

Contents

Foreword Prof. Fassnacht	V
Foreword Dr. Schmidt-Gallas	VII
Preface	XI
Table of Illustrations	XVII
1 Insurance Industry in India	1
1.1 Insurance – Introduction and History	2
1.2 An Analysis of Evolution of Insurance in India	6
1.3 Dynamic Market Environment for Insurance in India	14
1.4 Authorities and Regulatory Environment	27
1.5 Status Quo – The Indian Market vis-à-vis other Markets	32
2 Life Insurance	45
2.1 Industry Outlook and Major Players	46
2.2 Market Opportunities and Challenges: Empirical Results and Analysis ..	52
2.3 Urgent Needs and Customer Segmentation	56
2.4 Products	62
2.5 Pricing Criteria	70
2.6 Distribution Channels	76
2.7 Communication Strategy	90
3 Health Insurance	101
3.1 Industry Outlook and Major Players	102
3.2 Market Opportunities and Challenges: Empirical Results and Analysis ..	108
3.3 Urgent Needs and Customer Segmentation	112
3.4 Products	118
3.5 Pricing Criteria	126
3.6 Distribution Channels	130
3.7 Communication Strategy	139
4 Conclusion	143
4.1 Outlook for the Life and Health Insurance Market in India	144
4.1 Summary of the Best Practices	147
Appendix	151
Bibliography	165
About the Author	169