

CONTENTS

	<u>PAGE</u>
PREFACE	i-iii
ACKNOWLEDGEMENTS	iii-v
LIST OF TABLES	viii-xii
LIST OF BOXES, CHARTS, FIGURES AND APPENDICES	xi-xii
CHAPTER I: INTRODUCTION	1-8
1.1 Liberalization and Deregulation Concept	
1.2 Purpose and Methodology of the Study	
1.3 Importance and Limitations of the Study	
1.4 Chapter Outline	
CHAPTER II: AN OVERVIEW OF INDIAN LIFE INSURANCE INDUSTRY	9-30
2.1 Life Insurance: Defined	
2.2 Indian Life Insurance History	
2.2.1 Pre-nationalization Phase	
2.2.2 Nationalization and LIC's Monopoly Regime	
2.2.3 Post Liberalization Industry Scenario	
2.3 Summary	
CHAPTER III: LITERATURE REVIEW	31-52
CHAPTER IV: CONCENTRATION	53-84
4.1 Concentration-Concept	
4.2 Methodology	
4.3 Results Analysis	
4.4 Insurance Penetration and Density	
4.5 Spread of Insurance Business in Rural Areas	
4.6 Summary	

CHAPTER V:	EFFICIENCY AND PRODUCTIVITY	85-129
5.1	Efficiency	
5.1.1	Concept of Efficiency	
5.1.2	Estimation Technique	
5.1.3	Result Analysis	
5.1.4	Main Points	
5.2	Productivity	
5.2.1	Concepts	
5.2.2	Methodology	
5.2.3	Results Analysis	
5.2.4	Main Points	
CHAPTER VI:	INNOVATION	130-166
6.1	Product	
6.2	Quality of Customer Services	
6.3	Technology	
6.4	Marketing Strategies	
6.5	Summary	
CHAPTER VII	CONCLUSION	167-176
7.1	Summary of the Study	
7.2	Directions for Future Research	
APPENDICES		177-181
BIBLIOGRAPHY		182-200