A study of investment habits of the individual investors in ADITYA BIRLA CAPITAL LIMITED

Dissertation Submitted to

The IIHMR University, Jaipur

for the partial fulfillment of the award of the

degree ofMaster of Business Administration

(MBA)

in

Hospital and Health Management Management

by

Dr. Kunal

Roll No. 1121

Under the Supervision and Guidance of

Dr. Daya Krishan Mangal

Professor, IIHMR University

A study of investment habits of the individual investors in ADITYA BIRLA CAPITAL LIMITED

Dissertation Submitted to

The IIHMR University, Jaipur

for the partial fulfillment of the award of the

degree ofMaster of Business Administration

(MBA)

in

Hospital and Health Management Management

by

Dr. Kunal

Roll No. 1121

Under the Supervision and Guidance of

Dr. Daya Krishan Mangal

Professor, IIHMR University

Acknowledgement

I owe my monstrous gratefulness to specific people for their full responsibility towards this work. This study could never have been productive without the assistance of a few concerned people. I stretch out my earnest respect to my Manager Dr Nikita Machado, Dr Ajinkya Kamble (My Mentor), my fellow Colleagues and the Entire DRM team. I'm thankful to them for financial planning their significant time with me and providing me with the pieces of information to complete this work. I could more over need to thank my office accomplices for consistently helping me.

My gratitude to Dr Daya Krishan Mangal IIHMR University for giving me constant support throughout my venture effectively as well as giving precious feedbacks of knowledge into the functional issues which went over the undertaking.

I broaden my appreciation towards The IIHMR University, Jaipur for offering me the chance to set out on this task.

I thank my almighty for overflow kindness and giving me great wellbeing all through the review.

DECLARATION BY STUDENT

I hereby declare that this dissertation titled A study of investment habits of the individual investors in ADITYA BIRLA CAPITAL LIMITED is the Bonafede record of my original researchwork. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished workof others has been duly acknowledged in the text.

Dr Kunal

Roll No:- 1121

Date :- 2nd July 2022

Aditya Birla Health Insurance Co. Ltd.
(A part of Aditya Birla Capital Ltd.)

ADITYA BIRLA CAPITAL

June 28, 2022

To Whomsoever It May Concern

This is to certify that **Dr. Kunal** has successfully completed his Dissertation Program with us from 24th March 2022 till 20th June 2022.
During the dissertation, he was integral part of the DRM Team and has worked on the project "A Study of Investment Habits of The Individual Investors in ADITYA BIRLA CAPITAL LIMITED" at ABHICL

We take this opportunity to wish him all the best in his future endeavors.

Thanking you,

Yours sincerely,

For **Aditya Birla Health Insurance Company Limited.**

Gaurav Dwivedi,
Head - Corporate HR

Aditya Birla Health Insurance Co. Limited
(T) 1800 270 7000
care.healthinsurance@adityabirlacapital.com | www.adityabirlahealthinsurance.com
Trademark/Logo Aditya Birla Capital is owned by Aditya Birla Management Corporation Private Limited and is used by Aditya Birla Health Insurance Co. Limited under licensed user agreement(s)

Registered Office:
9th Floor, Tower 1, One World Centre, Jupiter Mills Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai 400013.
CIN: U66000MH2015PLC263677
IRDAI Registration No. 153

CERTIFICATE

This is to certify that dissertation titled A study of investment habits of the individual investors in ADITYA BIRLA CAPITAL LIMITED is a record of the work undertaken by (Name of Student) in partial fulfillment of the requirements for the awardof the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide IIHMR University, Jaipur	School Dean IIHMR University, Jaipur
Date	Date

IIHMR UNIVERSITY

Table of Content:-

Introduction:

Life coverage is a business recommendation laying on the consolidated activity of a law of mortality and interest. We realize that the hour of one's passing is dubious, and on account of the less-than-ideal demise of a procuring individual, his/her family could be placed into extraordinary monetary difficulty. The study of disaster protection rotates around giving a monetary help to a person's providing monetary help to an individual's friends and family in his/her dubious passing.

The primary fundamental stage in extra security is to work out of hazard to choose how much commitment/charge to be made by every policyholder as per his/her age, clinical history, propensities, occupations, and so forth so the asset ought to be sufficient to meet the entire case. The likelihood of death or the law of mortality is utilized for this reason.

In straightforward words, it implies an understanding in which one party consents to pay a given amount of cash upon the occurrence of a specific occasion dependent upon the term of human existence in return for installment of thought. The individual who ensures the installment is called guarantor, the sum paid is known as the approach sum, and the individual on whose life the installment is ensured is called guaranteed or guaranteed. The occasion on which the installment is destined to be given might be passing or life. The thought is known as the premium and the record proving the agreement is called Policy.

The purchaser needs to grasp that the expression "Life coverage" is an extremely wide term. There are different kinds of insurance contracts. Frequently one strategy might be a far superior choice for a specific family or individual, while another insurance contract may be great for a similar family or an individual. As there are so many insurance contracts accessible, the purchaser would do well to get an essential comprehension of each prior to focusing on one over another. The most effective way, obviously, is to look for extra security from a trustworthy disaster protection specialist or the Company's approved specialists.

Beside picking the right sort of approach, shoppers should likewise settle fair and square of inclusion they need. Numerous purchasers commit a typical error when they select a number from some place.

A trustworthy life coverage intermediary will normally be a state authorized specialist who conveys an alternate sort of strategy from the Company. There are disaster protection specialists too wo ordinarily works for the individual Company and sell the results of a similar Company. A specialist can offer various strategies from different organizations, yet the specialist is solid to the Company for upgrading the Company's gross development.

How much inclusion required will fluctuate starting with one family then onto the next. It can likewise fluctuate contingent upon where in life an individual is the point at which he/she takes out the strategy. A recently hitched couple who are youthful will normally require less disaster protection inclusion than a moderately aged couple with a home loan and understudy loan that should be paid off. Essentially, a high-procuring youthful couple might require more life coverage than a moderately aged couple if the high several necessities to supplant one of the pay misfortunes through death.

Industry profile

Indian financial markets

What is remembered for the Indian monetary business sectors? Find out about the main market, unfamiliar direct speculation, opportunity funding choices, bank and annuity area inclusion, and the resource the executive’s stage. India's monetary business sectors have a significant number of these variables and are viewed as one of the most seasoned on the planet, the quickest developing and top tier of all developing business sector economies. India's capital business sectors record traverses over 200 years for the rest of the eighteenth hundred years. The move of India under the thumbs of the East India Company is presently evolving. India's capital business sectors start a high-level round in Mumbai; In the last part of the nineteenth 100 years, around 200 to 250 financier firms were effectively alternating.

Features of Indian Financial Markets:

India Financial Index: - BSE 30 Index, Numerous Region Index, Inventory Price, Sensex Chart, Bond Price, Forex, Rupee and Dollar Chart

Indian Financial Market News

Stock Exchange: - Bombay Stock Exchange, BSE Sensex 30 Index, S and P CNX Nifty, Agency Information, Market Capitalization Issues, Corporate Revenue Statement

Fixed Income: - Corporate security costs, corporate obligation subtleties, obligation exchanging exercises, loan fees, currency markets, government securities, public area obligation, outside obligation administrations

Outside Investment External Debt: - Database has made with BIS, IMF, OECD, and World Bank, Investment in India, and Funds from abroad.

Worldwide Equity Index: - Dow Jones Global Index, Morgan Stanley Equity Index

Money Index: - FX and Gold Chart Plotter, JP Morgan Currency Index

Homegrown and worldwide market relations

Speculation trust

Protection

Credit

Forex market and bullions

Different Financial Products

Money Market

- Depository Bill: Short time borrowings of the public authority (14days, 9ldays, 182days, 364days)
- Business Bills: Banks make advances to clients contrary to these
- Between monetary organization name cash: Source for banks for purchasing in a solitary day and brief time frame period reserves
- Business paper: brief time frame period unstable gadget gave through method of method for a business through promissory notes with fixed
- Declaration of Deposit: Issued through method of method for modern banks at cut cost on face expense

Capital Market

- Derivatives: Forwards, futures, options, swaps
- Shares, right, bonus, preference
- Debentures
- Bonds
  - Euro convertible bonds
  - Deep cut-price bonds

Fund Based

Underwriting (Shares, debentures, bonds, etc.) of latest issue

Equipment leasing

Hire purchase

- Bill discounting
- Venture capital
- Housing finance
- Insurance services
- Factoring, etc.

Feed Based

- Corporate advisory services
- Merchant banking
- Issue management
- Loan syndication
- Credit rating
- Stock broking
- M & A
- Capital restructuring

Analysis of Life Insurance Industry in India

Since beginning the Indian ways of life inclusion undertaking has its own establishment and history. It has outperformed through many obstacles and obstructions to accomplish the overall status. Nonetheless, the benefits livelihoods capacity of a person resident of a realm and the enthusiasm and focal point of general society are the 2 critical determinants of the blast of any inclusion endeavours. In the Indian setting, the inclusion conducts a large portion of people in general for the length of the freedom decade became phenomenal and withinside the next many years, it has gradually expanded. There turned into an extraordinary advancement withinside the Indian inclusion venture rapidly after the monetary change time (199l). After 199l the Indian ways of life inclusion undertaking has prepared in all regards, notwithstanding its far being constrained to stand a ton of refreshing resistance from numerous nations wide notwithstanding overall individual inclusion players.

In this paper we've dissected the general execution of LIC over a length of 1980 to 2009, endeavours have been made to explore the overall by and large execution of Life Insurance Industry of India among pre-and post-monetary change time. To degree the status, number of contests and requesting circumstances faced through method of method for the Life Insurance Corporation of India and to degree the viability of subsidizing approach of LIC over the term 1980 to 2009. Information have been investigated through method of method for the utilization of Regression, Trend Analysis and Anova. The gander at displays that there's a top-notch blast withinside the general exhibition of Indian Life Insurance endeavour and LIC due to the inclusion of LPG. Protection endeavour also progressed bounty due to the development of Private region and beginning for abroad players. Further there's moreover a major substitute withinside the financing test of LIC. There is a developing design towards the financing in Stock commercial centre through method of method for LIC from 60% to 93% from 1980 to 2009 considering the strong law of SEBI and developing straightforwardness of stock commercial centre.

Reformation of Insurance Sector:

In 1993, Malhotra Committee headed through previous Finance Secretary and RBI Governor R.N. Malhotra become formed to survey the Indian inclusion endeavour and propose its fate heading. The Malhotra council become establishment fully intent on supplementing the changes started withinside the money related region. The changes have been pointed toward "fostering a more noteworthy green and forceful money related gadget proper for the necessities of the financial framework holding in contemplations the underlying adjustments by and by in progress and detecting that inclusion is a fundamental a piece of the overall financial gadget wherein it become essential to manage the need for tantamount changes.

In 1994, the council presented the document and a few the significant thing tips included:

1) Structure

- Government stake withinside the inclusion Companies to be added right down to half.
- Government should assume control over the property of GIC and its auxiliaries all together that those auxiliaries can go about as unprejudiced partnerships.
- All the inclusion organizations should accept conveyance of more opportunity to work.

2) Competition

- Privately owned businesses with an insignificant settled capital of Rs.1bn should be permitted to go into the undertaking.
- No Company should bargain in every Life and General Insurance through an unmarried element.
- Unfamiliar offices can be permitted to go into the undertaking in a joint effort with the home organizations.
- Postal Life Insurance should be permitted to work withinside the rustic market.
- Just a single State Level Life Insurance Company should be permitted to work in each state.

3) Regulatory Body

- The Insurance Act should be changed.
- An Insurance Regulatory casing should be establishment.
- Regulator of Insurance (Currently a component from the Finance Ministry) should be made unprejudiced.

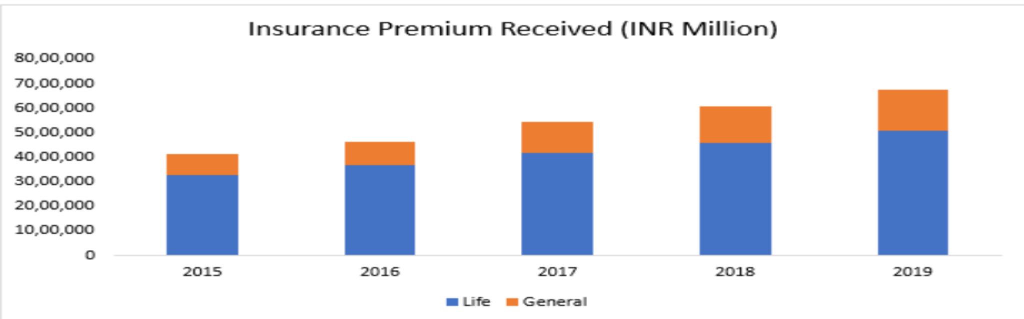
4) Investments

- Obligatory Investments of LIC Life Fund in specialists' protections to be diminished from 75% to half.
- GIC and its auxiliaries aren't to save more noteworthy than 5% in any organization (There are state of the art possessions to be added right down to this degree over a time span).

5) Customer Service

- LIC should pay leisure activity on defers in bills recent days.
- Protection organizations should be prescribed to set up unit associated annuity plan.

Computerization of activities and refreshing of period to be finished with inside the inclusion ventures. The panel underscored that to improve the supporter contributions and development the protection of the inclusion endeavours should be opened to rivalry.



Future & Prospects of Life Insurance in India

Insurance area in India has turn out to be one of the maximum desired funding locations each for Indians and NRIs. India is the 5th biggest coverage marketplace some of the globally rising coverage economies. Growing hobby toward coverage amongst people, modern merchandise and distribution channels are maintaining the boom of the coverage area. The numerous liberalization guidelines withinside the area has opened the door for numerous non-public area coverage agencies. This boom in variety of gamers has led to new merchandise, belier packaging, stepped forward consumer service. extra employment possibilities. etc.

Market shape

There are forty-nine coverage agencies working in India as of September 2011. Out of which. 24 are in lifestyles coverage business. 24 in preferred coverage business. and final ones in re-coverage business. General Insurance Corporation of India (GIC) is the only country wide re-insurer.

Growth Predictions

The Indian coverage area is anticipated to develop at a fast tempo to attain round USS four hundred billion in top class earnings via way of means of 2020, in line with a document launched via way of means of an enterprise frame and the Boston Consulting Group (BCG). As in line with the document, this will make India one of the pinnacle 3 lifestyles coverage and pinnacle 15 non- lifestyles coverage markets via way of means of 2020.

Recent Initiatives

The finance minister has accredited an offer to elevate overseas direct funding (FDI) in coverage and pension sectors to forty-nine percentage from the present 26 percentage to inspire greater funding withinside the area. 1be Securities and Exchange Board of India (SEBI) has comfortable regulations to permit greater lifestyles insurers to release public offers.

The Government`s Financial Sector Legislative Reforms Commissions (FSLRC) is running on new coverage guidelines` framework that could quit LICs monopoly, empower IRDA and set up a criminal gadget to deal with any lapses at insurers quit.

Road Ahead

The Indian coverage enterprise is booming with numerous countries wide and worldwide gamers competing and growing operations withinside the country. The Mckinsey document at the outlook for coverage area in 2012 predicts an exponential boom for the coverage enterprise in 2012 because of contributing elements which includes growing family incomes. better premiums, developing technology. liberal guidelines, etc.

Company profile

Company Overview

Company Name: Aditya Birla Capital Limited (Formerly Birla Sunlife Insurance Company Limited)

- Established in 2000.
- Joint Venture: - Aditya Birla Group (India) + Sun Life Financial Inc. (Canada)
- Ranks amongst the top 5 private Companies.
- Extensive reach: 600 branches, 1,75,000 advisors, more than 2 million investors, in 1500 towns and cities in India, capital base of Rs. 2000 cores.
- Values:
    - Speed
    - Passion
    - Commitment
    - Integrity

VISION

To be a world class provider of financial security to individuals and corporate and to be amongst the top three private sectors life insurance companies in India.

MISSION

To be the first preference of our customers by providing innovative, need based life insurance and retirement solutions to individuals as well as corporate .these solutions will be made available by well-trained professionals through a multi- channel distribution network and superior technology.

Structure and Hierarchy

Organisational Structure

C.E.O (Chief Executive Officer)

⇩

C.F.O (Chief Financial Officer)

⇩

C.D.O (CHIEF Design Officer)

⇩

H.O.S (Head of Sales)

⇩

Z.M (Zonal Manager)

⇩

R.M (Regional Manager)

⇩

T.M.S (Territory Managers)

⇩

B.H (Branch Head)

⇩

B.M (Branch Managers)

⇩

B.D.M.B.P (Business Development Manager/Business Partner)

⇩

S.A.M (Senior Agency Manager)

⇩

A.M (Agency Manager)

⇩

I.A (Insurace Advisors)

Key people of Organisation

Name	Designation
Kumar Mangalam Birla	Chairman & Non-Exe.Director
Ajay Srinivasan	Chief Executive Officer
Mukesh Malik	Chief Operating Officer
Pinky Mehta	Chief Financial Officer
A Dhananjaya	Chief Compliance & Risk Officer
Ajay Kakar	Chief Marketing Officer
Arun Adhikari	Independent Director
P H Ravikumar	Independent Director
Pramo Selvaratnam	President
Romesh Sobti	Non-Exe. & Nominee Director
S C Bhargava	Independent Director
Santrupt Misra	Non-Executive Director
Subhro Bhaduri	Chief Human Resource Officer
Sushil Agarwal	Non-Executive Director
Vijayalakshmi R Iyer	Independent Director

Company History - Aditya Birla Capital Ltd.

The original company was incorporated on October 15, 2007 under the Companies Act. In 1956 as 'Aditya Birla Financial Services Private Limited' with Registrar of Companies, Mumbai, Maharashtra and obtained Certificate of Registration from Reserve Bank of India on 19 May. 2009 started , to operate as a non-bank financial institution that does not accept deposits from the public.

The company was converted from a limited liability company to a public limited liability company and then the name of the company was changed from "Aditya Birla Financial Services Private Limited" to "Aditya Birla Financial Services Limited" with effect from December 4. 2014. The name of our company was changed to the current name "Aditya Birla Capital Limited" and the new certificate of incorporation was issued by RoC on June 21, 2017. The company was incorporated as a company. parent for the financial services business of Aditya Birla Nuvo Limited.

2009 -Aditya Birla Financial Services Group acquires Apollo Sindhoori Capital, a leading brokerage firm in India.

2011-The company established a private equity fund.

2012-The company launches My Universe, an online personal finance management portal.

2014- The company launched its business Housing Finance through its subsidiary Aditya Birla Housing Finance Limited. The company has acquired mutual funds and portfolio accounts from ING Mutual Funds. IFC has acquired a strategic investment in the online personal finance management portal MyUniverse.

2015- The company has been certified by RBI to be registered as a Principal Non-custodial Investment Firm - Systematically Significant ("CIC-ND-SI").

2016- Sun Life Financial (India) Insurance Investment Inc. increased its stake in one of its main subsidiaries operating in the life insurance sector. Aditya Birla Sun Life Insurance Company Limited, from 26% to 49%.

2017- The company launches health insurance and incentive healthcare business through its subsidiaries Aditya Birla Health Insurance Co. Limited and Aditya Birla Wellness Private Limited.

-Company, to subsidiaries Aditya Birla ARC Limited has applied for grant of license to regenerate and securitize assets from RBI.

-The company changed its name from Birla Sunlife Insurance Company Limited to Aditya Birla Capital Limited.

Synopsis Of Selective Products Of Aditya Birla Capital Limited

SAVINGSWITHPROTECTION

1. **ABSLI Vision Moneyback Plus Plan:** ABSLI Vision Moneyback Plus Plan is suitable for you if your key objectives are secured savings with regular liquidity to meet your financial objectives while providing your family with comprehensive financial protection.

2. **ABSLI Vision Life Income Plan:** The ABSLI Vision Life income Plan, a traditional participating whole life plan that helps you to not only plan your financial goals but also realize your dreams by providing you witha steady income and whole life cover. With survival benefits payable every year from the end of the premium paying term till maturity and a life insurance benefit,this plan offers a perfect blend of income and financial protection for you and your family.

3. **ABSLI Vision Endowment Plan:** With the ABSLI Vision Endowment Plan you can secure your savings and provide your family with comprehensive financial protection. It offers growth in your savings with accrued bonuses starting from the first policy year and secures your loved ones· future. This plan offers you best of both worlds.

4. **ABSLI Savings Plan:** The ABSLI Savings Plan. It not only helps you save money regularly, but also enables its steady growth over time. With this plan. you and your loved ones gain peace of mind and the potential of a secure financial future 10 meet your financial needs.

5. **ABSLI Vision Life Secure Plan:** ABSLI Vision Life Secure plan is designed to provide long term financial security for you and your family. With the flexibility to decide your policy term. you can enjoy life protection up to age 100 and steady growth to your savings over time so that you can relax and enjoy your life with complete peace of mind.

6. **ABSLI Income Assured Plan:** You diligently chalk out plans and work hard in life to give your near and dear one's a financially secure future. But. uncertainties can always put you on the back foot. To fulfil the rising needs of life at various stages what you need is a product that guarantees returns, no matter the situation. So, when you get closer to realizing your dreams/aspirations. an extra stream of income will always be there to help realize those dreams. ABSLI Income Assured Plan. helps you plan your future better by creating a corpus in the long run that helps you realize your dreams and various financial goals.

7. **ABSLI V1Sion Regular Returns Plan:** ABSLI Vision Regular Returns Plan is a traditional participating endowment plan. With survival benefits payable every year

from 5th policy anniversary till maturity and life insurance benefit. This plan offers a perfect combination of liquidity, savings and financial protection of your family.

8. **ABSLI Vision Endowment Plus Plan:** In lifetimes, when we face so a lot uncertain around, we have no more peace of mind knowing that not only your money is safe but also that you will get more what you have invested. With premium reimbursement plus accrued premiums at maturity and protect your family's financial security. This plan gives you the best of both worlds.

   Therefore. by investing in ABSU Vision Endowment Plus Plan. Your investment can go a long way towards building a secure and financially healthy future for your family. today and in the years to come.

9. **ABSLI Guaranteed Future Plan:** Aditya Birla Sun Life Insurance Guaranteed Future Plan offers the assurance that your dreams will be secured under all circumstances. A unique plan designed to help you save for the significant events in your life such as your child's education. marriage. your parent s' golden innings. or even the exotic family holidays that you dream of. This plan ensures that all your dreams are fulfilled, and your family maintains the same lifestyle even when you are not around.

10. **ABSLI Secure Plus Plan:** ABSU Secure Plus Plan recognizes the importance of such needs and helps you fulfil them by offering you a second income which ensures peace of mind.

RETIREMENT

11. **ABSLI Empower Pension Plan:** Presenting the ABSU Empower Pension Plan. a plan designed specially to ensure that you remain in control of your destiny even during the second innings of life. A unit linked. non-participating pension plan - it is simple, hassle-free and helps you to focus on your goals and enhance your savings for your future ensuring it is free from worries.

12. **ABSLI Immediate Annuity Plan:** After working hard for decades. you have earned the right to relax peacefully after retirement. But when you stop working. so will your income. However. your expenses won’t. Escalating healthcare costs and inflation will deplete your savings rapidly. making it essential to have a secured alternate source of income. Herc's where the Aditya Birla Sun Life Insurance Immediate Annuity Plan can work for you. It enables you to convert your savings or lump sum amounts into an instantly guaranteed lifetime income source after retirement. which you can avail anytime you choose to.

13. **ABSLI Empower Pension -SP Plan:** ABSLI Empower Pension – SP Plan this plan will help you gain financial freedom during your second innings. The plan helps you focus on your goals and enhances your savings for a future free from worries.

HEALTH AND WELLNESS

14. **ABSLI Hospital Plus Plan:** ABSU Hospital Plus Plan which offers a fixed cash amount in the event of hospitalization, so that you can spend time with your loved ones on the path of recovery. Instead of thinking about hospital bills. ABSLI Hospital Plus Plan. Acts as a supplement to your Health Insurance Policy and helps you financially to mitigate additional expenses. Now leave all your worries aside and enjoy the best medical care experience available to you.

15. **ABSLI Cancer Shield Plan:** Word cancer can strike fear into anybody's mind. Simply because this life-threatening disease not only adversely impacts the body but also puts one's financial health under tremendous strain. With rapidly changing lifestyles, the risk of cancer is growing at an alarming rate in India. And the best way to fight cancer is to prepare for it. Like all the uncertainties in life now you can plan for cancer at every stage with Aditya Birla Sun Life Cancer Shield Plan. It's a promise that we will always be by your side.

16. **ABSLI CritiShield Plan:** In today's time Cardiac and Renal illnesses are on rise due to eating habits. change in lifestyle and everyday stress. Aditya Birla Sun Life Insurance Co. Lid introduces ABSU CritiShield Plan that protects your savings and lifestyle against sudden higher expenses from heart & kidney ailments. These diseases demand more money than hospital bills, so therefore the lump sum amount from AB SLI CritiShield Plan protects you and your loved ones from any adversity.

CHILDREN'S FUTURE

17. **ABSLI Vision Star Plan:** As your child grows up and looks for success in this fast-paced world. He will always look up to you for support and inspiration. He may want to discover his true passion and explore unconventional career op1ions. He might want to try new things until he is sure about his career path. You will need to keep pace with his changing goals. You will need a plan that gives your child the confidence to pursue and discover his/her real passion. Presenting. ABSU Vision Star Plan.so that you can ensure that your child doesn't miss out on opportunities due to insufficient funds.

WEALTH WITH PROTECTION SOLUTIONS

18. **ABSLI Wealth Max Plan:** Have you often wondered about an investment vehicle. which provides financial protection for your family and earns good returns for you? Wouldn't you want an insurance plan which helps you realize your financial dreams? Introducing the ABSLI Wealth Max plan - a single premium unit linked insurance plan.

19. **ABSLI Wealth Secure Plan:** To build a better life and realize your dreams. you always need to plan. That's why you need a savings plan that helps you attain your goals with your changing life stage and can be customized to match your needs while giving you peace of mind. Introducing Aditya Birla Sun Life Insurance Wealth Secure Plan that combines long term savings and whole life coverage specially designed for you to focus on your goals and

maximize savings for your future.

20. **<u>ABSLI Wealth Assure Plan:</u>** You have worked hard for your money. and you should always make your money work harder for you. driving its growth in high gear. Introducing. Aditya Birla Sun Life Insurance Wealth Assure Plan, a protection and savings plan that enables your wealth to grow steadily or time, giving you and your loved one's peace of mind. and providing you a secure financial future to meet your needs at different stages of life.

21. **<u>ABSU Fortune Elite Plan:</u>** Under ABSU Fortune Elite Plan, you decide how to invest your premiums in one of the three investment options - Systematic Transfer Option, Return Optimizer Option, or the Self-Managed Option.

22. **<u>ABSLI Wealth Aspire Plan:</u>** In the pace that the world is moving today. security of your loved one's is a big concern. Your hard work is always directed towards accumulating sufficient wealth for them. Hence. it is important to organize your efforts in a way that works the best for you. Aditya Birla Sun Life Insurance Wealth Aspire Plan ensures that you fulfil your responsibilities without any trouble by empowering you with a personalized wealth creation plan. II helps you accumulate substantial financial corpus using its wealth features and allows you to fulfil your duties by securing the future of your loved ones.

23. **<u>ABSLI Protector Plus Plan:</u>** To deal will be growing expectations and secure the financial future of your family. Aditya Birla Sun Life Insurance has come up with the perfect protection solution for you. Introducing ABSLI Protector Plus Plan. With a higher Sum Assured. it protects your family's future and ensures that they lead their lives without any financial worries.

24. **<u>ABSLI Future Guard Plan:</u>** ABSU Future Guard Plan provides complete financial freedom even when you're not around. so that your loved ones live comfortably. This plan is ideal for you if you want an economical way of providing for life insurance cover and would like to protect your family in the unfortunate event of you not being around. yet receive all your premiums back on maturity. So, you can enjoy life knowing that your family's future is secured and guaranteed even in your absence and your premiums are yours on your survival.

25. **<u>ABSLI Protect@ Ease Plan:</u>** Life is filled with unpredictable events and there are so many responsibilities to be fulfilled. We strive to give our family a financially secure life and hope it remains that way. Now. ABSU's traditional term infuriate plan Protect@Ease does the same. It safeguards you from unforeseen events by ensuring maxi mum benefits and utmost security for your family. This plan helps you ride the highs of life while overriding the lows. So, give your family the benefit they deserve with a plan customized by you.

Study Background

1. The pre-liberalized India had an abysmal rate of savings, and most of the money earned was spent on consumption rather than accumulation.
2. The investment habit of the small investors has undergone a sea change since then.
3. Moreover, investors are unique and are highly heterogeneous groups at the retail level.
4. It is widely believed that Mutual Funds (MFs) and Life Insurance (Lis) are designed to target small investors, salaried people and other who are intimidated by the stock market
5. Various studies have observed that with the structural liberalization policies Indian economy is likely to return to a high growth path in the coming years. It is desirable that the mutual fund organizations will upgrade their transparency.

Review of Literature

Dr G. Gopalkrishna in “The Social Security Character of Life Insurance” also states that Life insurance provides replacement of income to the beneficiaries in case of death of the life assured and accumulation of savings to the policyholder/life assured. The legal system in India has given life insurance policies a character beyond the simple objective of risk cover and savings; it has made life insurance policies an instrument of social security and welfare for the families.

Narendra and Sampath (2014) observed that the level of awareness towards the rights and duties regarding insurance is negligible. The study tries to understand the awareness of the people towards the rights and duties towards life insurance products after the privatization of the insurance sector with special reference to Indian insurance sector. To understand this, primary research was conducted to find out the level of awareness towards the rights and duties of the policy holders across demographic profiles and about the level of awareness towards life insurance policies prevailing in the Indian market. The study totally concentrates on the individual behaviour, attitudes and crating the awareness regarding their contribution on Indian insurance sector.

Sunil Maheshwari (2005) in her article entitled “managing insurance and the Agents”, pointed out that those quality agents can sell insurance products in the market successfully.

Manchanda, S.M. (2005) in his article entitled “Need to Cover the Death Risk”, concluded that insurance companies should educate their customers on different products, which suit their special needs.

Research questions:

1) How effective is it to invest in life insurance?
2) What is the medium through which investors can invest in Life insurance?
3) What will be the outcome of the investment?
4) Who are eligible for investing?
5) Which Social, economic category did they belong to?

Objective of the study: -

- To briefly describe all about different investment avenues available in India.
- To find out how the investors get information about the various financial instruments.
- To find out the saving habits of the different customers and the amount they invest in various financial instruments.
- In which type of financial instrument would they prefer to invest.
- How long do they prefer to keep their money invested?
- What is the return that they expect from the investment?
- What are the various factors that they consider before investing?
- To suggest to the company where its funds are lacking in the market and how it should be rectified.
- To evaluate the consumer attitude towards saving and decision-making regarding investments

Research methodology: -

- **Sampling Design**
  - **Sample Area** : Aditya Birla Capital, Thane
  - **Sampling Population**: 400
  - **Study Sample Size** : 40 (Survey based responses).

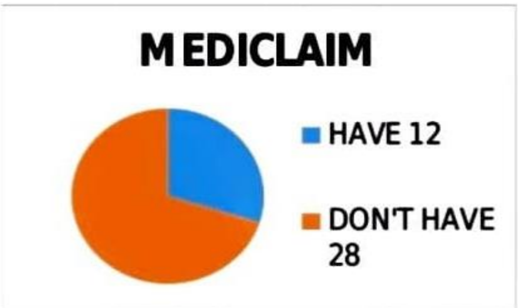
- **Methods**
  - The method used in the research (survey) is a probability type as we are unaware of the results. It can be either side. The area is Thane city under Mumbai Metropolitan Region, where we will be conducting the research.
  - The study has been intended to know the business environment of life insurance in India. The descriptive nature of the study is used to collect some information relating to the business environment of Aditya Birla Capital.

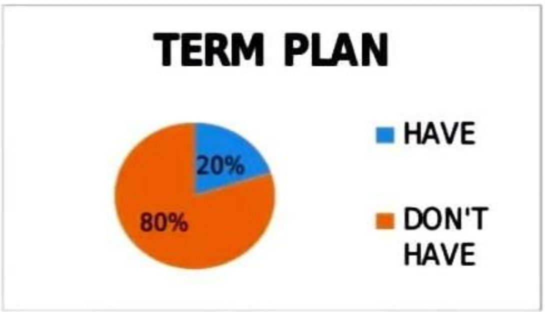
- **Research Design**
  - **Data Source:** Primary Data collection is through the survey conducted during the project, and secondary data collection is from the information obtained through the company's portal (CRM and Jarvis)
  - **Research Techniques:** Survey Form
  - **Type of Questionnaire:** Structured
  - **Types of Question :** Close & open-ended questions

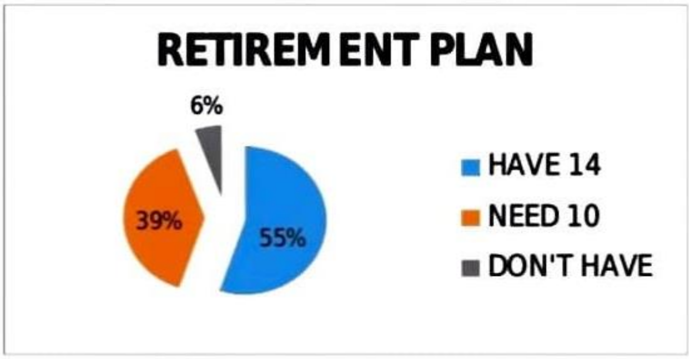
CLIENT NAME	MOBILE NUMBER	ADDRESS	DATE OF BIRTH	PROFESSION	COMPANY NAME	MONTHLY INCOME	TERM PLAN	MEDICLAIM	RETIREMENT PLAN	CHILD PLAN
BISWAJIT SAMANTA	8293229357	MB9, MAHISHBATHAN, SALT LAKE, KOL-700102	17-08-92	TECHNICIAN	SYNERGY SERVICE FACILITY PVT. LTD.	11500	NO	YES	YES	NA
DEBABRATA PAL	9800897021	VILL-BEGUNA, PO-ROUTHPUR, DIST-HOOGLY, 712402	02-01-76	SR. EXECUTIVE ACCOUNTANT	AMBUJA REALTY DEVELOPMENT LIMITED	27000	NO	YES	NO	YES
SONTU PATRA	8670214920	MB9, MAHISHBATHAN, SALT LAKE, KOL-700102	08-03-91	ELECTRICIAN	SYNERGY SERVICE FACILITY PVT. LTD.	10500	NO	NO	YES	YES
SIDDHARTHA BERA	8697337646	MB200, MAHISHBATHAN, SALT LAKE, KOL-700102	05-11-90	OFFICE INCHARGE	NARAYANI STEELS LTD.	17700	NO	NO	YES	NO
DIPAK HAZRA	8371880861	VILL+PO-BAHARPOTA, PS-PANSKURA, DIST-PURBA MEDINIPUR, 721151	10-07-93	BUSINESS	GOPAL MURI MILL	15000	NO	NO	YES	NO
SANDIP PRAMANIK	9609228460	VILL+PO-BAHARPOTA, PS-PANSKURA, DIST-PURBA MEDINIPUR, 721151	11-10-80	TEACHER	GOVT. OF WB	35000	NO	NO	NO	YES
BADAL JANA	8972781599	VILL-CHAKDAHA, PO-PURBA ITARA, DIST-PURBA MEDINIPUR, PS-PANSKURA, 721634	10-04-96	BUSINESS	MAA KALI POULTRY FIRM	20000	NO	NO	YES	YES
SANJOY MAITY	7501547592	VILL+PO-DERIACHAK, DIST-PURBA MEDINIPUR, PS-KOLAGHAT, 721151	15-03-86	FURNACE OPERATOR	LAL BABA SEAMLESS TUBES PVT. LTD.	10000	NO	YES	YES	YES
MASIUL MALLIK	8609231200	VILL-CHAKDAHA, PO-PURBA ITARA, DIST-PURBA MEDINIPUR, PS-PANSKURA, 721634	01-04-84	SCHOOL TEACHER	GOVT. OF WB	21748	YES	YES	YES	NO
CHANDAN MAITY	7407280150	VILL-CHAKDAHA, PO-PURBA ITARA, DIST-PURBA MEDINIPUR, PS-PANSKURA, 721634	02-03-88	TELECOM QUALITY ENGINEER	QUALITY AUSTRIA CENTRAL ASIA PVT. LTD.	20000	NO	YES	YES	YES
JAYANTA DHARA	8653632725	VILL+PO-DERIACHAK, DIST-PURBA MEDINIPUR, PS-KOLAGHAT, 721151	05-09-95	BUSINESS	ANJALI TEA SHOP	20000	NO	NO	YES	YES
AMITAVA JANA	8001759965	VILL+PO-BAHARPOTA, PS-PANSKURA, DIST-PURBA MEDINIPUR, 721151	27-11-83	MANAGEMENT	QUANTAM GLOBAL INFOTECH PVT. LTD.	17000	NO	YES	YES	YES
PRASHANTH	9676588269	MB9, MAHISHBATHAN, SALT LAKE, KOL-700102	23-04-90	BUSINESS ANALYST	TCS	27000	NO	NO	NO	NO
HARISH	8497996808	MB9, MAHISHBATHAN, SALT LAKE, KOL-700102	26-06-93	SYSTEM ENGINEER	TCS	25000	NO	NO	NO	NO
ABHIJIT PAL	9883241136	67/1/1-A/1, IBRAHIMPUR ROAD, PO-JADAVPUR UNIVERSITY, KOL-700032	02-03-72	TEACHING	TECHNO INDIA	65000	NO	YES	YES	YES

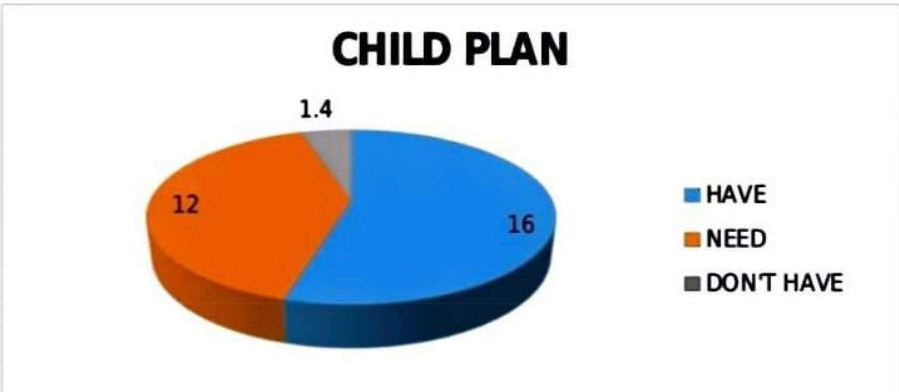
RAJENDRA NATH PAIKE	9735567691	VILL+PO-BAHARPOTA, PS-PANSKURA, DIST-PURBA MEDINIPUR, 721151	17-12-85	BUSINESS	ASIAN PAINTS AUTHORISED DEALER	20000	YES	NO	NO	YES
GANESH ADAK	9732492026	VILL-CHAKDAHA, PO-PURBA ITARA, DIST-PURBA MEDINIPUR, PS-PANSKURA, 721634	21-03-83	BANK MITRA	ALLAHABAD BANK	8000	NO	NO	NO	NO
KARTIK ADAK	9800728239	VILL-CHAKDAHA, PO-PURBA ITARA, DIST-PURBA MEDINIPUR, PS-PANSKURA, 721634	29-11-79	SCHOOL TEACHER	GOVT. OF WB	21000	YES	NO	NO	YES
KAJAL SEN	9038879733	VILL+PO-POTALIA, VIA-TITAGARH, DIST-N 24PGS, KOL-700119	25-12-60	PENSIONER	GOVT. OF INDIA	24000	YES	YES	YES	NO
MJ ISLAM	9933738353	VILL+PO-MATIA, N 24PGS	18-01-59	PENSIONER	GOVT. OF INDIA	21138	NO	NO	NO	NO
SUBIR SAHA	7699850139	VILL-RAGHUNATHPUR, PO-BALICHAK, DIST-PASCHIM MEDINIPUR, 721124	25-01-76	BPCL	BHARAT PETROLEUM CORPORATION LTD.	17044	NO	NO	NO	NO
ASTAPADA ADAK	9933068662	VILL+PO-BAKSHI, PS-BAGNAN, DIST-HOWRAH, 711303	02-05-56	BPCL	BHARAT PETROLEUM CORPORATION LTD.	20000	NO	NO	NO	NO
SUBHAS SAMANTA	9932721887	A/11, SARAT PALLY, PASCHIM MEDINIPUR, 721101	23-01-79	CRC	BHARAT PETROLEUM CORPORATION LTD.	10000	YES	NO	NO	NO
ALOK KUMAR MUKHARJEE	9088491131	FLAT NO 10, MOHIM ABASAN, VILL+PO-BAZARPARA, ULUBERIA, DIST-HOWRAH, PIN-711316	24-01-61	BPCL	BHARAT PETROLEUM CORPORATION LTD.	22000	YES	YES	YES	YES
KARTIK CHANDRA DUTTA	9475081207	VILL-PRATAPCHAK, PO-JASHORAJPUR, DIST-PASCHIM MIDNAPUR, 721160	19-11-76	BPCL	BHARAT PETROLEUM CORPORATION LTD.	18000	NO	NO	NO	NO
SUDHIR KUMAR MOLONGI	8274884200	MAHESHPUR, BIRSHIBPUR, ULUBERIA, HOWRAH	14-09-68	BPCL	BHARAT PETROLEUM CORPORATION LTD.	20000	NO	YES	YES	NO
NARAYAN CHANDRA SAMANTA	8768337268	VILL-DERIACHAK, PO-DERIACHAK, DIST-PURBA MEDINIPUR, 721151	22-04-74	PENSIONER	GOVT. OF INDIA	20000	NO	NO	NO	YES
ASIT KUMAR PRADHAN	9874291168	VILL+PO-KHADINAN, PS-BAGNAN, DIST-HOWRAH, 711303	05-11-67	LPG OPERATOR	BHARAT PETROLEUM CORPORATION LTD.	30000	NO	NO	NO	YES
PRADIP SARKAR	8017431140	VILL+PO-RANITALA, ULUBERIA, HOWRAH, 711716	30-12-67	MANAGER	ANIMA TRANSPORT	10000	NO	NO	NO	NO
DIPANKAR BANERJEE	8617205034	VILL+PO-CHACKASHI NO2, BAURIA, HOWRAH, 711307	17-10-77	LPG OPERATOR	BHARAT PETROLEUM CORPORATION LTD.	30000	YES	NO	NOP	NO
PRASANTA KR ROY	9836955259	1/37, CR COLONY, JADAVPUR, KOL-700032	01-05-63	BPCL	BHARAT PETROLEUM CORPORATION LTD.	20000	NO	NO	NO	NO
SIRAJUL HAUQUE	9434621697	VILL-ANANDAPUR, PANDUA, HOOGLY	03-01-62	PENSIONER	GOVT. OF INDIA	19000	NO	YES	NO	NO

BIMAL KUMAR MAITY	9933066113	VILL+PO-CHAK SHYAMPUR, PS-DEBRA, DIST-PASCHIM MEDINIPUR, 721124	05-12-74	PENSIONER	GOVT. OF INDIA	16559	NO	NO	NO	NO
PRASANTA MAITY	9800011343	VILL+PO-BAGNABARH, PS-PINGLA, DIST-PASCHIM MEDINIPUR, 721155	30-10-75	PENSIONER	GOVT. OF INDIA	20000	NO	NO	NO	YES
ASIT KR MONDAL	8906755135	VILL+PO-GOBARDANGA, PS-HABRA, DIST-N 24PGS, 743274	20-12-64	PENSIONER	GOVT. OF INDIA	19165	NO	YES	NO	NO
SUKDEB PAL	9051351939	VILL-FATEPUR, PO-UDANG, DIST-HOWRAH, 711401	07-11-61	PENSIONER	GOVT. OF INDIA	20000	NO	NO	NO	NO
RAMA ROY	8148081515	VILL+PO-MERUDAND, PS-BARASAT, DIST-N 24PGS	06-07-78	PENSIONER	GOVT. OF INDIA	18000	NO	NO	NO	NO
MANAS CHAKRABORTY	9051955141	VILL-NIMTA SUBODH PALLI, PO-NIMTA, KOL-41, N PGS	28-02-70	PENSIONER	GOVT. OF INDIA	16000	YES	NO	NO	YES









Analysis Plan

SWOT ANALYSIS

Strength:

- Carry Goodwill of Aditya Birla Brand backed by Sun Life Financial Services.
- Transparent functioning.
- Solid capital base.
- Customer satisfaction.

Weakness:

- Less presence in the rural market.
- The number of advertisements is significantly less.
- No plan for lower-income group.

Opportunity:

- Massive potential in the rural market.
- Create awareness about life insurance.
- Build brand trust through investment in promotional activities.

Threats:

- Stiff competition from LIC.
- Entry of new firms in the insurance sector.
- Government insurance schemes are being launched at meager rates.

Research Study

- Research has shown that most people know about the life insurance industry.

- According to the survey, the main sources of information for consumers are television, newspapers and the Internet, with the fewest magazines, agencies and friends.

- Attractive programs and brand image are the most important factors that influence consumers' buying behavior.

- The majority of respondents will switch to another insurance company.

- People are not happy with the coverage selected.

- The reasons for consumer dissatisfaction were high premiums, delayed resolution of claims, and poor customer service.

- Insurers need to build a dynamic and competitive industry by increasing efficiency, product selection, and value to their customers.

Suggestions and Recommendations

1. Raise awareness by increasing the number of billboards in priority areas such as Bank Square, Railway Station, Bus Station and Industrial Park.
2. Investors should decide based on broker's advice.
3. Assess risk and return before deciding to invest.
4. Investors who want to avoid risk must invest in treasury bills or local and rated local bonds, etc. .
5. Placing ATMs in different areas so that insurance premiums can be collected nationwide.
6. A specific product is required, can be called a fixed deposit insurance product, where life insurance policy can act as a fixed deposit to the customer, which can be locked down whenever required for a certain percentage of the insured amount.
7. The Company also needs to make efforts to advertise through the city's cable channel, because the width of the banners on the highway or other busy area must be shaped .
8. The Company must ensure Covers different risks in a single policy with the same premium.

Conclusion

1. Over the past few years, about 40 companies have expressed interest in entering the industry, and many foreign and Indian companies have joined the planned alliances.
2. The threat of new players taking over the market has been greatly exaggerated.
3. The market potential of private insurers will be greater in the long term, as most Indians believe that private insurers will be able to hold a solid market share and generate profits. future profits.
4. The opening of this sector will inevitably lead to new products, better packaging and better customer service.
5. Potential buyers of most of these types of insurance are middle-class, concentrated in these areas.
6. Private and foreign insurers should act immediately to appoint additional agents and/or advisors in addition to staff, as agents are considered to be the best channel for reaching the public about their insurance policies, their complaints, and insurance products.
7. Financial institutions like ICICI, HDFC or BIRLA intend to reach thousands of customers who have purchased their deposits, consumer loans or housing finance.

Ethical Consideration

A sample survey consent applicable to this survey-based study is given below,
"Your participation in this research study is voluntary. You may choose not to participate. If you decide to participate in this research survey, you may withdraw at any time. If you choose not to participate in this study or withdraw from participating at any time, you will not be penalized.
The procedure involves filling out a survey form that will take approximately 10 minutes. Your responses will be confidential, and we do not disclose any of the personal information provided. We will do our best to keep your information confidential.

This consent will be taken before starting the survey questionnaire and will be in the English language.

References: -

1) www.adityabirlacapital.com

2) www.moneycontrol.com

3) https://cio.economictimes.indiatimes. com/news/enterprise- services-and-applications/birla-sun-life-insurance-launches-insurance- chatbot-to-address-customer-queries/57493573

4) G. Gopalkrishna. 'The Social Security Character of Life Insurance'', *The ICFAI University Journal of Insurance law*, Vol. VI, No.4, (2008), p.12

5) Huebner, *'Life Insurance"*,(1960), p.17-24, Appleton Century Crofts,New York.
6) Sunil Maheswari, "Managing the Agents", Vikalpa, Vol. 30, No. 3, September, 2005.

7) Manchanda, S.M., "Importance of the Need to Cover the Death Risk", Insurance Chronicle, Vol. 5, Issue 10, November 2005.

8) https://www.teachmint.com/tfile/studymaterial/class-12th/businessfinance/businessfinancemodule4/4fd93c84-f8f5-4593-b256-d524c555cc16