

DISTRIBUTION CHALLENGES FOR STAND-ALONE HEALTH INSURANCE COMPANIES IN INDIA

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ABSTRACT

The Indian market has many peculiarities – cultural divide, changing demographics, and geographical complexities apart from a stringent regulatory environment. To survive and more importantly grow in this market, health insurance companies require multiple strategies for distribution. Health insurance companies desperately need a new ways to manage its distribution of products, ones that support sales without creating unmanageable rise in distribution costs. The purpose of this paper is to discuss and apply some of the key issues and lessons from the existing distribution channels in health/life insurance companies and also the emergence of new sales channels.

KEYWORDS: market, demographic, life insurance companies.

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