customers the case and convenience of going cashless for their medical procedures [payment to be done by ICIC Prudential Life Insurance] opting for cashless claim is as easy as getting your credit card swapped for your shopping.

There exist myths about cashless claims being complicated and complex procedure.

3.9.1 Procedure at the time of making a Claim

- Firstly, find out if your policy covers you for the required treatment. In case you want clarification contact 24X7 ICICI Prudential claim care cell- Fax 1800 103 43 43 or your advisor.
- For cashless service, in case you are able to plan your hospitalization , choose an ICICI Prudential network hospital.
- Do have these documents handy to avoid and road blocks

a) A valid photo proof.

b) Your Health Insurance policy number[most insurance companies would require your health card to facilitate cashless claim settlement but with us all you need to know is your policy numbers]

- Remember , your insurance TPA is ICICI Prudential claim case

3.9.2 What is the claim procedure ?

- Hospital will fill pre- authorization form [available with the hospitals] and fax it to ICICI Prudential claim care
- Decision for pre- auth will be given written 3 hours of receiving the documents. The authority letter will carry decision and amount authorized.

- Through cashless settlements. ease out your financial burden by settling the bill directly with your hospital.

3.10 DEATH CLAIMS IN LIFE INSURANCE POLICIES :

In life insurance, we believe that a claim is the ultimate service we can provide. To put this in practice, we have established a process to ensure proactive and prompt handling of claims and speedy settlement of genuine claims. The process is mentioned below

Intimation of the claim **step 1** Sending a written intimation to the company

- The claim information form is available on our website also with our branch office
- The details such as Policy no name of the insured. date and cause of claim, name and address of the claimant should be mentioned in the intimation to facilitate quick processing

Requirements **step 2** we immediately respond by sending a letter along with the claim forms are required for further processing the claim

Claims processing **step 3** The document can be submitted to the nearest branch office or to the corporate claims cell in Mumbai

our branch and claims officials are case of any certification or assistance

After 15 days we also remind the claimant to submit the forms and to contact us in case of assistance.

Claims Decision **step 4**

Once all the requirements are received

The company sends the claims payment within 8 days where a claim warrants investigation (as per IRDA)

6 month period is allowed from the claim intimation received by the company.

Incase the claim is rejected , a detailed letter is sent to the claimant conveying the reasons of rejection.

Table no. 3.6

Document

For Zero Death benefit / Investment plans/ paid up polices Original policy document along with claimants' photo Indent proof / copy of Death certificate

For all other Plans	Death Claim	Illness/Surgery Claim	Disability Claim
Original policy document along with claimants' photo Identity proof	✓	✓	✓
Claimants Statement	✓	✓	✓
copy of death certificate issued by local authority	✓	-	-
Copy of Medico legal cause of death certificate	✓	-	-
Medical reports (admission notes, discharge summary test report sets.)	✓	✓	✓
Post Mortem report, if post mortem done	✓	-	✓
FIR/Post Mortem Report, if case filed with police	✓	-	✓
Panchnama/Inquest Report if case filed with police	✓	-	✓
Copy of Driving area if life Assured was driving vehicle	✓	-	✓
(Applicable only if Accidential Death & Disability Benefit Rider is opted.)	✓	-	✓

Additional documents may be caused for on case to case basis Source-

Source:-Internet-www.iciciprulife.com.

Early Claim

An early claim is a claim which arises within 2 years from the issuance date of the policy.

3.12 SUMMARY :

1. The Claim intimation can claimant's statement formats available on website www.iciciprulife.com & with the branch offices
2. For a claim status enquiry do contact our local branch office
3. Please inform the company Immediately on knowledge of a Claim and help the claimant in submitting written intimation at the earliest earliest to start the claim procuring
4. Please assist the claimant in completing the requirements.

Address of Corporate Claims Cell

ICICI Prudential Life Insurance Co-Ltd.
Stanrose House, 4th Floor,
Appasaheb Marathe Road,
Prabhadevi, Mumbai.
400025
India.

3.12 DISTRIBUTION CHANNELS :

Traditionally, the life insures have been solely depended on the agency distribution force. On the contrary. The general insurance business has depended totally on the development officers. The scenario has been different for the general insurers a no agency commission was payable for writing business more than 10 lakhs. Thus prohibiting brokers. The new private insurer coming in with the liberalization of the sector will add more channel of distribution in the Indian market parallel to that existent. Innovation and diversification will become the buzzards in the business. Emerging scenario is evolving as a generic model in markets around the globe. Even in markets which are consolidating like Europe. Re-strategising distribution has been deciding the success for the industries . The situation has become more complex with the development in systems and software technology and changing social patterns. All these have conspired to cause an upheaval in

the traditional distribution methods. The new evolving system will now have to integrate the three players in the insurance market.

The buyers will consist of consumers, employees and employers . The carriers or the policy issuers will focus mainly on life and annuities property and causalities, health and ancillaries. The critical link in the system will be the distributor. Those who will provide value- added and low – cost services will be the survivors.

3.12.1 Traditional channel of Distribution

⇒Agents

⇒Brokers

3.12.2 New Distribution channels:

The new channels of distribution for the Indian Insurance industry are:-

- Direct Marketing : Company Owned sales team concept is now employed by a majority of the new players and has proved effective sin customer creation & retention
- Brokers/ Corporate Agents- authorized by IRDA to sell and customized products on behalf of insurance companies.
- Independent Financial Advisors- Authorised agents of insurance companies having tie ups may be with more than one company.
- Telemarketing- Marketing through telephonic devices, generating leads through cold calls and forwarding theleads to the main sales team of the company.
- Work site Marketing- Under this strategy the seller sends his team to the target group and explains the products and services suitable to them. Organisations such as the groups- HDFC, ICICI, Kotak Mahindra are using this kind of distribution strategy effectively.
- Retail Chains- cross selling of products at retail outlets
- Internet Marketing- internet based product offerings
- Bancassurance- Distribution of insurance productsby banks.

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3.13 MARKETING STRATEGIES OF INSURANCE PLAYERS IN INDIA :

Insurance companies the marketing strategy involves in mobilizing and utilizing its intangible or invisible assets which will enable the company to

- Develop customer's relationship that retains the loyalty of existing customers and enable new customer segment and market areas to be served effectively and efficiently.
- Introduce new innovative products and services desired by targeted customer segment.
- Produce customized high quality products and service at low cost and with short lead times.
- Mobilize employees skills and motivation for continuous improvement in process capabilities quality and response times.
- Replay information technology databases & systems in an optimum manner.

The marketing strategy cannot be taken up in isolation. Major elements of the organization viz. structures systems, processes, employers. Organizational cultures & above all the shared values should be appropriately integrated in implementation of the strategy. The basic tool for diagnosing competitive advantages and finding ways to enhance is to enhance it is the value chain , which divides a company into discrete activities it perform in designing producing marketing and distributing its products.

A business value design is the totality of how a company selects its customers defines the tasks it will perform itself and those it will out source. Configure its resources goes to the market, creates utility to the customer and earning profits from the activities.

A strategy worth the name must take into accounts both the disaggregate as well as aggregative aspects of the business value design of the company. Competitive advantage for company stems from many discrete activities in the companies relative cost position or create a basis for a differentiation. Thus, the disaggregate aspects are important contributors to the strategy formulation process.

Coming to aggregative aspects each generic strategy implies different skills and requirements for success, which commonly translates into difference in organizational structure and culture. Hence marketing strategies in the insurance sector would revolve around products and companies and their thrust areas would be a function of environmental competitive and technological factors in a dynamic environment.

3.13.1 Punch line of some players :

- Life insurance corporation of India "Life is Beautiful"
  "Jindagi ke sath bhi Jindagi ke baad bhi"

- Birla sun life Insurance "Your Dreams Our commitment"
- **ICICI Prudential Life Insurance – "We cover you at every step in life."**
- HDFC Standard life Insurance - Making Life Easier for you
- OM Kotak Mahindra Life Insurance - "Jeene ki Azaadi"
- ING Vyasya Life insurance – "Adding Life to insurance."
- TATA AIG Life Insurance – "With you always."
- Max New York Life Insurance Company -"Your Partner for Life."
- Bajaj Allianz - "We cover almost Everything."
- AMP Sanmar - "Creating better futures."

3.13.2 ICICI Prudential life :

The strategy of ICICI prudential life is to achieve scale in premium income and distribution force in shortest time. Its is the major competitor to LIC in India. The company is using tools like workstation marketing. Corporate marketing, road Shows, Stall in trade fair, loading etc. Research Statistics shows that the awareness level of ICICI Prudential life has grown substantially in the last one year. The strategies of ICICI prudential life are mostly pro-active in nature. The focus is more on direct selling a part from communication and building personal relations.