

**“A SUDY ON FINANCIAL PERFORMANCE WITH SPECIAL REFERENCE TO ADITYA
BIRLA SUN LIFE INSURANCE COMPANY LIMITED”**

Submitted By

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Submitted To

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Nagendra S

Sr. Assistant Professor

EXTERNAL GUIDE

Mr. Hilary D'souza

Sr. Training Manager



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Julay-2020

TO WHOMEVER IT MAY CONCERN

CERTIFICATE

This is to certify that, **MR. KIRAN B GOUDAR (4AL18MBA35)**, student of Master of Business Administration at **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MOODBIDRI** has undertaken project work regarding "A STUDY ON FINANCIAL PERFORMANCE WITH SPECIAL REFERENCE OF ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED" in our company from **1st January 2020 to 15th February 2020** and has successfully completed his project work.

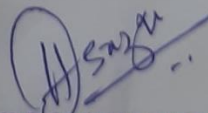
He has gained the practical knowledge in the field of insurance during this period.

We wish him all the best and success in his future endeavours.

For Aditya Birla Sun Life Insurance Company Limited.

Place: Mangaluru

Date: 17-02-2020


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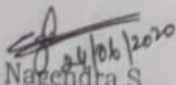
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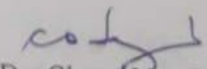
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24 June 2020

CERTIFICATE

This is to certify that, Kiran B Goudar bearing USN 4AL18MBA35 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A Study on Financial Performance with Special Reference to Aditya Birla Sun Life Insurance Company Limited", is prepared by him under the guidance of Dr.Nagendra S, Sr. 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, Belagavi, Karnataka.


Dr. Nagendra.S
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


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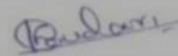
DECLARATION

I, **Kiran B Goudar**, hereby declare that the Project report entitled “**A Study on Financial Performance with Special Reference to Aditya Birla Sun Life Insurance Company Limited**” with reference to “**Aditya Birla Sun Life Insurance Co. Ltd. Mangaluru**” prepared by me under the guidance of **Dr. Nagendra S**, faculty of M.B.A Department, Alva’s Institute of engineering and Technology, mijar and external assistance by **Mr. Hilary D’souza, Sr. Training Manager**. I also declare that this Project work is towards the partial fulfillment of the university.

Regulations for the award of 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: Badami

Date: 01-07-2020



Signature of the Student

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly.

Firstly, I would like to thank my parents for inspiring me to choose this course in this institute. I am indebted to them for their support throughout my life. I would also like to thank my favourite faculty **Dr. Nagendra S.** for his love and support.

My heartfelt gratitude to the HOD **Dr. Claret Mendonca**, Associate Professors of Department of Business Administration and Alva's Institute of Engineering and Technology, mijar, for providing me an opportunity to complete the study.

I am extremely grateful to the Management of 'Aditya Birla Sun Life Insurance Company Ltd.' for giving me this opportunity to pursue my project work (internship). This project work would not have been a successful one without the guidance of **Dr. Nagendra S.** Sr. Assistant Professor, Department of Business Administration, Alva's Institute of Engineering and Technology, mijar. His feedback and solutions have greatly helped me in this project work.

I express my gratitude to **Mr. Hilary D'soza**, Training Manager, Aditya Birla Sun Life Insurance Company Limited, for guiding and teaching me the core concepts of finance at the organizational level. I am thankful for his feedback during my time at company. I am thankful to all the employees and staff of Aditya Birla Sun Life Insurance Company Limited, whom I have made valuable contact with, and who have developed my learning experience there.

I am thankful to my all faculties at AIET, shared their ideas and learning with me, during this period. Also, I would like my classmates at Alva's Institute of Engineering and Technology, who have given me constant feedback into making me better at a professional level.

Thank You,

Kiran B Goudar

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EXECUTIVE SUMMARY

This report describes the 6-week mandatory project work (internship) conducted by the student at Aditya Birla Sun Life Insurance Company Limited. The aim of the study is to study a company profile, services profile, competitors, vision, mission and quality policy, facilities, SWOT Analysis, future growth and prospects and financial statements. The purpose of the project work is to get the opportunity to connect the theory taught in classrooms to the practical working in a real organization.

This study is found that related to the concept of finance. This concept is one of the dynamical parts of the company business. This study entitled in 'A Study on Financial Performance with Special Reference to Aditya Birla Sun Life Insurance Company Limited'.

Aditya Birla Sun Life Insurance Company Limited is (formerly known as Birla Sun Life Insurance Company Limited) and company business performance is very good in the incurrence field.

It can be concluded that the company has a strong background in its business. The management are well prepared for the future business challenges and they have been adapting to the IRDAI rules and Regulations.

More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for Aditya Birla Sun Life Insurance Company Limited to optimize its functioning. The staffs are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company.