

A Comparative Analysis of the Growth of Public and Private Sector Life Insurance Companies in India, with a Study of Shriram Life Insurance Company Limited

Balanji Reddy Mora¹, P. Meghana²

Abstract: *This comparative analysis examines the growth patterns of public and private sector life insurance companies in India, focusing specifically on Shriram Life Insurance Company Limited. The study reveals that while the private sector dominates the industry in terms of premium volume and average premium amounts, Shriram Life Insurance stands out as a smaller player with a niche market focus, consistently offering the lowest premium amounts. Despite this, the private sector earns the most from linked life insurance premiums on average. Shriram Life Insurance distinguishes itself by providing insurance plans at lower rates compared to its competitors. Additionally, the private sector maintains supremacy in the non-linked life insurance premium market, boasting higher mean revenue and lower variability compared to the public sector and Shriram Life Insurance. However, the private sector exhibits a wider range of premium revenue, indicating significant variation in the performance of private-sector life insurance companies. This analysis highlights the contrasting dynamics between the dominant private sector and the specialized approach of Shriram Life Insurance within the Indian life insurance industry.*

Keywords: Life Insurance industry, Private sector, Shriram Life Insurance, Premium volume, Niche market focus

1. Introduction

The life insurance sector in India has witnessed significant growth and transformation over the past few decades, marked by the entry of private sector players alongside traditional public sector entities. This evolution has spurred intense competition and prompted the need for a comprehensive comparative analysis to understand the dynamics shaping the industry. This paper aims to delve into the growth trajectories of both public and private sector life insurance companies in India, with a specific focus on Shriram Life Insurance Company Limited.

India's life insurance industry, historically dominated by public sector giants like Life Insurance Corporation of India (LIC), experienced a paradigm shift with the liberalization of the economy in the early 1990s. This policy reform opened doors for private players, fostering a competitive landscape characterized by innovation, customer-centric products, and aggressive marketing strategies. In this context, it becomes imperative to assess how public and private sector entities have navigated this evolving landscape, capitalizing on opportunities and addressing challenges unique to their operational frameworks.

The inclusion of Shriram Life Insurance Company Limited in this analysis provides a microcosmic view of the intricacies involved in the growth of private sector insurers. Established in 2005 as a joint venture between Shriram Group, an established conglomerate with diversified business interests, and Sanlam, a leading financial services group based in South Africa, Shriram Life Insurance Company Limited represents the synergy between domestic expertise and international best practices. Examining its journey within the broader context of the Indian life insurance industry sheds light on the strategies employed by

newer entrants to carve a niche in a fiercely competitive environment.

Through a comparative lens, this paper seeks to elucidate the factors influencing the growth trajectories of public and private sector life insurance companies in India, ranging from regulatory dynamics and market forces to organizational strategies and customer preferences. By dissecting the experiences of both sectors and conducting a detailed case study of Shriram Life Insurance Company Limited, this research endeavors to offer valuable insights for stakeholders, policymakers, and industry observers aiming to comprehend the evolving landscape of the Indian life insurance sector.

2. Review of Literature

(Dar & Thaku, 2015) A Comparative Analysis Of Financial Performance Of Public And Private Non-Life Insurers In India International Journal Of Management (Ijm) In this article, three metrics from the CAMEL model—profitability and earnings, sound management, and liquidity—are used to analyse the financial performance of public and private non-life insurance businesses in India. According to the report, private insurers are mismanaging their budgets and choosing risks poorly, as seen by their higher claim and expense ratios. Both public and private insurers have exceeded the industry guideline of 20% for the ratio of administration costs to premiums; nonetheless, they have achieved a notable degree of expenditure control. A significant degree of liquidity is also lacking in both public and private insurers since none of the insurers under investigation met the criteria of a 100% liquidity ratio.

(Feyen et al., 2011), What Drives the Development of the Insurance Sector? An Empirical Analysis Based on a Panel of Developed and Developing Countries: The

World Bank Financial and Private Sector Development Finance and Policy Units. This study advances the field by examining the variables influencing total assets and insurance premiums (both life and non-life) for a sample of about 90 nations from the years 2000 to 2008. The results show that the scale of the public pension system, the availability of private financing, the state's ownership of insurance businesses, the distribution of income, per capita income, population density, demographic trends, and religion all have an impact on life sector rates. These affect the non-life business in addition to other things. The results show that a range of policy considerations may influence the evolution of the insurance industry, even in cases when some of these drivers are structural.

(Bhavin & Rajput, 2021) An Analytical Study of Financial Management Practices of Selected Private Sector Life Insurance Companies in India This is a study on the financial management practices of private life insurance companies in India. This study aims to understand how these companies manage their finances to improve their performance and financial strength. The study covers the period from 2007-08 to 2016-17 and includes eight selected companies. The study shows that private life insurance companies in India have achieved maturity and operational efficiency by controlling costs and increasing revenues. However, there are opportunities for technical efficiency and scale improvement, which will help them increase premium income. Investment patterns and returns are important for financial strength, but all private life insurance companies perform similarly in these areas due to strict IRDA regulations. Effective management of assets under management (AUM) is essential for shareholder wealth, and all private life insurers have strived to stay in business by managing risk, underwriting risk, and calculating their insurance.

3. Objective

- To analyze and assess the overall growth and development of the insurance industry in India over the past five years.

- To determine the key drivers of growth, such as premium, policies sold by the life insurance industry in India over the past five years.

4. Research Methodology

Sources of Data:

The data source for the present study includes secondary data collected from the annual reports, financial statements, and regulatory filings of private and public insurance companies. This study uses a comparative research design and is descriptive.

Period of Study

The analysis is done over 5 years from 2018 – 2022.

Scope

This study's primary focus will be on analyzing the Insurance industry from 2017 to 2022, specifically the life insurance sector. The study will rely on secondary data obtained from industry reports, government publications, and academic journals.

Methodology

The research will adopt a descriptive and analytical approach. The descriptive analysis will involve summarizing the data related to the growth, identifying the key drivers of growth, and examining the competitive landscape. The analytical analysis will utilize descriptive statistics to identify the significant factors of the insurance industry's growth.

Limitations

The study is limited by the availability of data and the fact that it is based on secondary data, which may not capture all the nuances of the insurance industry.

Data Analysis:

Linked Premium:

S.No.	Insurer	Linked Premium			
		17-18 & 18-19	18-19 & 19-20	19-20 & 20-21	20-21 & 21- 22
	Private Sector Insurers				
1	Aditya Birla Sun Life Insurance Co. Ltd.	27.24%	-58.55%	2.63%	20.83%
2	Aegon Life Insurance Co. Ltd.	7.09%	-73.12%	-15.23%	-27.74%
3	Ageas Federal Life Insurance Co. Ltd.				16.45%
4	Aviva Life Insurance Co. Ltd.	-5.90%	-77.21%	3.76%	9.22%
5	Bajaj Allianz Life Insurance Co. Ltd.	16.87%	-56.67%	14.01%	16.25%
6	Bharti AXA Life Insurance Co. Ltd.	23.22%	-91.62%	48.61%	5.59%
7	Canara HSBC OBC Life Insurance Co. Ltd.	25.52%	-48.51%	-1.59%	6.16%
8	Edelweiss Tokio Life Insurance Co. Ltd.	44.03%	-68.11%	8.02%	5.99%
9	Exide Life Insurance Co. Ltd.	13.99%	-92.02%	-1.43%	29.22%
10	Future Generali Life Insurance Co. Ltd.	25.28%	-88.35%	-15.88%	-7.26%
11	HDFC Life Insurance Co. Ltd.	23.86%	-61.65%	0.44%	6.99%
12	ICICI Prudential Life Insurance Co. Ltd.	14.26%	-24.50%	-2.93%	-10.74%
13	IndiaFirst Life Insurance Co. Ltd.	39.13%	-68.55%	12.33%	19.09%
14	Kotak Mahindra Life Insurance Co. Ltd.	23.79%	-63.50%	19.07%	6.02%
15	Max Life Insurance Co. Ltd.	16.59%	-65.37%	16.53%	12.10%
16	PNB MetLife India Insurance Co. Ltd.	20.83%	-75.09%	-4.39%	21.34%
17	Pramerica Life Insurance Co. Ltd.			-14.24%	11.43%
18	Reliance Nippon Life Insurance Co. Ltd.	7.09%	-78.93%	31.15%	7.12%
19	Sahara India Life Insurance Co. Ltd.	-10.10%	-97.73%	-10.92%	-25.49%
20	SBI Life Insurance Co. Ltd.	30.11%	-28.66%	20.95%	17.30%
21	Shriram Life Insurance Co. Ltd.	13.52%	-97.23%	-14.37%	5.75%
22	Star Union Dai-ichi Life Insurance Co. Ltd.	11.84%	-82.87%	25.34%	28.84%
23	TATA AIA Life Insurance Co. Ltd.	45.80%	-65.55%	19.08%	37.77%
	Private Total	21.37%	-51.77%	8.89%	8.36%
24	Life Insurance Corporation of India	6.06%	-99.77%	84.77%	130.21%
	Grand Total	10.75%	-99.99%	216582.50%	10.24%

Interpretation:

The analysis of premium growth and decline in the Indian life insurance industry from 2017-2018 to 2021-2022 reveals significant trends and dynamics within the sector. Notably, private insurance companies demonstrated robust growth rates compared to LIC, with SLIC. emerging as a standout performer in certain periods. However, while private insurers experienced substantial growth initially, there was a notable decline in linked premiums across all segments in fiscal year 2019-2020. Despite this decline, the rebounding economy and increased demand for investment-linked products led to a resurgence in linked premiums in the subsequent fiscal year, with LIC witnessing a remarkable

acceleration in growth. Nevertheless, SLIC. experienced a decline in linked premiums in 2020-2021, potentially attributed to heightened competition and evolving consumer preferences. Looking at the broader landscape, while private insurers like HDFC Life, SBI Life, and ICICI Prudential Life demonstrated healthy growth, LIC maintained its dominance in the market with substantial increases in linked premiums, driven by strategic product launches and marketing initiatives. Overall, the fluctuations in premium growth and decline underscore the competitive nature of the Indian life insurance industry, with individual companies navigating dynamic market conditions to maintain growth momentum.

Non-Linked Premium

S.No.	Insurer	Non-Linked Premium			
		17&18-18&19	18&19-19&20	19&20-20&21	20&21-21-22
1	Aditya Birla Sun Life Insurance Co. Ltd.	11.75%	67.66%	34.38%	25.83%
2	Aegon Life Insurance Co. Ltd.	-3.50%	147.90%	-6.24%	-18.58%
3	Ageas Federal Life Insurance Co. Ltd.				10.92%
4	Aviva Life Insurance Co. Ltd.	-22.17%	145.80%	-4.33%	8.69%
5	Bajaj Allianz Life Insurance Co. Ltd.	14.15%	75.60%	29.32%	44.33%
6	Bharti AXA Life Insurance Co. Ltd.	20.70%	1171.17%	0.45%	15.14%
7	Canara HSBC OBC Life Insurance Co. Ltd.	10.35%	22.12%	56.01%	19.86%
8	Edelweiss Tokio Life Insurance Co. Ltd.	51.21%	178.38%	23.33%	21.15%
9	Exide Life Insurance Co. Ltd.	-13.36%	1195.85%	3.63%	12.17%
10	Future Generali Life Insurance Co. Ltd.	28.59%	843.78%	-10.11%	10.01%
11	HDFC Life Insurance Co. Ltd.	10.26%	90.03%	27.08%	24.12%
12	ICICI Prudential Life Insurance Co. Ltd.	11.43%	-55.63%	29.63%	31.83%
13	IndiaFirst Life Insurance Co. Ltd.	23.66%	155.29%	24.28%	31.31%
14	Kotak Mahindra Life Insurance Co. Ltd.	6.22%	199.98%	2.60%	22.53%
15	Max Life Insurance Co. Ltd.	28.96%	142.39%	17.96%	20.44%
16	PNB MetLife India Insurance Co. Ltd.	36.23%	286.01%	13.39%	21.91%
17	Pramerica Life Insurance Co. Ltd.			-19.26%	10.55%
18	Reliance Nippon Life Insurance Co. Ltd.	14.36%	263.98%	0.27%	6.07%
19	Sahara India Life Insurance Co. Ltd.	-20.15%	2620.45%	-16.42%	-15.81%
20	SBI Life Insurance Co. Ltd.	34.09%	-9.65%	27.42%	16.44%
21	Shriram Life Insurance Co. Ltd.	-17.62%	3000.37%	17.61%	16.62%
22	Star Union Dai-ichi Life Insurance Co. Ltd.	2.37%	463.80%	30.56%	39.48%
23	TATA AIA Life Insurance Co. Ltd.	41.98%	233.39%	38.56%	27.85%
	Private Total	17.79%	47.64%	22.13%	23.30%
24	Life Insurance Corporation of India	-8.57%	46443.09%	6.14%	5.70%
	Grand Total	17.43%	543.27%	9.77%	10.15%

Interpretation:

From 2017-18 to 2018-19, private insurers experienced a substantial 17.79% surge in unlinked premiums, showcasing robust demand for unrelated life insurance products. Meanwhile, LIC and SLIC witnessed declines in premiums, indicative of a loss in market share within the non-linked insurance segment. Despite this, the overall non-linked insurance premiums in India grew by 17.43%, suggesting a healthy development of the market. Factors contributing to this shift include increased competitiveness among private insurers, evolving consumer preferences, and changes in disposable income. Looking ahead, while LIC remains dominant, its market share dipped slightly, with private

insurers like HDFC Life Insurance and ICICI Prudential Insurance demonstrating notable growth. From 2019-20 to 2020-21, private insurers led in non-linked premium growth, with SLIC emerging as a key player. This trend continued into 2021-22, with private insurers, notably Shriram Life Insurance Co. Ltd, driving significant growth in non-linked premiums. Overall, these findings underscore a progressive intensification of competition in the life insurance sector, with the private sector posing a formidable challenge to LIC's longstanding dominance.

Total Premium:

S.No.	Insurer	Total Premium			
		17&18-18&19	18&19-19&20	19&20-20&21	20&21-21-22
1	Aditya Birla Sun Life Insurance Co. Ltd.	39.55%	74.48%	22.04%	24.19%
2	Aegon Life Insurance Co. Ltd.	12.37%	44.54%	-8.63%	-20.84%
3	Ageas Federal Life Insurance Co. Ltd.				12.70%
4	Aviva Life Insurance Co. Ltd.		33.13%	-2.38%	8.83%
5	Bajaj Allianz Life Insurance Co. Ltd.	18.61%	77.69%	23.30%	34.11%
6	Bharti AXA Life Insurance Co. Ltd.	23.43%	14.09%	4.28%	14.06%
7	Canara HSBC OBC Life Insurance Co. Ltd.	45.83%	127.39%	29.76%	15.13%
8	Edelweiss Tokio Life Insurance Co. Ltd.	41.23%	61.81%	19.05%	17.30%
9	Exide Life Insurance Co. Ltd.	17.21%	21.24%	3.27%	13.33%
10	Future Generali Life Insurance Co. Ltd.	24.87%	34.36%	-10.68%	8.42%
11	HDFC Life Insurance Co. Ltd.	34.35%	83.08%	17.97%	19.13%
12	ICICI Prudential Life Insurance Co. Ltd.	22.91%	307.11%	6.89%	4.83%
13	IndiaFirst Life Insurance Co. Ltd.	46.49%	46.61%	20.68%	27.89%
14	Kotak Mahindra Life Insurance Co. Ltd.	33.24%	80.92%	7.35%	17.25%
15	Max Life Insurance Co. Ltd.	11.66%	62.14%	17.51%	17.86%
16	PNB MetLife India Insurance Co. Ltd.	16.80%	50.51%	9.55%	21.80%
17	Pramerica Life Insurance Co. Ltd.			-19.09%	10.59%
18	Reliance Nippon Life Insurance Co. Ltd.	5.18%	31.00%	6.65%	6.34%
19	Sahara India Life Insurance Co. Ltd.	-9.74%	-10.39%	-16.28%	-16.07%
20	SBI Life Insurance Co. Ltd.	25.12%	188.95%	23.67%	16.92%
21	Shriram Life Insurance Co. Ltd.	14.95%	5.10%	16.74%	16.40%
22	Star Union Dai-ichi Life Insurance Co. Ltd.	14.08%	40.46%	29.79%	37.96%
23	TATA AIA Life Insurance Co. Ltd.	47.57%	97.48%	33.74%	30.08%
	Private Total	24.36%	103.09%	16.50%	17.36%
24	Life Insurance Corporation of India	6.10%	12.68%	6.30%	6.13%
	Grand Total	9.65%	32.62%	9.74%	10.16%

Interpretation:

The data analysis reveals distinct trends in the life insurance sector in India, particularly focusing on Shriram Life Insurance Company Ltd. (SLIC) and the Life Insurance Corporation of India (LIC). Over recent years, there has been a noteworthy shift in the market dynamics, with private sector insurers exhibiting remarkable growth rates compared to LIC. In the fiscal year 2018-19, while LIC experienced a growth rate of 6.10%, private sector insurers saw a substantial increase of 24.36%, indicating a gradual gain in market share from LIC. Moreover, in the subsequent fiscal years, SLIC demonstrated significant growth rates,

outpacing both LIC and the private sector average. Specifically, SLIC experienced a growth rate of 16.74% in 2019-20 and 16.40% in 2021-22, surpassing the growth rates of LIC in both periods. Conversely, LIC's growth rate was more modest, standing at 6.30% in 2019-20 and 6.13% in 2021-22. This suggests a notable trend of SLIC outperforming LIC in terms of growth rates, highlighting the evolving competitive landscape within the Indian life insurance industry.

Premium Underwritten by Life Insurers

Insurer	PREMIUM UNDERWRITTEN BY LIFE INSURERS			
	17-18 &18-19	18-19 &19-20	19-20 &20-21	20-21 & 21- 22
Aditya Birla Sun Life Insurance Co. Ltd.	27.24%	6.64%	22.04%	24.19%
Aegon Life Insurance Co. Ltd.	7.09%	1.21%	-8.63%	-20.84%
Ageas Federal Life Insurance Co. Ltd.			6.30%	12.70%
Aviva Life Insurance Co. Ltd.	-5.90%	-5.64%	-2.38%	8.83%
Bajaj Allianz Life Insurance Co. Ltd.	16.87%	10.11%	23.30%	34.11%
Bharti AXA Life Insurance Co. Ltd.	23.22%	5.38%	4.28%	14.06%
Canara HSBC OBC Life Insurance Co. Ltd.	25.52%	12.95%	29.76%	15.13%
Edelweiss Tokio Life Insurance Co. Ltd.	44.03%	14.05%	19.05%	17.30%
Exide Life Insurance Co. Ltd.	13.99%	11.55%	3.27%	13.33%
Future Generali Life Insurance Co. Ltd.	25.28%	19.07%	-10.68%	8.42%
HDFC Life Insurance Co. Ltd.	23.86%	12.06%	17.97%	19.13%
ICICI Prudential Life Insurance Co. Ltd.	14.26%	8.09%	6.89%	4.83%
IndiaFirst Life Insurance Co. Ltd.	39.13%	4.60%	20.68%	27.89%
Kotak Mahindra Life Insurance Co. Ltd.	23.79%	26.59%	7.35%	17.25%
Max Life Insurance Co. Ltd.	16.59%	11.04%	17.51%	17.86%
PNB MetLife India Insurance Co. Ltd.	20.83%	15.28%	9.55%	21.80%
Pramerica Life Insurance Co. Ltd.			-19.09%	10.59%
Reliance Nippon Life Insurance Co. Ltd.	7.09%	1.90%	6.65%	6.34%
Sahara India Life Insurance Co. Ltd.	-10.10%	-13.19%	-16.28%	-16.07%
SBI Life Insurance Co. Ltd.	30.11%	23.18%	23.67%	16.92%
Shriram Life Insurance Co. Ltd.	13.52%	1.74%	16.74%	16.40%
Star Union Dai-ichi Life Insurance Co. Ltd.	11.84%	15.86%	29.79%	37.96%
TATA AIA Life Insurance Co. Ltd.	45.80%	36.88%	33.66%	30.08%
Private Total	21.37%	13.42%	16.50%	17.36%
	11.59%	-37.20%	22.95%	5.21%
Life Insurance Corporation of India	6.06%	12.41%	6.30%	6.13%
	19.06%	104.79%	-49.23%	-2.70%
Grand Total	-7.41%	12.75%	9.74%	10.16%
	11.51%	18.60%	-23.61%	4.31%

Interpretation:

An analysis of the growth rate of the insurance industry in 2017-18 and 2018-19 reveals that the private sector recorded a significant growth of 17.36%, albeit at a slightly slower pace than the previous year. In contrast, the public sector represented by LIC recorded a growth rate of 6.13%, well outpacing the private sector. Even though the overall insurance sector growth rate was 10.16%, SLIC outperformed both sectors with an impressive growth rate of

16.40%. These results highlight the dynamism of the insurance market, where the private sector has seized opportunities for growth, albeit with a slight decline in growth rates. This shows that it is important to continually evaluate and adapt your strategy to deal with changing market conditions and remain competitive.

Descriptive Analysis:

S.No.	Insurer	Linked Premium		Non- Linked Premium		Total Premium	
		Mean	SD	Mean	SD	Mean	SD
1	Aditya Birla Sun Life Insurance Co. Ltd.	4716.74	1925.79	5058	2411.684	7561.14	3644.97
2	Aegon Life Insurance Co. Ltd.	295.262	233.919	297.872	119.1925	454.21	92.7796
3	Ageas Federal Life Insurance Co. Ltd.	680.375	73.1361	561.038	769.9469	2082.97	175.822
4	Aviva Life Insurance Co. Ltd.	704.65	548.554	710.906	268.7424	1130.93	162.118
5	Bajaj Allianz Life Insurance Co. Ltd.	5946.83	2167.53	6185.04	3323.829	9604.12	4746.99
6	Bharti AXA Life Insurance Co. Ltd.	892.98	912.304	1330.85	1090.158	2107.94	394.978
7	Canara HSBC OBC Life Insurance Co. Ltd.	2343.24	766.91	2570.64	1058.438	3574.36	2058.57
8	Edelweiss Tokio Life Insurance Co. Ltd.	500.61	273.101	653.246	413.5723	973.544	416.158
9	Exide Life Insurance Co. Ltd.	1233.85	1352.74	2011.61	1619.63	3046.66	589.593
10	Future Generali Life Insurance Co. Ltd.	523.006	550.222	821.588	637.4443	1243.98	249.485
11	HDFC Life Insurance Co. Ltd.	17442.7	8399.55	20876	10204.83	29682.1	13798.9
12	ICICI Prudential Life Insurance Co. Ltd.	24849.3	4190.29	16695.8	5174.748	24302.8	15463.4
13	IndiaFirst Life Insurance Co. Ltd.	1803.76	938.186	2154.03	1319.061	3291.84	1428.35
14	Kotak Mahindra Life Insurance Co. Ltd.	5012.58	2252.55	5784.33	3193.3	8892.02	3716.46
15	Max Life Insurance Co. Ltd.	8919.93	4313.92	9649.78	5363.116	15307.3	5787.48
16	PNB MetLife India Insurance Co. Ltd.	2487.7	1740.97	3423.92	2319.763	5135.88	1734.32
17	Pramerica Life Insurance Co. Ltd.	38.73	3.00904	1068.08	114.5478	1106.83	117.433
18	Reliance Nippon Life Insurance Co. Ltd.	2368	1693.53	2523.07	1478.565	4165.46	813.932
19	Sahara India Life Insurance Co. Ltd.	43.718	57.3337	44.658	38.59915	85.548	18.6438
20	SBI Life Insurance Co. Ltd.	28746.8	4424.86	19459.8	4323.542	34990.4	21400.9
21	Shriram Life Insurance Co. Ltd.	665.316	854.654	1217.44	1079.436	1834.76	356.656
22	Star Union Dai-ichi Life Insurance Co. Ltd.	1019.66	800.164	1762.98	1417.356	2506.5	1097.07
23	TATA AIA Life Insurance Co. Ltd.	3648.7	1576.69	5805.28	4210.321	8181.58	4796.89
	Private Total	116038	38012.4	110776	42702.25	1710935	81959.7
24	Life Insurance Corporation of India	132227	178724	241399	220194.5	3729452	45833.7
	Grand Total	231663	233834	352175	259703.5	544039	127635

Interpretation:

The descriptive analysis of the revenue data underscores the dominance of the private sector in the non-linked life insurance premium market. Private sector companies exhibit significantly higher mean revenue and lower variability compared to their public sector and Shriram Life Insurance counterparts. The robust growth of unlinked premiums in the private sector, contrasted with declines in LIC and SLIC, reflects changing consumer preferences and increasing competition. While the public sector generates higher premium revenue on average, the private sector's wider revenue range suggests varying performance among companies. Shriram Life Insurance, as a smaller player, contributes a minimal share to premium revenue. Investors should consider the performance variability of individual private-sector companies when making investment decisions.

Findings

The private sector demonstrated impressive growth of 21.37% from 2017-18 Premium8 to 2018-19, while the public sector, represented by LIC, only achieved a growth rate of 6.06%. The insurance industry experienced a decline of -7.41%, with SLIC. Serving as a benchmark for exceptional growth at 13.52%. Overall, the private sector outperformed the public sector and SLIC. Surpassed both sectors and the industry in terms of growth.

The private sector outperformed the public sector in terms of growth in the insurance industry, with SLIC achieving exceptional growth rates. While the private sector may be facing challenges, there are still opportunities for growth in the industry. Companies in the private sector should analyze their strategies and identify areas for improvement to remain competitive, while the public sector should focus on maintaining growth rates.

Conclusion

To summarize, the private sector is the dominant force in the life insurance industry, both in terms of premium volume and average premium amounts. In contrast, Shriram Life Insurance stands out as a smaller player that focuses on niche markets and consistently offers the lowest premium amounts. Despite this, the private sector earns the most from linked life insurance premiums on average, while Shriram Life Insurance provides insurance plans at lower rates compared to its competitors. Furthermore, the private sector also holds sway in the non-linked life insurance premium market, boasting higher mean revenue and lower variability compared to the public sector and Shriram Life Insurance. However, it is worth noting that the private sector exhibits a wider range of premium revenue, indicating significant variation in the performance of private-sector life insurance companies.

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