

A PROJECT REPORT ON
A Comparative Study on Financial Performance of Public and
Selected Private Life Insurance Companies.

Submitted By

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Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

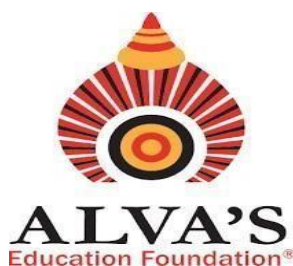
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CERTIFICATE

This is to certify that **SOWMYA P RAO** bearing **USN 4AL21BA088** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF PUBLIC AND SELECTED PRIVATE LIFE INSURANCE COMPANIES"** is prepared by her under the guidance of **Mrs. Maithri**, Assistant Professor PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I Sowmya P Rao., hereby declare that the project report entitled "A Comparative study on Financial Performance of Public and Selected Private Life Insurance Companies" prepared by me under the guidance of Mrs. Maithri, Professor of M.B.A Department, Alva's Institute of Engineering and Technology.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/ Institution.

Place: Mijar

Date:04/09/2023


Signature of the student

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EXECUTIVE SUMMARY

Insurance has significantly contributed to the economic development of both advanced and emerging nations, serving as a trusted means to mobilize public savings. In India, the insurance sector has undergone a series of transformations, including deregulation, regulation, nationalization, privatization, and globalization. The liberalization process has facilitated partnerships between domestic private companies and international entities. Since the year 2000, the Indian Life Insurance sector has witnessed fierce competition among public and private companies, as well as within the private sector itself. This study aims to examine the financial performance of LIC, ICICI Prudential Life Insurance, SBI Life Insurance, and HDDFC Standard Life Insurance during the period 2017-18 to 2021-22. Different financial ratios have been computed to assess the liquidity, solvency, profitability, leverage, efficiency ratio of selected Life Insurance companies. To conduct a more in-depth analysis of the data ANOVA is applied.

This study primarily relies on secondary data. The pertinent and necessary information was gathered from text books, websites, national and international articles, as well as the annual reports of LIC, ICICI Prudential Life Insurance, SBI Life Insurance, and HDDFC Standard Life Insurance.