

Summer Internship Report



**Project Report
On
“Indian Infrastructure Sector Growth In Terms Of
Equity Research Report”
At
“Bridge Group Solutions Private Limited”**

**Submitted to JK Lakshmipat University, Jaipur
In the partial fulfillment of
Award of the degree of
Bachelor of Business Administration**

**Submitted by:
Bharat Rathi
BBA Sem 4
2018BBA008**



DECLARATION

Mr. Bharat Rathi

2018BBA008

Batch 2018-2021

JK Lakshmipat University

Jaipur

I hereby declare that the given original data and information to the best of my knowledge in the project report titled Indian Infrastructure Sector Growth In Terms Of Equity Research at Bridge Solutions Private Limited, is a evidence of independent work carried out by me under the guidance and supervision of Dr. Lokanath Mishra towards the partial fulfillment of requirement for the BBA course.

I also agree in principal not to share the vital information with any other person outside the organization and this report work has not been performed on the basis for award of any degree or diploma/associateship/fellowship and similar project if any.

Date: 20 July 2019

Signature

Place: Gurugram

Bharat Rathi



CERTIFICATE

It is certified that the Summer Internship Report titled ____ Indian Infrastructure Sector Growth In Terms Of Equity Research Report_submitted by Bharat Rathi is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide

Dr. Lokanath Mishra

CERTIFICATE



Bridgegroup Solutions

We Knot Spaces

Ref No- Bridge Group Solutions/HR/20-21

Date - 14th July 2020

To Whomsoever it may Concern

This is to certify that **Bharat Rathi S/O Mr.Krishna Rathi** a student of **BBA** at **JK LakshmiPat University, Rajasthan** has undergone project training in **Finance** at our organization from **18th May 2020 to 20th June 2020**.

He completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish him all the success in life and Career.



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ACKNOWLEDGEMENT

The submission of this Project Report is giving me an opportunity to convey my gratitude to all those who have helped me to reach a state where I have immense confidence & skills to launch my career in the competitive world.

I would like to express my sincere gratitude to Ms. Juhi Tripathi, senior business mentor in Bridge Solutions Private Limited for giving me an opportunity to work as an intern with this organization. Also, I would like to thank Dr. Lokanath Mishra for their constant support & outstanding teaching skills that inculcated into me, the required knowledge of the subject, professionalism and an ability to leverage those learnings, out there in the competitive world.

At last I would like to thank all those who supported and helped me to stay focused on this project & provided me with the constant motivation & encouragement for perseverance.

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PROJECT SUMMARY

This project report is about the Indian Infrastructure Sector Growth In Terms Of Equity Research. It consists on macroeconomic and microeconomic basis of Infrastructure. It will be helpful for investors who are looking for investment in Infrastructure sector companies. It will give them approach for investment in whichever sector they want to invest.

This project also contains the study done on whole Insurance sector of India and its road ahead.

It also includes the services offered by Bridge Group Solutions along with their main product Max Life Insurance Policy. Life Insurances are a vital part of one's individual.

This project helps me understanding the role of insurance and its features and how one could benefit from insurance. This project gave me a clear brief about the objectives, functions and role of each and every kind of insurance whether it is Life Insurance, Child Insurance or Whole Life Plan Insurance and many more.

INDUSTRY OVERVIEW

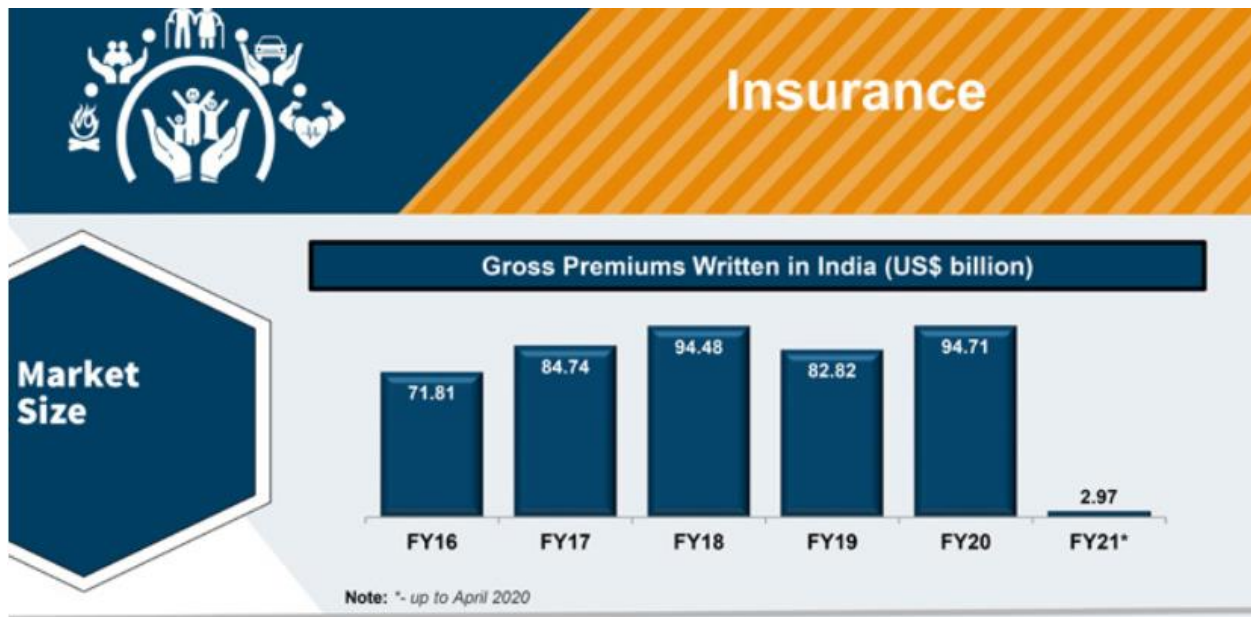
INDIAN INFRASTRUTURE GROWTH IN INSURANCE SECTOR

Introduction

- The insurance industry of India has 57 insurance companies - 24 are in the life insurance business, while 33 are non-life insurers.
- Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company.
- There are six public sector insurers in the non-life insurance segment. In addition to these, there is a sole national re-insurer, namely General Insurance Corporation of India (GIC Re).
- Other stakeholders in the Indian Insurance market include agents (individual and corporate), brokers, surveyors and third-party administrators servicing health insurance claims.

Market Size

- Government's policy of insuring the uninsured has gradually pushed insurance penetration in the country and proliferation of insurance schemes.
- Gross premium collected by life insurance companies in India increased from Rs 2.56 trillion (US\$ 39.7 billion) in FY12 to Rs 7.31 trillion (US\$ 94.7 billion) in FY20.
- During FY12–FY20, premium from new business of life insurance companies in India increased at a CAGR of 15 per cent to reach Rs 2.13 trillion (US\$ 37 billion) in FY20.
- Overall insurance penetration (premiums as per cent of GDP) in India reached 3.69 per cent in 2017 from 2.71 per cent in 2001.
- The market share of private sector companies in the non-life insurance market rose from 15 per cent in FY04 to 56 per cent in FY21 (till April 2020).
- In life insurance segment, private players had a market share of 31.3 per cent in new business in FY20.



Investments and Recent Developments

The following are some of the major investments and developments in the Indian insurance sector.

- Enrolments under the Pradhan Mantri Suraksha Bima Yojana (PMSBY) reached 154.7 million till December 2019 since its launch.
- Over 53.8 million farmers were benefitted by the Pradhan Mantri Fasal Bima Yojana (PMFBY) in FY20.
- In April 2020, Axis Bank acquired an additional 29 per cent stake in Max Life Insurance.
- In November 2019, Airtel partnered with Bharti AXA Life to launch prepaid bundle with insurance cover.
- In September 2019, Competition Commission of India (CCI) approved acquisition of shares in SBI General Insurance by Napean Opportunities LLP and Honey Wheat.

Government Initiatives

The Government of India has taken number of initiatives to boost the insurance industry. Some of them are as follows:

- As per Union Budget 2019-20, 100 per cent foreign direct investment (FDI) was permitted for insurance intermediaries.
- In September 2018, National Health Protection Scheme was launched under Ayushman Bharat to provide coverage of up to Rs 500,000 (US\$ 7,723) to more than 100 million

vulnerable families. The scheme is expected to increase penetration of health insurance in India from 34 per cent to 50 per cent.

- The Insurance Regulatory and Development Authority of India (IRDAI) plans to issue redesigned initial public offering (IPO) guidelines for insurance companies in India, which are to looking to divest equity through the IPO route.
- IRDAI has allowed insurers to invest up to 10 per cent in additional tier 1 (AT1) bonds that are issued by banks to augment their tier 1 capital, in order to expand the pool of eligible investors for the banks.

Road Ahead

- The future looks promising for the life insurance industry with several changes in regulatory framework which will lead to further change in the way the industry conducts its business and engages with its customers.
- The overall insurance industry is expected to reach US\$ 280 billion by 2020. Life insurance industry in the country is expected to increase by 14-15 per cent annually for the next three to five years.
- Demographic factors such as growing middle class, young insurable population and growing awareness of the need for protection and retirement planning will support the growth of Indian life insurance.

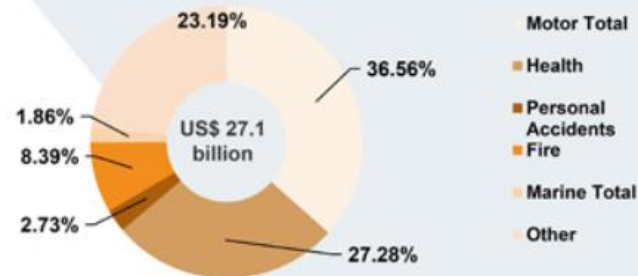
Fig 1 : Indian Insurance Industry Overview & Market Development Analysis



Fig2 : Sector Composition, Key Trends and Government Initiatives

Sector Composition

Non-Life Insurance Market in India (FY20)



Key Trends

Share of Private Sector in Life Insurance



Note: * up to April 2020

Share of Private Sector in Non-Life Insurance



Government Initiatives

Pradhan Mantri
Jeevan Jyoti Bima Yojana

Pradhan Mantri
Jeevan Jyoti Beema
Yojana

Atal
Pension
Yojana

Atal Pension Plan

Pradhan Mantri
Suraksha Bima Yojana

Pradhan Mantri
Swasthya Bima
Yojana

COMPANY OVERVIEW

Bridgegroup Solutions Private Limited

1. Overview

B.G.S was found in 2014 as one of India's original Project Outsourcing start-ups, with an aim to bridge gaps in process management and outsourcing. We started as project outsourcing firm and later on moved into different zones with a motto of providing high-quality, low-cost, and applicable interventions to handle gaps.

Today, the BGS enterprise has its presence across varied sectors that include technology, wealth management and talent management solutions. We have expanded to more than 5 cities in less than two years and are going at great velocity towards greater heights.

This is where aspiration meets innovation, candor fuels collaboration and impossible surrenders to teamwork. They champion the bold to achieve the extraordinary.

Its energy has been focused on creating an experienced team, developing technology enablers and institutionalizing standardized processes. Our strong research and consistent outperformance, while maintaining high standards of client servicing are testaments to the robustness of the model.

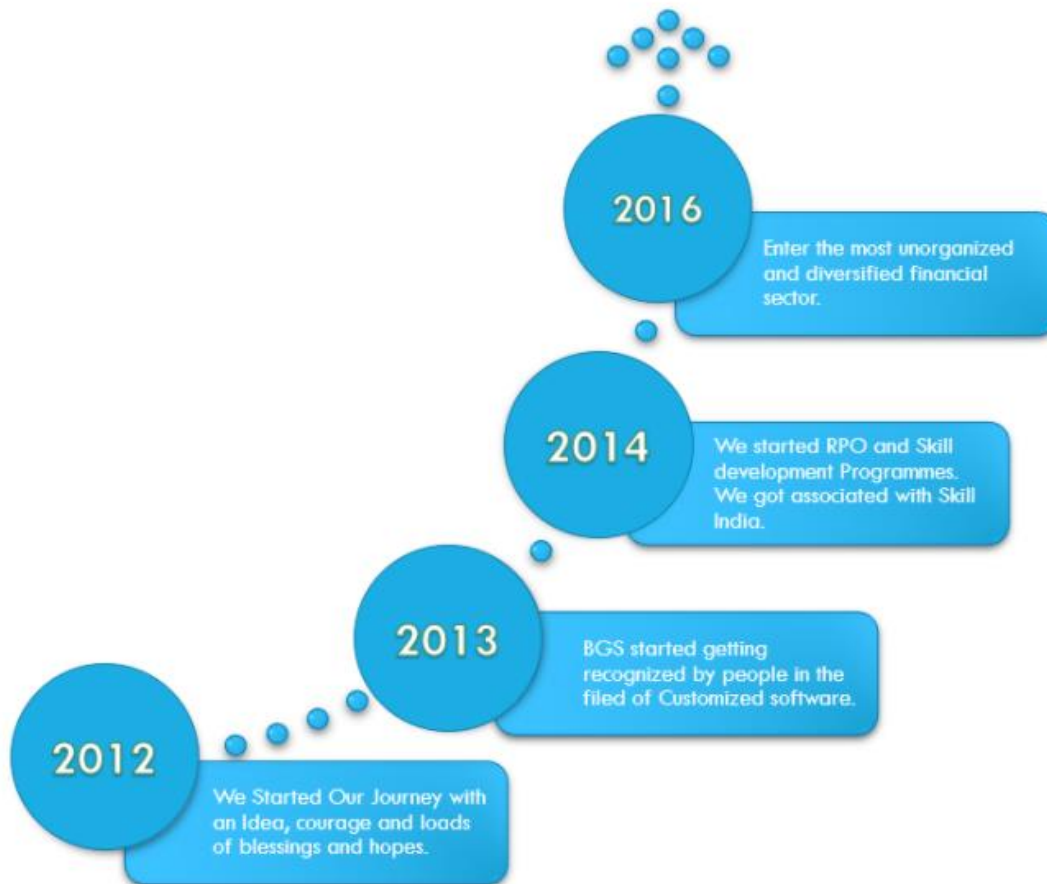
They have consistently grown with clients through referrals and have a very high customer retention rate.

They seek out people and clients who challenge themselves to be exceptional—and champion that spirit in others. We're guided by True North, our unwavering commitment to always do the right thing by our clients, people and communities.

They define a bold ambition with clients, then work together as one team to create such high levels of value that we set new standards of excellence for our industries.

2. History of Bridge Group Solutions

History



3. Partners



4. Core Values

Bridge Group Solutions hold our associates, customers, employees, as well as our community in the highest regard, where we incorporate both the needs of our company, as well as the needs of our ever-changing world into our culture. Our core values are the backbone to our company which resonate with our vision:

People

We must be caring, show respect, compassion and humanity for our colleagues, associates and customers around the world, and always work for the benefit of the communities we serve.

Integrity

Conducting our operations with integrity and with the respect for the each people, business associate whom we touch in different juncture of our business journey.

Customer Delight

We are committed to foster customer centric culture where our processes, services and innovations are aligned around customer/franchisee/business associate expectations.

Excellence

We must constantly strive to achieve the highest possible standards in our execution and in the quality of the services we provide at affordable cost and need based solutions.

Trust

We as team believe that the trust is the foundation of our relationship with our associates, franchisee, customer and employees and we cultivate it every day by being accountable of every single property transaction we offer.

PROJECT OBJECTIVES

- To study Insurance sector and its functions in India;
- To study insurance in context to Max Life Insurance;
- To know the perception and conception of customers towards Insurance products and specially focused for Max Life Insurance product

METHODOLOGY

1. Questionnaire Design to know about the customer preferences;
2. Data Collection through primary data and telephonic interview
3. Data Analysis through sampling

SCOPE OF THE STUDY

- The numbers of respondents surveyed are 30.
- This study is conducted to analyze the market stand of Max Life insurance by knowing the customer preferences.

DATA ANALYSIS & INTERPRETATION

OBJECTIVE 1 :

❖ To study Insurance sector in India mainly life insurance policy:

1. Insurance industry in India has seen a major growth in the last decade along with an introduction of a huge number of advanced products. This has led to a tough competition with a positive and healthy outcome.
2. Insurance sector in India plays a dynamic role in the wellbeing of its economy. It substantially increases the opportunities for savings amongst the individuals, safeguards their future and helps the insurance sector form a massive pool of funds.
3. With the help of these funds, the insurance sector highly contributes to the capital markets, thereby increasing large infrastructure developments in India.

The Indian Insurance Sector

The Indian Insurance Sector is basically divided into two categories – Life Insurance and Non-life Insurance. The Non-life Insurance sector is also termed as General Insurance. Both the Life Insurance and the Non-life Insurance is governed by the IRDAI (Insurance Regulatory and Development Authority of India).

The **role of IRDA** is to thoroughly monitor the entire insurance sector in India and also act like a custodian of all the insurance consumer rights. This is the reason all the insurers must abide by the rules and regulations of the IRDAI.

The Insurance sector in India consists of total 57 insurance companies. Out of which 24 companies are the life insurance providers and the remaining 33 are non-life insurers. Out of which there are seven public sector companies.

Life insurance companies offer coverage to the life of the individuals, whereas the non-life insurance companies offer coverage with our day-to-day living like travel, health, our car and bikes, and home insurance. Not only this, but the non-life insurance companies provide coverage for our industrial equipment's as well. Crop insurance for our farmers, gadget insurance for mobiles, pet insurance etc. are some more insurance products being made available by the general insurance companies in India.

The life insurance companies have gained an investment prospectus in the recent times with an idea of providing insurance along with a growth of your savings. But, the general insurance companies remain reluctant to offer pure risk cover to the individuals.

The Present of Insurance Sector In Indi

As the industry goes, LIC, New India, National Insurance, United insurance and Oriental are the only government ruled entity that stands high both in the market share as well as their contribution to the Insurance sector in India.

- ❖ There are two specialized insurers – Agriculture Insurance Company Ltd catering to Crop Insurance and Export Credit Guarantee of India catering to Credit Insurance.
 - ❖ Whereas, others are the private insurers (both life and general) who have done a joint venture with foreign insurance companies to start their insurance businesses in India.
- The collaboration with the foreign markets has made the Insurance Sector in India only grow tremendously with a high current market share.
- India allowed private companies in insurance sector in 2000, setting a limit on FDI to 26%, which was increased to 49% in 2014.
 - IRDAI states – Insurance Laws (Amendment) Act, 2015 provides for enhancement of the Foreign Investment Cap in an Indian Insurance Company from 26% to an Explicitly Composite Limit of 49% with the safeguard of Indian Ownership and Control.

Private insurers like HDFC, ICICI and SBI have been some tough competitors for providing life as well as non-life products to the insurance sector in India.

• FUNCTIONS OF INSURANCE

The functions of Insurance can be bifurcated into two parts:

- Primary Functions
- Secondary Functions
- Other Functions

The primary functions of insurance include the following:

- **Provide Protection Collective bearing of risk** - Insurance is a device to share the - The primary function of insurance is to provide protection against future risk, accidents and uncertainty. Insurance cannot check the happening of the risk, but can certainly provide for the losses of risk. Insurance is actually a protection against economic loss, by sharing the risk with others. financial loss of few among many others. Insurance is a mean by which few losses are shared among larger number of people. All the insured contribute the premiums towards a fund and out of which the persons exposed to a particular risk is paid.
- **Assessment of risk** - Insurance determines the probable volume of risk by evaluating various factors that give rise to risk. Risk is the basis for determining the premium rate also.
- **Provide Certainty** - Insurance is a device, which helps to change from uncertainty to certainty. Insurance is device whereby the uncertain risks may be made more certain.

The secondary functions of insurance include the following :

- **Prevention of Losses** - Insurance cautions individuals and businessmen to adopt suitable device to prevent unfortunate consequences of risk by observing safety instructions; installation of automatic sparkler or alarm systems, etc. Prevention of losses causes lesser payment to the assured by the insurer and this will encourage for more savings by way of premium. Reduced rate of premiums stimulate for more business and better protection to the insured.
- **Small capital to cover larger risks** - Insurance relieves the businessmen from security investments, by paying small amount of premium against larger risks and uncertainty.
- **Contributes towards the development of larger industries** - Insurance provides development opportunity to those larger industries having more risks in their setting up. Even the financial institutions may be prepared to give credit to sick industrial units which have insured their assets including plant and machinery.

The other functions of insurance include the following:

- **Means of savings and investment** - Insurance serves as savings and investment, insurance is a compulsory way of savings and it restricts the unnecessary expenses by the insured's for the purpose of availing income-tax exemptions also, people invest in insurance.

- **Source of earning foreign exchange** - Insurance is an international business. The country can earn foreign exchange by way of issue of marine insurance policies and various other ways.
- **Risk Free trade** - Insurance promotes exports insurance, which makes the foreign trade risk free with the help of different types of policies under marine insurance cover.

OBJECTIVE 2

❖ To study insurance in context to Max Life Insurance:

- **Max New York Life Insurance Company Ltd.** is a joint venture between New York Life; a Fortune 100 company and Max India Limited; one of India's leading multi-business corporations.
- The company has positioned itself on the quality platform. In line with its vision to be the Most Admired Life Insurance Company in India, it has developed a strong corporate governance model based on the core values of excellence, honesty, knowledge, caring, integrity and teamwork.
- The strategy is to establish itself as a Trusted Life Insurance Specialist through a quality approach to business. Incorporated in 2000, Max New York Life started commercial operation in 2001.
- In line with its values of financial responsibility, Max New York Life has adopted prudent financial practices to ensure safety of policyholder's funds. The Company's paid up is Rs. 1,432 core. Having set a Best in Class Agency Distribution Model in place, the company is spearheading a major thrust into additional distribution channels to further grow its business.
- The company has multi-channel distribution that includes the agency distribution, partnership distribution, banc assurance, distribution focused on emerging markets and alliance marketing through employed sales force.
- The company currently has 33 banc assurance relationships, 14 corporate agency 27 tie-ups and direct sales force at 14 locations. Max New York Life has put in place a unique hub and spoke model of distribution to deepen rural penetration.

- The company has 39 (9 hub office 30 spoke offices) offices dedicated to emerging markets in Punjab and Haryana. Max New York Life offers a suite of flexible products.
- It now has 35 products covering both life and health insurance and 8 riders that can be customized to over 800 combinations enabling customers to choose the policy that best fits their need.
- Besides this, the company offers 6 products and 4 riders in group insurance business. The company currently has more than 13,295 employees.

“Max New York Life wants people to view insurance as a financial protection and wealth creation instrument and not just a tax-saving tool.”

❖ Features which Max New York Life Insurance Offers:

Life Insurance:

- Life Insurance is an agreement between an insurance company and a policyholder, under which the insurer guarantees to pay an assured some of the money to the nominated beneficiary in the unfortunate event of the policyholder's demise during the term of the policy.
- In exchange, the policyholder agrees to pay a predefined sum of money in form of premiums either on a regular basis or as a lump sum.
- If included in the contract, some other contingencies, such as a critical illness or a terminal illness can also trigger the payment of benefit.
- If defined in the contract, some other things, such as funeral expenses might also be a part of the benefits.

Term Plan

- Term Insurance: It is the simplest and cheapest form of insurance that is designed to offer financial protection for a specified tenure, say 15 or 20 years. IT ensures that your family gets a large lump sum amount, i.e. sum assured after your death to lead a financially stable life.
- However, if you survive the term, the insurer pays nothing. The best thing about a term insurance policy is that the premium is quite low for the insurance cover it provides.

Child Plan

- The increasing education cost is causing uneasiness among parents. Therefore, it is best to invest in a good child insurance plan to give secured life to your child even in your absence.
- A child life insurance plan offers a lump-sum amount to the beneficiary (i.e. child) on the death of the policyholder. Here, the policy doesn't end. In this case, Life Insurance Company exempts all future premiums and pays the money to the child at specified intervals as planned out by the policyholder.

Whole Life Plan

- Offering the dual benefit of insurance and investment, whole life insurance plans offer insurance cover for the whole life of the person or up to 100 years whichever is earlier.
- Also, the life insurance company calculates bonus on the sum assured, which is paid to the nominee after the death of the policyholder.

Objectives 3

- ❖ **To know the perception and conception of customers towards Insurance products and specially focused for Max Life Insurance product**

To know about the preferences I have done research through google form and telephonic conversation.

Data Collection have been done through two sources:

1. Primary Data : It consists of original information collected for specific research by google form and verbal conversation.
2. Secondary Data: It means data that are already available i.e. they refer to data which are already collected and analyzed by someone else through google including some sites.

Tools of Analysis in collecting data:

Various tools have been used in this research:

1. Tables.
2. Pie charts.
3. Bar diagrams.
4. Percentage method has been used to analyze the data.

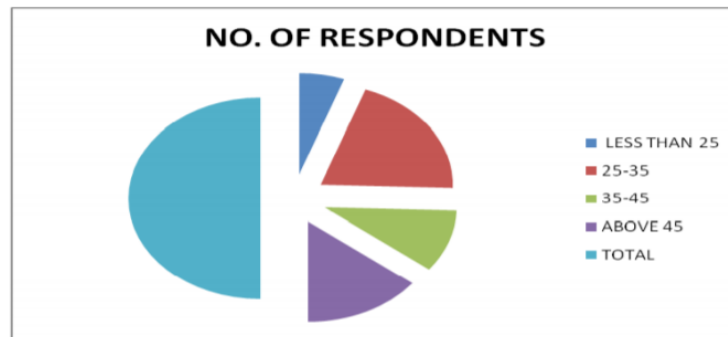
Limitations While Conducting Research

- 1) The survey was conducted within the city only by telephonic and google documents due to corona pandemic.
- 2) Time to interact with the customers, relatives were good but not with detail description.
- 3) Customers were not fully aware of various plans of max life insurance.
- 4) Accurate results could not be found as every customer has his own opinion.

Data Analysis and Interpretation

1. Age of the respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Less than 25	6	20%
25 - 35	8	27%
35 – 45	6	20%
Above 45	10	33%
Total	30	100



2. Qualification of the Respondent

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Graduate	5	16%
Post Graduate	9	30%
Diploma	4	13%
Other Discipline	12	40%
Total	30	100

INTERPRETATION:

From the survey it was found that amongst 30 respondents

- a) 16% of the respondents were graduate
- b) 30% of the respondents were post graduate
- c) 13% of the respondents were diploma
- d) 40% of the respondents were other discipline

3. Occupations of the Respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Businessman	6	20%
Professionals	3	10%
Job Holders	11	36%
Others	10	34%
Total	30	100

INTERPRETATION:

From the survey it was found that amongst 30 respondents

- a) 20% of the respondents are businessmen.
- b) 10% of the respondents are professionals.
- c) 36% of the respondents are job holders.
- d) 34% of the respondents are background.

4. Awareness Regarding Insurance

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
No	7	23.33%
Yes	23	76.67%
Total	30	100%

INTERPRETATION:-

From the survey it was found that amongst 30 respondents.

- a) 76.67% of the respondents say that they are aware of Insurance.
- b) 23.33% of the say that they are unaware of Insurance.

5. Awareness of Max Life Insurance

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
No	12	40%
Yes	18	60%
Total	30	100%

INTERPRETATION:-

From the survey it was found that amongst 30 respondents.

- a) 60% of the respondents say that they are aware of Max Life Insurance Co.
- b) 40% of the say that they are unaware of Max life Insurance Co.

6. % of respondents who are under different plans of Max life insurance co:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Life Insurance	12	40%
Term Plan	4	13.33%
Child Plan	5	16.67%
Whole life Plan	9	30%
Total	30	100

INTERPRETATION: From the survey it was found that amongst 30 respondents:

- a) 40% of the respondents are under life insurance plan.
- b) 13.33% of the respondents are under term plan.

- c) 16.67% of the respondents are under child gain plan.
- d) 30% of the respondents are under whole life plan.

7. % of respondents benefits of choosing the products:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Risk Coverage	10	33.33%
Additional Benefits	8	26.67%
Maturity Date	6	20%
Sum Assured	6	20%
Total	30	100

INTERPRETATION:

- a) 33.33% of the respondents say that a benefit of choosing the product is for Safety of life.
- b) 26.67% of the respondents say that a benefit of choosing the products is for additional benefit to family.
- c) 20% of the respondents say that a benefit of choosing the products is for maturity date.
- d) 20% of the respondents say that a benefit of choosing the products is for sum assured.

8. Are the respondents satisfied with the services of Max Life Insurance?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
No	6	20%
Yes	24	80%
Total	30	100%

INTERPRETATION:

From the survey it was found that among 30 respondents:-

- a) 80% respondents are satisfied with the services of M.L.I.
- b) 20% respondents are not satisfied with the services of M.L.I.

9. Has media been the source of information for various plans of max life insurance co.?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
No	10	33.33%
Yes	20	66.67%
Total	30	100%

INTERPRETATION:

From the survey it was found that amongst 30 respondents:

- a) 66.67% respondents have media as the source of information for various plans.
- b) 33.33% respondents do not have media as the source of information for various plans.

10. Which source of media has provided information for the various plans offered by M.L.I:

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Newspaper	8	26.67%
Magazine	12	40%
Television	10	33.33%
Total	30	100

INTERPRETATION:

From the survey it was found that amongst 30 respondents

- a) 26.67% respondents prefer newspaper as the source of information
- b) 40% respondents prefer magazine as the source of information
- c) 33.33% respondents prefer television as the source of information.

FINDINGS

1. Maximum of the insurance is purchased by the middle age group.
2. Insurance is mostly preferred by the job holders.
3. Mostly people prefer insurance to cover their risk factor.
4. Insurance holders under M.L.I prefer life insurance and whole life plan above all the other plans offered to them.
5. The services provided by M.L.I. are satisfactory.
6. Magazine media is one of the major source that provides information regarding different plans of M.L.I.
7. M.L I. insurance company has a good market value as per known by telephonic conversation.
8. Maximum insurance holders fall under the average annual income ranging between 1- 3 lakhs as per the conversation happened with relatives.
9. Insurance is usually preferred by small families as per the info got through verbal communication.

RECOMMENDATIONS

1. People should also be made aware of various other benefits attached with insurance other than the factor of risk coverage only.
2. M. L. I. should provide more information regarding the different plans in order to be able to cover all age groups.
3. Promotion techniques should be enhanced to create more awareness among people about M. L.I.
4. Insurance plans should be designed in such a way that it is able to cater all family sizes.
5. M. L. I. should also emphasize on the usage of other sources of media to provide information regarding the various plans offered by them.

CONCLUSION

Insurance is a superior tool to other forms of savings as it provides protection, collective bearing of risk, assessment of risk, certainty factor, easy liquidity and above all the safest means of savings and investment. During the course of my internship with Bridge Group Solutions Private Limited, I got to learn so much about Max Life Insurance even a lot about all other insurance in general and was able to study in detail the various plans offered by them. This also provided me with the exposure to be able to understand the insurance industry better and the various benefits attached to it.

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 - www.wikipedia.org

ANNEXURES

Questionnaire

NAME:

AGE:

GENDER: MALE FEMALE

1. What is the age of the respondents?
 - a. Less than 25
 - b. 25-35
 - c. 35-45
 - d. Above 45
2. What is the qualification of the respondents?
 - a. Graduate
 - b. Post Graduate
 - c. Diploma
 - d. Other Discipline
3. What is the occupation of the respondents?
 - a. Businessman
 - b. Professionals
 - c. Job Holders
 - d. Others
4. Are people aware about insurance ?
 - a. No
 - b. Yes
5. Are aware about max life insurance?
 - a. No
 - b. Yes
6. Which category of Max Life insurance plan have you preferred?
 - a. Life Insurance
 - b. Term Plan
 - c. Child Gain Plan
 - d. Whole Life Plan
7. What benefits do you prefer while choosing an insurance plan of Max life insurance?
 - a. Risk coverage
 - b. Additional benefit
 - c. Maturity period
 - d. Sum assured
8. Are you satisfied with the services of Max life Insurance ?
 - a. No
 - b. Yes

9. Has media been the source of information for various plans offered by Max life Insurance?

- a. No b. Yes

10. Which source of media has provided information for the various plans offered by Max life insurance?

- a. Newspaper b. Television c. Magazine