

## **CONTENTS**

	<u><b>PAGE</b></u>
<b>PREFACE</b>	i-iii
<b>ACKNOWLEDGEMENTS</b>	iii-v
<b>LIST OF TABLES</b>	viii-xii
<b>LIST OF BOXES, CHARTS, FIGURES AND APPENDICES</b>	xi-xii
<b>CHAPTER I: INTRODUCTION</b>	<b>1-8</b>
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	
<b>CHAPTER II: AN OVERVIEW OF INDIAN LIFE INSURANCE INDUSTRY</b>	<b>9-30</b>
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	
<b>CHAPTER III: LITERATURE REVIEW</b>	<b>31-52</b>
<b>CHAPTER IV: CONCENTRATION</b>	<b>53-84</b>
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