Online Life Insurance Market in India 2015-2019

Description: Online life insurance products and services

Life insurance policy is a contract between the insurer and the insured, under which for the premiums received, the insurer agrees to pay a sum of money based on the policy conditions. The insurance market in India is highly established. Digitization of insurance was, however, a late development in the country. Insurance policies are broadly classified as traditional and ULIPs. The advances in the internet infrastructure and the rising cost of insurance policies are the major factors that paved way for online life insurance. With public entities such as LIC entering the online insurance market, the credibility of online policies have strengthened. As a result, there have been increase sales as well as renewal of insurance policies via the online medium.

The analysts forecast the online life insurance market in India to grow at a CAGR of 25.36% over the period 2014-2019.

Covered in this report
This report covers the present scenario and the growth prospects of the online life insurance market in India for the period 2015-2019. To calculate the market size, it considers the number of new life insurance policies sold through the online medium.

The report, Online Life Insurance Market in India 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- Bajaj Allianz General Insurance
- Birla Sunlife Insurance
- Life Insurance Corporation of India
- New India Assurance
- SBI Life Insurance
- Tata AIG General Insurance

Other prominent vendors
- AEGON Religare Life Insurance
- Aviva Life Insurance
- Bharti Axa Life Insurance
- Exide Life Insurance
- HDFC Standard Life Insurance
- ICICI Prudential Life Insurance
- IDBI Federal Life Insurance
- Kotak Mahindra Old Mutual Life Insurance
- Max Life Insurance
- Reliance Life Insurance
- Star Union Dai-ichi Life Insurance

Market drivers
- Rise in internet penetration
- For a full, detailed list, view our report

Market challenges
- Compliances with IRDA regulations and web aggregators
- For a full, detailed list, view our report

Market trends
- Increase in consumer awareness
- For a full, detailed list, view our report
Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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