

NATIONAL LIFE INSURANCE ENGINEERING – THE CHANGING TRENDS

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ABSTRACT

Insurance engineering contributes to the financial sector of an economy and also provides an important social security net in developing countries. The growth of the insurance sector in India has been phenomenal. The insurance engineering has undergone a massive change over the last few years and the metamorphosis has been noteworthy. There are numerous private and government insurance companies in India that have become synonymous with the term insurance over the years. Offering a diversified product portfolio and excellent services the many insurance companies in India have managed to make their way into almost every National household.

KEYWORDS: Life Insurance, Substandard, Competitiveness, GDP, Indigenous, Aggressive Marketing, Penetration, Pushed Insurer, Gross Premium.

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