

A SUMMER PROJECT REPORT



Topic

“Customer Perspective Towards Various Investment Sectors and Marketing Strategies for IndiaFirst Life Insurance”

Submitted in partial fulfilment of the requirements of
Post Graduate Diploma in Management
(2020-2022)

By

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PGFA2051

Under Guidance of

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August 2021

CERTIFICATE

COMPLETION CERTIFICATE

Date: 29 Jul, 2021

This is to certify that **Ms. Sreejani Dey** has successfully completed her **Summer Internship** with project title "**Customer Perspective Towards Various Investment Options And Marketing Strategies For Indiafirst Life**" under the guidance of **Mr. Chinmay Tiwari**.

The duration of the project was from 25 May, 2021 to 25 Jul, 2021

The internship on evaluation fulfils all the stated criteria and student's findings are her original work.

I hereby certify her work **satisfactory** to the best of my knowledge with an aggregate grade: **B**.

Location for internship: New Delhi/Work from Home

We wish her all the best for future endeavours.

Warm Regards



(Authorized Signatory)

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Certificate of Approval

The following Summer Project Report titled "**A study on customer perspective towards various investment sectors and marketing strategies for IndiaFirst Life insurance**" is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Post-Graduate Diploma in Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted.
"Summer Project Report Examination Committee for evaluation of Summer Project Report"

Name Signature

Faculty Examiner

Prof. Renuka Mahajan

Signature _____

DECLARATION

I, Sreejani Dey, student of Jaipuria Institute of Management, Noida, hereby declare that the project report on " Customer perception towards investment sector and marketing strategies for IndiaFirst Life Insurance " is pure work of my own and is original and completely authentic and has been done under the guidance of **Mr. Chinmay Dev Tiwari**, Corporate Sales Manager, Insplore Consultants (Industry Mentor).

Date: 30/August/2021

(signature of student)

Sreejani Dey

PGFA2051

ABSTRACT

This report is an analysis of consumer perspective towards various investment options available in India and consumer buying preferences. The purpose of this research was to get the inclination of the customers towards financial investments and to understand their buying preferences by gathering the viewpoints of the customers towards present investment options available in the market.

The report also consists of a brief study on Insurance sector and various marketing strategies that can be taken by India First Life Insurance to promote its products in the market. In my research work I need to gather knowledge about multiple products that how they work. It also includes understanding the working of India First Life insurance as well as its competitor Products as it is a comparative study. It is also important to have proper information regarding the work of the financial sectors. It talks about understanding how online platform works and how user interface is designed for proper navigation and user-friendly website. I have also designed a sample user interface suggesting how the company can make their website more user friendly. The objective is to learn about the acceptability of financial products in market as well as how much customers are aware about them.

Insurance has now become an essential element of everyone's life. The insurance sector is troubled by a number of difficulties, including increased operational costs, regulatory obligations, and inflexible IT infrastructure. Premium increases that are low to moderate, as well as higher regulatory compliance costs, worsen these limits. With all of the aforementioned considerations in mind, the study's goal would be to look at all of the factors that contributed to successful marketing techniques. This research looks at a variety of life insurance marketing tactics while taking into account the firm's external and internal environment.

The report would help the company and its clients to understand the market and its competitors. Also, it will help them to design various marketing promotional strategies through social media, e-mail marketing, and web design. Once company understands the market, it can increase its revenue by dealing in the products offered.

ACKNOWLEDGEMENT

The satisfaction and joy that accompanies the successful completion of a task is incomplete without mentioning the name of the person who extended their help and support in making it a success. The making of any project requires contribution from many people, right from inception until the completion of project. I express my deep sense of gratitude, obligation and sincere thanks to my company guide Mr. Chinmay Dev Tiwari (Corporate Sales Manager), who gave me the opportunity to work on such an interesting topic.

I would also like to acknowledge my SIP Mentor, Prof. Renuka Mahajan. Her constant guidance and support played a vital role in the execution of this report. Her suggestions and guidance have made this internship a success and worth. My thanks and appreciations also go to all those people who have helped me in developing the project and completing it.

I would also like to express my special gratitude and thanks to Jaipuria Institute of Management, Noida for giving me a chance to work with such a great organization. My thanks and appreciations also go to all those people who have helped me in developing the project and successfully completing it.

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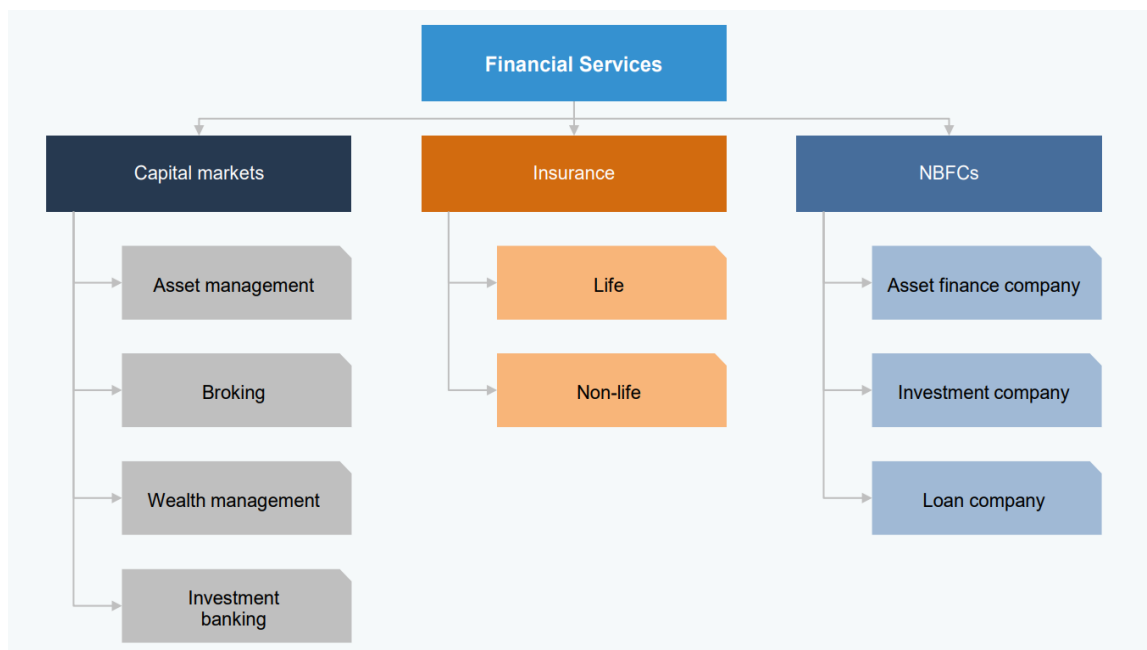
CHAPTER 1:

INTRODUCTION

Introduction to Financial Sector

Investing is allocating money in the future to the anticipation of a favourable return. In other terms, to invest implies to hold an asset or an object for the purpose of producing income from the investment, or the enhanced capital gain over an amount of time. When a person invests, a sacrifice of any present asset, for example, time, money or effort, is always required. Return can include an income or loss from selling a property or an investment, an unattracted capital increase (or depreciation), or a combination of capital gain or income, or a mix of dividends, interest, rental income, and other investment income. Gains or losses owing to changes in foreign exchange rates may also be included in your return. Generally, investors expect larger returns from more risky assets. If an investment with minimal risk is undertaken, the returns are usually low as well. High risk also comes with high profits.

Risk and returns are two sides of the same coin when investing; minimal risk usually equals low projected profits, while greater returns typically go hand in hand with higher risk. The expectations for risks and returns might vary greatly in the same asset class.



The term "financial investment" refers to setting aside a set quantity of money in the hopes of making a profit within a set time frame. Investing is nothing more than products or items acquired now for future or crisis usage. An individual must plan his future so that he and his immediate family members can be happy.

Insurance Sector in India

India's household of around 200 million middle classes has enormous untapped potential for insurance players. Market saturation has made the Indian market even more appealing to global insurance leaders in many developed economies. In India, the insurance industry has become a market leader with very high potential and competitiveness. Indians, who have long considered life insurance as a tool for tax saving, turn abruptly to the private sector, which offers them new options and a range to choose from. Consumers are the insurance sector's most important centre. The insurance sector saw a lot of competition after the introduction of foreign firms, hence improving the industry's customer service. The current environment requires the computerisation of operations and technology updates. Foreign players employ the latest technology to implement international best practises. The insurance company continues to be the principal source of insurance products. In countries like India the concept is very well established but it is still vital that additional sources are increasingly being used.

Insurance has now become an essential element of everyone's life. The insurance sector is troubled by a number of difficulties, including increased operational costs, regulatory obligations, and inflexible IT infrastructure. Premium increases that are low to moderate, as well as higher regulatory compliance costs, worsen these limits. With all of the aforementioned considerations in mind, the study's goal would be to look at all of the factors that contributed to successful marketing techniques.

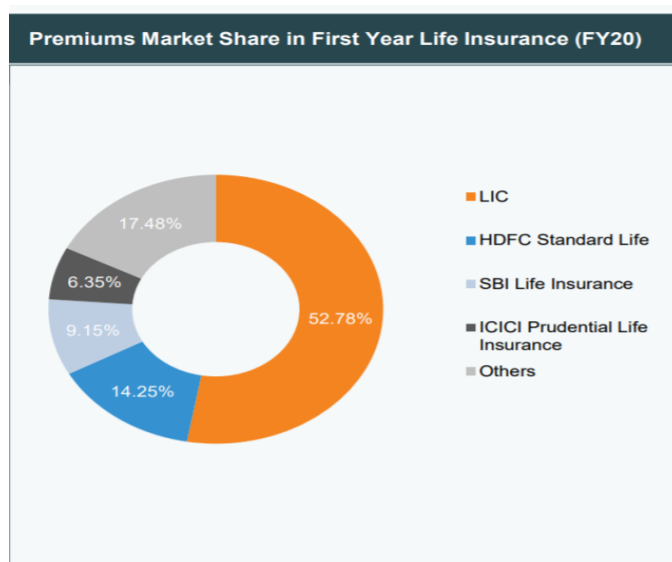
This research looks at a variety of life insurance marketing tactics while taking into account the firm's external and internal environment. The marketing strategy consists of broad decisions about target markets, market positioning and mix, and marketing expenditure levels that will be used by the business units to achieve their goals. Financial institutions must examine strategies to develop relationships with their existing customers in order to defend their market share as the financial services business has become more competitive. The strategic dimension of marketing should focus on how a company will approach a certain market or group of markets in order to achieve a set of objectives. Every insurer must recognise that the competitive climate, as well as its marketing resource allocation, influence its "strategic posture." An insurance firm strategy is a plan of action that identifies how an insurer can best achieve its goals and objectives in light of the competition's difficulties and its limited resources. When there is ambiguity, there is a risk. We don't have any control over the unknowns that lead to financial losses. Hazards include known events, such as death, pension, or retirement, as well as uncertain events, such as theft, fire, or accident. Insurance is a financial service that accumulates and insures people's savings against risk. The basic goal of insurance is to safeguard against the chance of suffering a financial loss. It reduces the stress and sadness that comes with property loss and death. It also contributes to society's wealth by investing the money saved in productive heads.

Marketing is a major activity in the life and general insurance sectors. Understanding the needs of the market and developing a marketing mix that will help them attract and keep clients is crucial for marketers. Because the insurance industry sells intangible services that demand a considerable deal of explanation of the subtleties of various products, the formulation of a marketing mix for the insurance industry must be carefully considered. Sub-mixes of the seven P's of marketing: product, pricing, place, promotion, people, process, and physical evidence make form the marketing mix. The current article explores the recent performance of the Indian insurance sector, as well as the significance of marketing mix in the marketing of insurance services in India.

MAJOR INSURANCE COMPANIES IN INDIA

- **Life Insurance Corporation of India**
- **IndiaFirst Life Insurance Company Ltd.**
- **HDFC Life Insurance Co. Ltd**
- **Max Life Insurance Co. Ltd.**
- **ICICI Prudential Life Insurance Co. Ltd**
- **TATA AIA Life Insurance Co. Ltd.**
- **SBI Life Insurance Co. Ltd.**
- **Bajaj Allianz Life Insurance Co. Ltd.**

There are 57 insurance firms in India. A total of 24 companies are in the insurance industry, with 34 being in the life insurance industry. The Life Insurance Corporation (LIC), which is one of the insurers, is the only corporation in the public sector. In the non-life insurance market, there are six public sector insurers. The only domestic re-insurer is the General Insurance Corporation of India. The Indian insurance industry includes agents (individuals and businesses), couriers, surveyors, and other third-party administrators of health claims.



In FY20, there were 24 private participants in the life insurance industry, compared to only 4 in FY02. LIC remained the market leader with about 53 per cent of FY20's new business market share. In FY20, HDFC Standard Life Insurance led the private sector lenders in new business premium with a market share of nearly 14 percent, followed by SBI Life Insurance (9%), and ICICI Prudential Life Insurance (6%).

Different Categories of Insurance:

1. Unit Linked Insurance Plan (ULIP)

A ULIP is both an investment and an insurance coverage. If the policyholder dies during the term of the ULIP, the policy gives a death benefit, the sum will be paid. Furthermore, if the policy bearer survives the term ULIP, the maturity value of ULIP can also be obtained. This is the sum generated through ULIP equity and/or loan investments. The policyholder may earn these returns via ULIP funds and asset groups. This is the ULIP component of investing.

- Fluctuating Returns as entire amount is invested in stock market.
- No bonus to proposer
- Avail tax benefits
- Maturity amount differs

2. Term Plan

The simplest and purest life insurance is term insurance. It provides insurer's family with the most economical financial safety. Also, can receive a high amount (i.e. sum guaranteed) of life protection at a relatively modest premium rate with term insurance. In the case of a person insured's death within the period of the policy, the benefits shall be given to the nominee.

- For a specific period
- Zero maturity benefits
- Zero return on investment
- No bonus
- Avail tax benefits

3. Traditional Product/Plan

Traditional insurance plans provide the guaranteed amount and the maturity bonus guaranteed or granted. These strategies have reduced risks and hence the possibility of adverse effects is likewise low. These schemes are ideal for tax planning purposes. In contrast to the ULIPs, for traditional plans premature withdrawal is usually not permitted.

- Fixed Returns
- Bonus (Revisionary and Terminal)
- Tax benefits (80C, 1010D)
- Fixed maturity amount

Bank of Baroda:



The Bank of Baroda (BOB) is an Indian government-owned bank and financial services company. The Ministry of Finance of the Indian government owns it. It is India's third largest state-owned bank, with 132 million customers, \$218 billion in assets, and 100 global office locations. Based on 2019 data, it is included in the Forbes Global 2000 list.

Shareholders (as on 31-March-2020)	Shareholding %
Govt of India	71.60%
Mutual Funds	10.01%
Insurance Companies	3.56%
Foreign Holding	4.89%
Indian Public	7.99%
Bodies Corporates	0.65%
Others	1.30%

IndiaFirst Life Insurance

IndiaFirst Life Insurance Company is a joint venture between Bank of Baroda (44%) and Andhra Bank (30%) of India, as well as Legal & General Finance and Investment Companies of the United Kingdom (26 percent). In November 2009, it was registered and maintains its office in Mumbai.



Jab future ho surakshit toh life lage haseen

Presenting IndiaFirst Life Insurance - a company that believes in securing each and every Indian. A joint venture of Bank of Baroda, Andhra Bank and Legal & General, IndiaFirst brings forth a combined legacy of over 360 years of honest and helpful banking. With a range of innovative products and services on offer, we aim to make sure your future is taken care of and you enjoy your present to the fullest.

A Joint Venture of

 Bank of Baroda  Legal & General  ANDHRA BANK | www.indiafirstlife.com | Toll-free: 1800-209-7800

 IndiaFirst
LIFE INSURANCE

Insurance is the subject matter of the solicitation. IndiaFirst Life Insurance Company Limited. IRDA Registration No. 143 Regd. Address: C-26, Baroda Corporate Centre, G-Block, Bandra-Kurla Complex, Bandra (East), Mumbai-51. Corporate Address: 2nd floor, South Wing, UTI Tower, G-N Block, Bandra-Kurla Complex, Bandra (East), Mumbai-51

With a paid-up share capital of INR 663 crore, IndiaFirst Life Insurance Company Limited (IndiaFirst Life) is one of the country's newest life insurance companies. The main differentiators are items that are simple to grasp as well as goods that are cost-effective and efficient. IndiaFirst Life Insurance, based in Mumbai, is one of the country's newest life insurers, having a paid-up share capital of Rs 625 crore.

The company offers a range of 31 need-based goods to different client categories (as from 31 March 2020), enhance numerous distribution capabilities and enhance diverse investment opportunities. In all, proposals under the Security, Guaranteed Savings, Income, Retirement, Health and Group Liabilities categories provide our customers with a comprehensive suite of solutions to prepare for life. Their primary competency is Risk Management with their solutions that are easy to comprehend and priced reasonably.

IndeFirst Life Insurance is recognised as one of the top 25 Great Place to Work in the BFSI category for two consecutive years (2019 & 2020). This is one of any organization's most notable achievements. The accolade is a demonstration of the organizations and staff members who live according to the fundamental values of IndiaFirst Life, #CustomerFirst and #EmployeeFirst. Their staff are essential drivers, primary strengths, differentiators, and ambassadors of the brand. #EmployeeFirst company mantra helps to better accomplish #CustomerFirst objectives.

IndiaFirst Life offers a variety of 31 product series (as at 31st March 2020), catering for different consumer categories, enhance multi-distribution capacity and enhance different investment options.

Let's talk children.
Let's talk certainties.
Insurance plans for the certainties of life.

Life isn't full of accidents waiting to happen. In fact, it's full of certainties like getting married, having children, getting them married and retiring. So instead of worrying about things that most likely won't happen, why not prepare for those that certainly will?

IndiaFirst
LIFE INSURANCE

Because life is full of certainties

www.indiafirstlife.com • Call us on 1800 208 8700

Let's talk marriage.
Let's talk certainties.
Insurance plans for the certainties of life.

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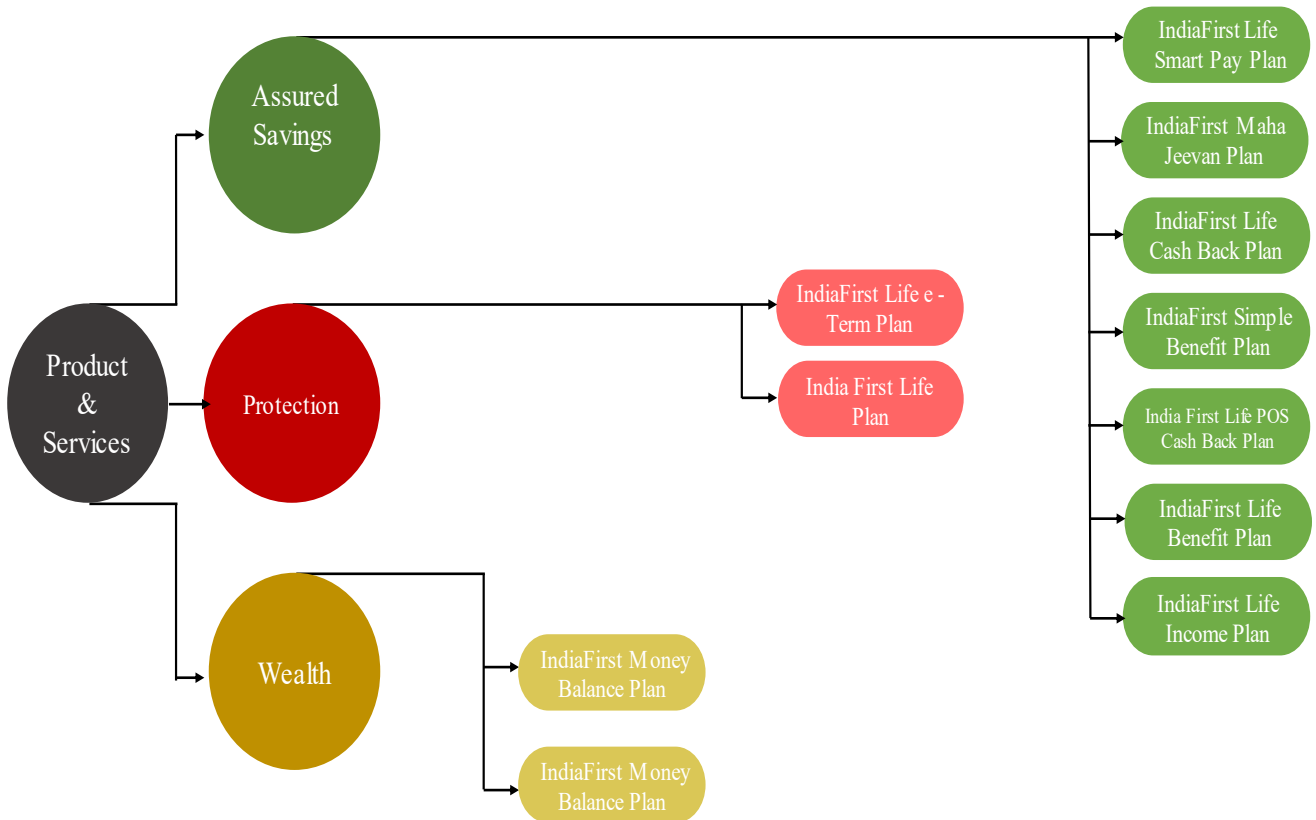
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Products of IndiaFirst Life Insurance

Product Mix



Types of Financial Investment

Individual can invest in any of the following financial investment options:

- **Mutual Funds**

A mutual fund is a professionally managed open-end investment vehicle that pools money from several investors to buy securities. Small and individual investors can invest in professionally managed stock, bond, and other securities portfolios through mutual funds. As a result, each shareholder receives a proportional share of the fund's profits and losses.

- Market Risk
- Fluctuations in return
- Higher return
- Share market driven force
- Portfolio manager manages portfolios, claim 1-2% commission.

Merit	Demerit
Expert Management	Costs of managing the mutual fund
Quick and hassle-free process	Exit Load
Systematic or one-time investment	Market Risk
High liquidity unless opted for closed ended mutual funds	Over diversification dilutes profits earned by investors

- **Share Market**

Shares are purchased and sold in the stock market. The stock market is a share market but other products like bonds, mutual funds and derivatives are also traded on the stock market in addition to shares of firms. There are two types of share market. One is the primary market where company enters to raise funds by getting registered and issuing share to the public through initial public offering or IPO. Another one is secondary share market where investors purchase or sells shares from already listed securities.

Merit	Demerit
Probability of high returns over the short-term	Highly volatile
Ownership stake in the company.	Lack of knowledge
High liquidity	Systematic risk

Rights are well protected by SEBI	Unsystematic risk

- **Fixed Deposits**

Fixed Deposits are a low-risk financial product that allows investors to increase their money at a fixed rate of return that is greater than interest on savings rates. The ease of investing combined with the security of your deposit might make it simple to plan short- and long-term objectives.

Merit	Demerit
Bank Accounts are Insured	Low Returns
Certainty of Future Funds	Risk of bank going bankrupt
FDs can be used as a security to take loans.	Risk of fraud
Global reach	

- **Insurance**

Insurance is a policy contract where a financial protection or reimbursement against losses by an insurance company is provided to the individual or business. In order to cover the danger of financial loss, the insurance plans are utilised. Insurance plans of various kinds exist. The most popular types of insurance are life, health, homeowners, and the automobile.

Merit	Demerit
Tax Benefits	Lengthy legal formalities
Risk free and life coverage investments.	Complex policies
Economic protection	Can be expensive for older people

- **Real Estate**

In contrast to stock and bond investors, potential real estate owners can utilise leverage to pay a percentage of the entire cost in advance and then pay the remainder, plus interest over time. Investments are subject to change. One of the major ways investors may earn money from immobilisation is to become a property owner.

Merit	Demerit
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High returns in long term	Capital gain tax is applicable
Great Inflation Hedge	High Cost
Saves Income tax	Low Liquidity
Allows Diversification of Asset	Requires Management and Maintenance

- **Gold**

Gold has as an asset class special feature. Gold may be utilised in buying power portfolios, reduction of volatility and reduction of losses during market shock times. It can be used as a hedge against inflation.

Merit	Demerit
Gold is an effective inflation hedge	Hefty Capital
Gold typically performs well during recessions; stock market volatility is high	Specialized Storage and Insurance
High Liquidity	

- **Post office**

India Post, which oversees the country's mail system, has also provided investors with numerous deposit channels known as postal saving plans. Every post office offers these savings plans so anyone from throughout India may simply apply and register.

Merit	Demerit
A minimum balance of Rs. 20 required to open the account.	Taxable
The cash can be withdrawn either partly or completely.	No life coverage
Less exposure to risk	No digitization.
Maximum reach	No liquidity

Introduction to the Company

INSPLORE CONSULTANTS:

Insplore Consultants Pvt Ltd is the choice of Multinationals and leading Indian Businesses because it is the preferred talent acquisition partner for them. Multinational corporations and leading Indian corporations choose Insplore Consultants Pvt Ltd as their chosen talent management partner. Their Experts assist job seekers and talent seekers in finding each other: We Inspire, You Explore. Mr. Inder Sharma and Mr. Himalaya Sethi are the directors of Insplore Consultants Private Limited, which was established on January 1, 2018. Furthermore, as a financial advice specialist, they understand the needs of a client seeking financial stability and assist them in achieving that goal. INSPLORE, as a company, lends a hand to consumers by assisting them in making critical investment decisions and successfully handling their wealth, ensuring that their customers are stress-free and free of financial concerns.

The Indian consultancy industry has grown significantly over the years, not just in terms of scale but also in terms of service offerings. Customers in India have been clamouring for professional consultancy services in recent years, which has given many consultants the ability to assist companies with their expert skills and expertise. The low-cost structure, the arrival of many large firms into the Indian market, the easing of earlier FDI restrictions, and strong skills in areas like as information technology, management, and civil engineering, telecommunications, petrochemicals, electricity, and metallurgy are all contributing to the sector's rapid growth in India. The steady growth will eventually lead to an increase in hiring activity, which is anticipated. Many companies lack the technological, strategic, and project management capabilities to address demand and technical shifts in the ever-growing market because of forced staff reductions. As a result, the corporate community is in dire need of consultancy help right now.

Scope of the project:

- To have a better understanding of the various financial investing options accessible in India.
- To learn how clients learn about different financial instruments.
- Determine how much of an individual's income they wish to invest and their savings habits.
- To determine the expected return on an individual's investment.
- Determine the investor's risk profile.
- How long they want their money to be invested for.
- Recognize clients' purchasing preferences while purchasing insurance products
- What considerations do they consider when acquiring insurance?
- To advise an individual on where they should put their money.
- To learn what factors impact a customer's investing behaviour.
- To advise the firm on where it falls short in its products when compared to its competitors and how it may improve.
- To assess consumer attitudes about life insurance and financial investment decision-making.

CHAPTER 2:

JOB DESCRIPTION

Summary of the Job:

- The internship program provide a better understanding about each field.
- It provided opportunities to excel our skill sets in different areas. Also, provides hands on experience in each field.
- Initial 15 days of training is provided to us to learn and develop our understanding and skills. Through-out the whole training program we will be regularly mentored and evaluated by our respective manager via regular day to day activities and **SWOT** analysis.
- After the training period is over, we will be ready to face the real-world experience and will be allocated certain tasks with time limits extending for certain hours to days.
- We had to generate leads for sales of Insurance Products

Duties/KRAs:

- Collection of data from desired sources.
- Analysing the market and doing competitive research.
Providing administrative support to the marketing team on a daily basis.
- Assist with promotional marketing and advertising activities (e.g., social media, direct mail, and web).
- Assist in all tasks like Sales Analysis, Lead Generation, Target Completion, Recruitment and Selection, Training & Development, etc.
- Prepare presentations for advertising purposes.
- Dealing in the items supplied to assist the firm in producing money.

CHAPTER 3:

RESEARCH METHODOLOGY

Research Methodology

Here, a comparative mean research is carried out. It comprises many types of surveys. The most important goal of descriptive research is to describe the current condition of circumstances. The problem identified was “**The study on Consumer Perception towards Investment sectors**”

Literature review

Martin P. and McCann B. (1998)

wrote a book where they have guided investors regarding issues relating to investing. They have advised the investor that they should focus on different sectors of the global economy which have great potential to generate profit. Apart from this, all the investment decisions should not be based on emotions there should be a proper strategy before making investments.

Gremillion L (2005)

Wrote a book titled "A Comprehensive Guide for Investment professionals" which has given detailed information about investment. It has also mentioned the different types of challenges faced by various professionals.

Jank S (2010)

In his discussion paper, he has mentioned that many investors run after the past performance of the fund but, there is no solid proof that the fund will perform well in the future. Apart from this many investors are reluctant to withdraw their money from those schemes that are not performing well.

Divya K. (2012)

Wrote an article titled "A Comparative study on evaluation of Investment in India" from the international Journal of Marketing and Technology. That article suggests that investment managers should relook at their strategy if the performance of the investment is less than the performance of the index. The investment styles should be readjusted as per the up and down of the market.

Srivastava S and Malhotra S (2015)

Wrote an article titled "A Paradigm Shift in Risk Measuring Tools of Finance Industry" from the International Journal of Informative & Futuristic Research. In his article, he suggested that equity funds are performing better than debt funds. Fund managers can adopt the Calmar ratio and safety-first ratio to analyse the risk of selected funds. No fund is risk-free, and Investors should invest in equity and equity-related instruments to diversify the risk.

Research Objective

To analyse the customer perspective towards investment options and buying preference towards insurance products.

The objectives of the study are:

- Explore the recent development process of insurance in India.
- To understand the reason for investment in insurance sector.
- To analyse the investment perception of individual towards investment options.
- To understand the perception of consumer towards investing in various investment by getting the answers to questions regarding:
 - Awareness level towards insurance product
 - Family size
 - Age group
 - Income group
 - Risk appetite
 - Purpose of investment
 - Preferred investment option
- Is the overall perception different for male and female towards investment options?
- Consumer perception towards Insurance products

Sampling Design

Sample area: Pan India

Sample Size: 100



Research: Descriptive



Data Source: Primary Data



Research Method: Survey



Research Technique: Questionnaire



Type of Questionnaire: Structured



Type of Questions: Close and Open-ended Questions



Research tools: MS Excel and SPSS

Data Collection and Sample

In this research, the data is mainly collected by primary methods. Also, secondary data is used for analysis. The data which is used in this research is collected by using the structured questionnaires provided to me by the company with addition of a few questions. I interviewed with the potential investors from all age group and income group. Questions were multiple choice to know the awareness and perception of consumer.

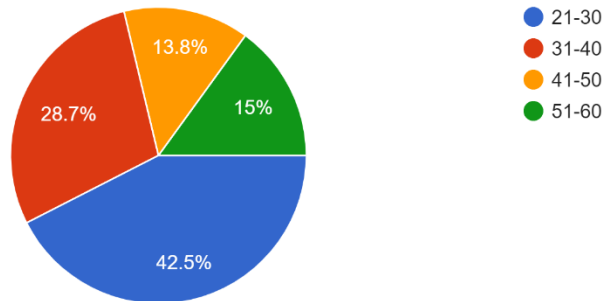
Investment Expectations of Customers

- High Return
- Liquidity
- Tax Rebate
- Long- and short-term Investment
- Capital Gain
- Hedge against inflation
- Safety and security
- Wealth Maximisation (Reinvestment)
- Flexibility
- Passive Income
- Digitalization
- Transparency
- Nominee facility
- Expertise management
- Collateral
- Easy claiming
- Ownership transfer
- Less volatility
- Less penalty charges

Data Analysis and Finding

Age

80 responses

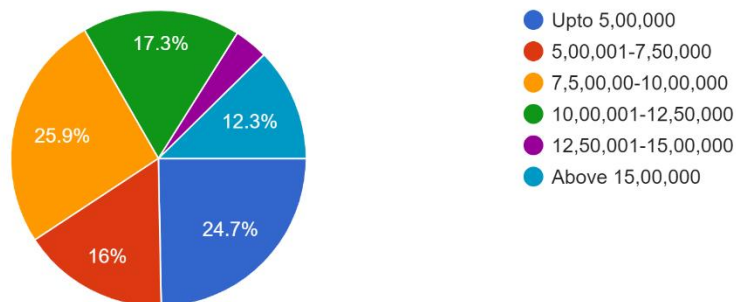


Interpretation:

Majority of the people who gave response were in the age group of 21-30 as the purpose of the study was to focus on people who are entering in their work life span or those who will start investment and know their perception.

Annual Income

81 responses

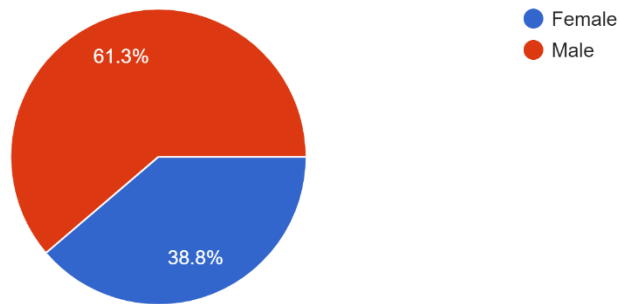


Interpretation:

Responses are from every income group because income is dominant factor for investment decision.

Gender?

80 responses

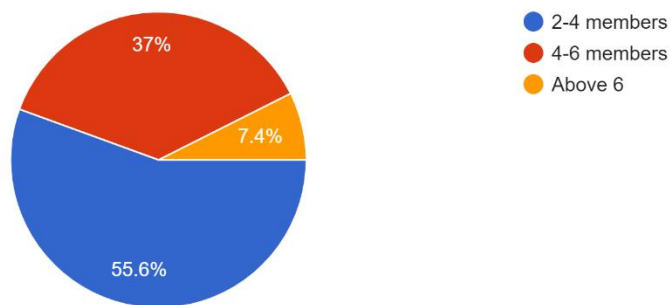


Interpretation:

From all the respondent males were in more number than the females because of their inclination towards investment. All the female respondents here are working individuals.

Family Size?

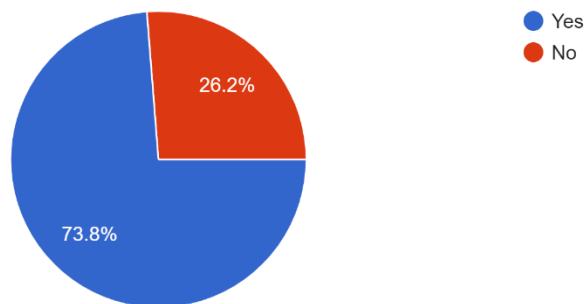
81 responses



Family size

Are you aware of all the investment options available in the market?

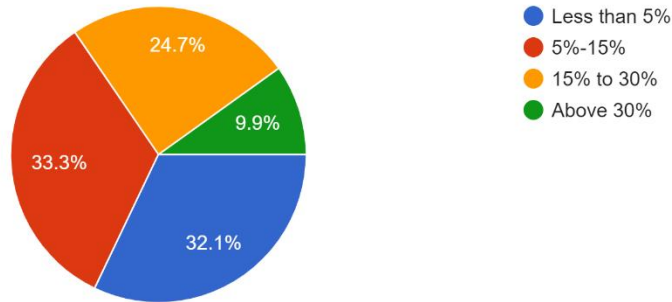
80 responses



Out of the total respondent maximum people are aware of different means where they can invest their money

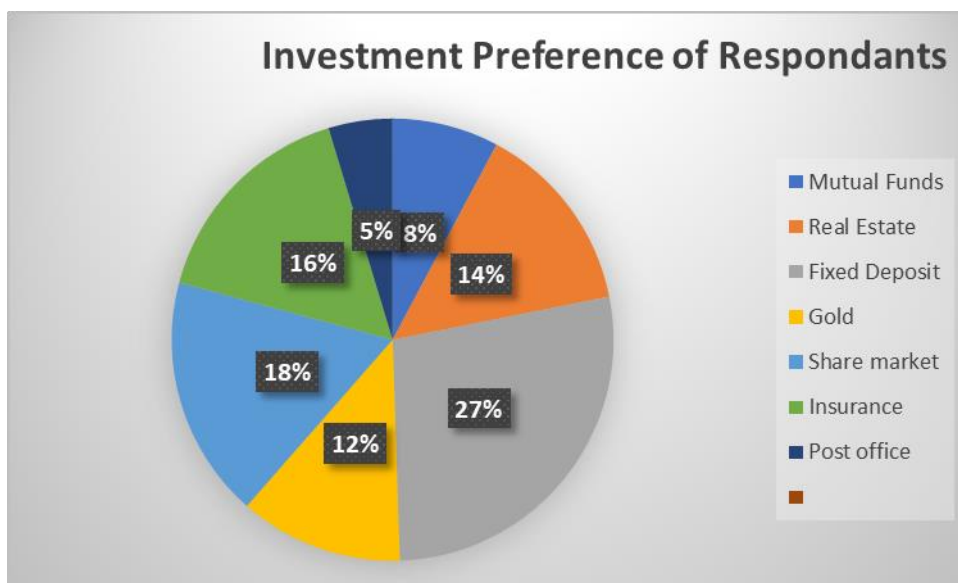
What percentage of income do you invest?

81 responses



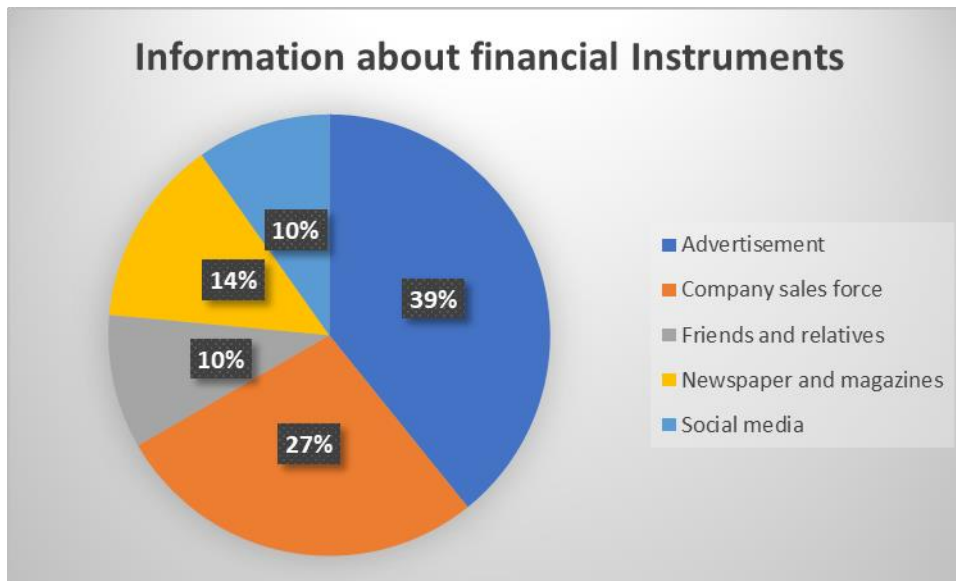
Interpretation:

Majority of the respondent here said, they do invest. As majority of respondent belong to income group of within 10 Lacs and are working people. However, there are many who said they do not invest few of the reasons could be that they are either have money issues or they are not aware about the investment options available to them.



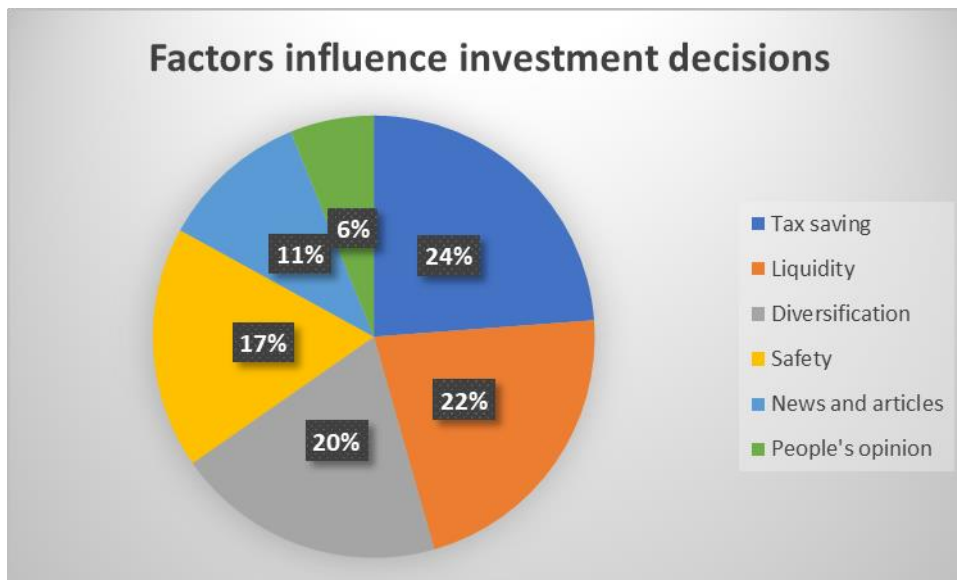
Interpretation:

Most of the respondent invest their money in Fixed Deposit or recurring deposit around 27% of the total sample size because it is the safest mode of saving.



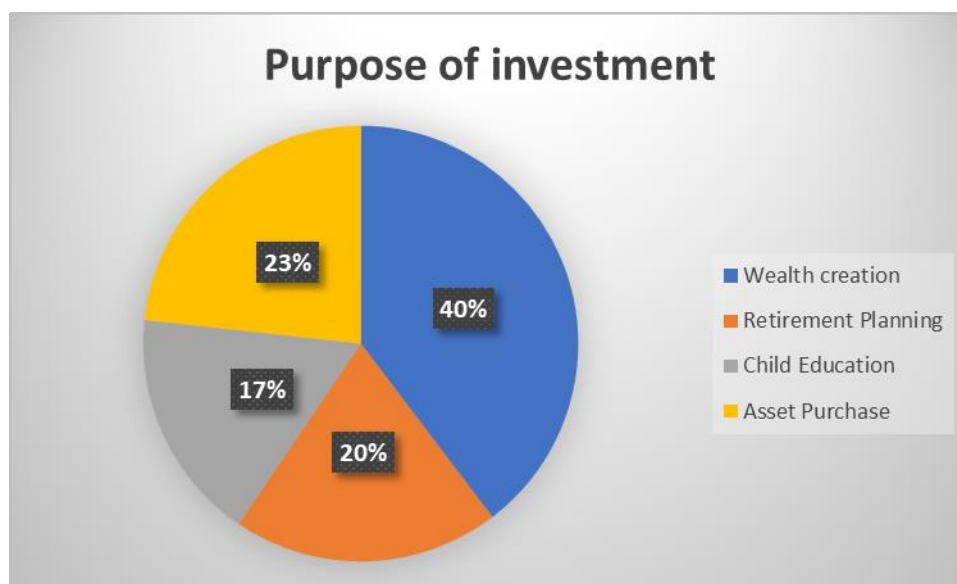
Interpretation:

Most of the respondents get the information about financial instruments from advertisement which influence their decision to in various sectors and make them aware about different sectors of investment.



Interpretation:

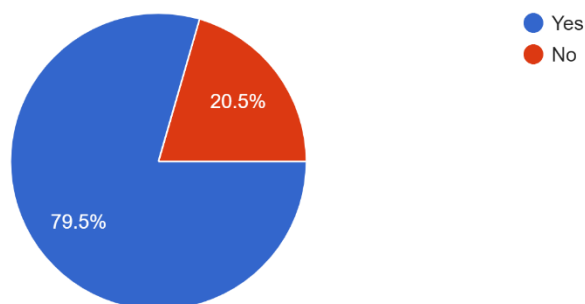
Factors that influence respondents investment decisions are mainly for tax saving purpose under section 10(10D) and 80C through which individuals can get tax rebate of upto Rs. 1,50,000. Next factor being liquidity so that their money can easily be converted into cash at any moment.



Interpretation:

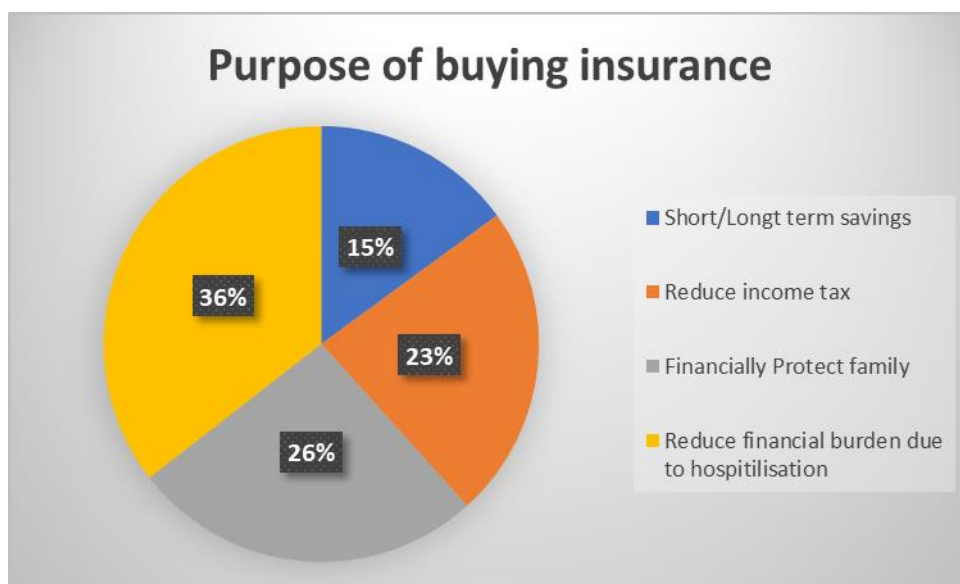
The most important factor for people investing money is return because people invest money so that it can grow and can contribute to their goal of wealth creation or child education etc. After which the next factor is risk because people with different age group and different occupational group.

Do you invest in Life insurance?
78 responses



Interpretation:

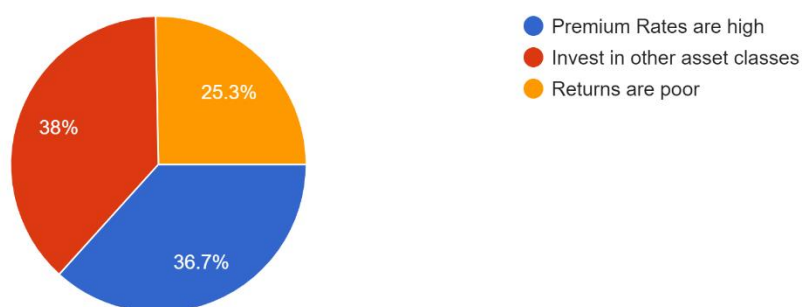
Because Insurance products have started penetrating in market also because of covid 19, people in young age take initiative of investing money in insurance plans as it has stable returns, no risk and financial protection for family.



Interpretation:

Majority of the respondents purchase insurance product to financially protect family for any unforeseen incident. It shows individuals still don't consider insurance as a source of investment rather a scheme to protect family.

Reasons for low cover?
79 responses



Interpretation:

The respondents still don't prefer insurance plans to be the investment option available in the market. Rather they invest in other asset classes which have more returns. Another reason being premium rates are high which is another hindrance in investing into insurance plans.

Hypothesis Testing

To determine the awareness about investment options available in the market and gender.

Framing the hypothesis to understand whether males or females have better awareness for mutual funds.

H0: There is no significant relationship between Awareness about investment options available in the market and gender of the consumer.

H1: There is a significant relationship between Awareness about investment options available in the market and gender of the consumer.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Are you aware of all the investment options available in the market?	Male	65	1.29	.458	.057
	Female	35	1.37	.490	.083

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Are you aware of all the investment options available in the market?	Equal variances assumed	2.207	.141	-.804	98	.424	-.079	.098	-.275	.116
	Equal variances not assumed			-.787	65.797	.434	-.079	.100	-.280	.122

The significant value here is 0.141 which is greater than P value (0.05) which means H0 will be rejected and H1 will be accepted.

Hence, according to the analysis there is no significant relationship between awareness about investment options available in the market and gender of the consumer

Hypothesis Testing

To determine the relationship between percentage of income invested in various investment options and income of investors.

Framing the hypothesis to understand whether income has an impact on investment.

H0: There is no significant relationship between percentage of income invested in various investment options and income of investors.

H1: There is a significant relationship between percentage of income invested in various investment options and income of investors.

Determine appropriate Statistical Test

- Independent Variable: Income and it is also known as Categorical or Qualitative Variable
- Dependent Variable: Percentage of income individual invest, and it is also known as Quantitative or Testing Variable
- The above information indicates that it is a more than two sample mean test.
- We will do Analysis of Variance Test (ANOVA Test)

Set the Level of Confidence & Significance

There is nothing mentioned in the dataset so, we will take Level of Significance (Alpha) as 0.05 and Level of Confidence (C) as 0.95

Decision Rule

If P value is less than or equal to alpha (0.05) we will accept Alternate Hypothesis (HA) or else, we will choose Null Hypothesis (H0).

ANOVA

What percentage of income do you invest?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.343	4	.586	.675	.611
Within Groups	82.407	95	.867		
Total	84.750	99			

What percentage of income do you invest?

Duncan^{a,b}

Annual Income	N	Subset for alpha = 0.05
		1
7,50,001-10,00,000	27	1.93
Upto 5,00,000	26	2.19
5,00,001-7,50,000	15	2.20
10,00,001-12,50,000	20	2.20
12,50,001-15,00,000	12	2.42
Sig.		.163

Analysis of Data

Degree of Freedom (df)

- Between the Groups = No. of Groups – 1 = 4
- Within the Groups = Sample Size – No. of Groups = 95

As mean square between the groups is less than the mean square within the groups, so there is no significant difference.

From the Duncan Table we can observe that all the income level group lie in group 1.

As P value 0.611 is less than alpha (0.05) we will accept Null Hypothesis (H₀).

Key Findings

- Most people are hesitant in investing in investing in high-risk investment sectors.
- Most people prefer Fixed deposit as an investment option as it is safer and there is no capital loss.
- Return and risk are most important factor in determining the investment option.
- Majority of people are not aware of different type of investment schemes available for investments.
- Most of the people invest their money with the main objective of wealth creation and asset purchase.
- Gender and income of the people influence investment decisions.
- Majority if the respondents purchase insurance product to financially protect family for any unforeseen incident.
- Insurance products have started penetrating in market also because of covid 19, people in young age take initiative of investing money in insurance plans as it has stable returns, no risk and financial protection for family.

CHAPTER 4:

ANALYSIS OF JOB DONE

SWOT Analysis of India First Life Insurance

STRENGTH

- One of the organisation's key strengths is the geographical presence in several locations. It establishes the reach of the company to the target market and guarantees simple accessibility.
- The large range of products portfolio can enable the organisation to broaden the client base and balance losses in one category of products with gains derived from the other.
- It has a strong online presence.
- Efficient customer service
- Government backed and strong financial position.
- High product quality boosts brand loyalty and enhances the growth in the competitive market.

WEAKNESS

- Lack of funding for marketing and promotional activities undermines the capacity to increase their client base and to stimulate repeat purchases.
- Low research expenses may damage the company's performance because of lack of understanding about the local/international market.
- Delays in introducing new products in the market

THREAT

- A key risk to IndiaFirst Life Insurance is the changing regulatory framework and the adoption of new, tighter rules. Unable to comply with amended rules increases the danger of costly legal proceedings.
- The growing number of competitors influences the company's capacity to sustain and increase the client base.
- Economic conditions directly affect customers purchasing power and affect the business performance.

OPPORTUNITIES

- Increase marketing and promotional activities and new schemes like LIC to increase customer base.
- The pandemic has increased the customer base of the company as people are purchasing more life insurance.
- With increase in population and disposable income, the number of potential customers also increases.
- Government subsidies and other initiatives to improve the business climate are favourable external factors for IndiaFirst Life Insurance.

Sales Pitch

Return for FD- 6%

Return for LIC- 7%

Return for IndiaFirst Life- 8%

Year	Premium	FD	LIC	IFL	INSURANCE COVER
1	50000	53000	52000	54000	833000
2	50000	109180	106080	112320	833000
3	50000	168730.8	162323.2	175305.6	833000
4	50000	231854.648	220816.128	243330.048	833000
5	50000	298765.9269	281648.7731	316796.4518	833000
6	50000	369691.8825	344914.724	396140.168	833000
7	50000	444873.3954	410711.313	481831.3814	833000
8	50000	524565.7992	479139.7655	574377.8919	833000
9	50000	609039.7471	550305.3561	674328.1233	833000
10	50000	698582.1319	624317.5704	782274.3732	833000
11	50000	793497.0599	701290.2732	898856.323	833000
12	50000	894106.8835	781341.8841	1024764.829	833000
13	50000	1000753.296	864595.5595	1160746.015	833000
14	50000	1113798.494	951179.3819	1307605.696	833000
15	50000	1233626.404	1041226.557	1466214.152	833000

Sales Pitch that has been used prospecting new clients based on the surveys and questionnaires. Here a comparative study has been done between fixed deposit which is the most preferred source of investment as they have a low risk tolerance, and LIC which is a major competitor of IndiaFirst Life insurance to pitch clients about the benefits of investing in IFL along with insurance cover.

In the above table we can see IFL gives a return of 8% whereas FD has a return of 6% and LIC gives a return of 7%. This will give investors do a comparative study and better decision-making ability.

Need for marketing insurance services:

- The insurance products are characterised by their advantages later and at times after a large period.
- Demand is not integrated in contrast to consumer items.
- The insurance sector is the least priority among financial services as other investment routes deliver immediate returns
- In case of life insurance, this is more problematic because people in India have faith, traditional culture, religious background, and an inclination to leave it all to destiny. This is particularly true in rural places. The rural market remains undeveloped. This industry, which has huge potential, must be exploited by the insurance business.
- Among the middle-class strata is still lacking the concept of good financial planning, taxation and investment.
- General Insurance is broadly marketable since the benefit of general insurance plans remains to be reaped by small and medium-sized company enterprises.

Scope for Growth of Marketing Insurance Services:

The marketing opportunity for insurance services is huge and insurance services therefore need to be re-examined. Many imminent adjustments are anticipated to enhance the dynamics of this sector. The IRDA was created in 1999 to promote, regulate, and enhance the insurance industry. In 1999, the IRDA was established.

Further promotion in the insurance business may be encouraged by the following considerations.

- IRDA is committed to promoting insurance and re-insurance regulating professional organisations.
- The private and corporate sector is open to insurance. The business dimension will undoubtedly be increased.
- The percentage of life insurance companies and general insurance companies in rural and social sectors has also been specified.
- There are already indicators of increased engagement with a growing spirit of investment education and awareness.
- The returns on other investment outlets such as banks, other financial institutions, mutual funds, capital markets, and insurance investments have decreased and almost matched. This tendency would further improve the scope of insurance services for marketing.
- Service standards must be improved, and insurance premiums should be reduced once there are insurance reforms. The marketing breadth would extend further with such a great outcome.
- In many client friendly insurance products the privatisation process will bring insurance services marketing would take on a new shape as soon as the banking, insurance and fund management services were interrelated.
- The Budget has provided certain specific insurance products such as pension policies with an additional option to save taxes. This will further enhance marketing methods.

Marketing Strategies for India First Life Insurance

IndiaFirst Life Insurance has employed many advertising policies for the commercialization in the consumer market of its various products. It understands the importance of marketing and has therefore chosen a strategy to create easy and useful publicity campaigns. These are presented on the TV, newspapers, panels, magazines, radio stations, sides and backs of different vehicles and online platforms via e-mail, social and print media. The company has its own official website, where information relating to and important to the client is uploaded and regularly updated. It took other initiatives, such as direct sales through personal sales and taking part in other events and activities, to build brand awareness. There are diversified items and various price systems, but one of the constant factors is that prices are moderately priced so that common masses may be accommodated. It provides premium options such as monthly, quarterly, annual and half-year payments.

INDIAFIRST MARKETING CAMPAIGN Because Life is Full of Certainties, LIFE Insurance developed an advertising campaign. The campaign is described as a "proposition that aims to appeal to customers' own logic" by advising caution in planning for events or life objectives that are more certain to occur. This is a departure from the widely advertised insurance perspective, which is based on a person's dread of the unknown.

The image displays two side-by-side advertisements for IndiaFirst Life Insurance. The left advertisement has a blue background and features a smiling child. The text reads: "Let's talk children. Let's talk certainties. Insurance plans for the certainties of life." Below this, a smaller text block states: "Life isn't full of accidents waiting to happen. In fact, it's full of certainties like getting married, having children, getting them married and retiring. So instead of worrying about things that most likely won't happen, why not prepare for those that certainly will?" The right advertisement has an orange background and features a woman in traditional Indian attire. The text reads: "Let's talk marriage. Let's talk certainties. Insurance plans for the certainties of life." Below this, a smaller text block states: "Life isn't full of accidents waiting to happen. In fact, it's full of certainties like getting married, having children, getting them married and retiring. So instead of worrying about things that most likely won't happen, why not prepare for those that certainly will?" Both advertisements include the IndiaFirst logo and the tagline "Because life is full of certainties" at the bottom.

Advertising and publicity benefits from prospective clients as well as personal sales. The direct and indirect strategies must be properly balanced and mixed to achieve the desired result. Clients should be informed about the discounts and incentives that have been given as part of the policy. Clients must be given a reasonable and sensible cause to buy an insurance from a company. The company and frontline management must maintain their unity and honesty to attract clients in the long run. Different imaginative and fresh plans should be designed to market various life insurance products. Another smart promotional approach is to find an optimum blend of clients with high disposable income and

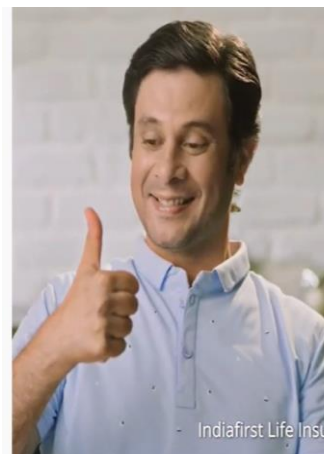
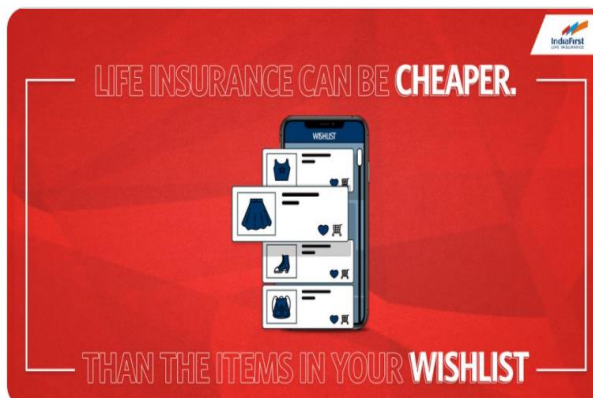
target them with specific policies. Life insurance is one of the most challenging things to market, but it can be done with the right advertising technique.

Marketing strategies that can be adopted by IFL:

- Social Media marketing
- Personal selling
- Advertisements
- Host educational webinars

 **IndiaFirst Life Insurance** @IndiaFirst_Life · Aug 13
Reminder: You need insurance more than anything that's on your wish list!

[#Insurance](#) [#LifeInsurance](#) [#WishList](#) [#IndiaFirstLife](#)



Indiafirst Life Insurance brings to you

IndiaFirst Life Insurance - Poora Vaada

Recommendation

Even though insurance products are good source of income, the people lack awareness and information towards investment sectors. So, the following suggestions were made in order to increase the awareness among the people.

- Increase awareness among investors

Many investors are still restricting their choices to the non-governmental options like gold and fixed deposits even the market is flooded with countless investment opportunities. This is because of lack of awareness about different investment options which makes many investors restrict their choice to traditional options like gold and fixed deposits. So awareness must be increased among the investors to encourage them to invest.

- Educate people more about different investment sectors

Many people lack knowledge about the financial instruments they find it difficult to choose many schemes. So proper information must be provided to the investors to increase the loyalty among the investors

- Paperwork/ Formalities should be reduced

There is a lot of formalities require before investing in SIP and insurance products. This procedure may reduce the interest of the investors towards the mutual funds. So, process of making investment in mutual funds should be smooth.

- Digitalization

As everything is now becoming digitalized, investors want to see their investment status digitally without going anywhere to liquidate their investment or to invest in any particular scheme digitally.

Conclusion

New survival and successful service strategies are required in the life insurance sector. For the maximum industry to use insurance potential, plans and strategies must be developed to assist capture the market. Firms need to focus on the targeting of new segments and execute innovative tactics to achieve sustainable growth and business profitability and insurance coverage growth instead of focusing solely on improving the diversity of goods.

Insurance has now become an essential element of everyone's life. The insurance sector is troubled by several difficulties, including increased operational costs, regulatory obligations, and inflexible IT infrastructure. Premium increases that are low to moderate, as well as higher regulatory compliance costs, worsen these limits. With all the considerations in mind, the study's goal would be to look at all the factors that contributed to successful marketing techniques. This research looks at a variety of life insurance marketing tactics while considering the firm's external and internal environment.

The report would help the company and its clients to understand the market and its competitors. Also, it will help them to design various marketing and advertising promotional activities like social media, e-mail marketing and web. Once company understands the market, it can increase its revenue by dealing in the products offered.

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Annexures

Sample Maturity Amount for Policy Term 15 years and 20 years

Age	Annualized Premium	Survival Benefit at the end of 3rd, 7th and 11th Policy Year	Policy Term 15 years		Policy Term 20 years	
			Sum Assured at Maturity @8% p.a.	Sum Assured at Maturity @4% p.a.	Sum Assured at Maturity @8% p.a.	Sum Assured at Maturity @8% p.a.
25 years	1,00,000	1,03,000	14,44,363	9,71,000	23,68,800	10,08,000
35 years	1,00,000	1,03,000	14,16,100	9,52,000	23,10,050	9,83,000
45 years	1,00,000	1,03,000	13,80,400	9,28,000	22,59,525	9,61,500
55 years	1,00,000	1,03,000	13,28,338	8,93,000	21,43,200	9,12,000

GSV as % of total premiums paid											
Year of Surrender / Policy Term	15	16	17	18	19	20	21	22	23	24	25
1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
3	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
4	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
5	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
6	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
7	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
8	56%	55%	54%	54%	54%	53%	53%	53%	53%	53%	52%
9	61%	60%	59%	58%	57%	57%	56%	56%	55%	55%	55%
10	67%	65%	63%	62%	61%	60%	59%	59%	58%	58%	57%
11	73%	70%	68%	66%	65%	63%	62%	61%	61%	60%	59%
12	79%	75%	72%	70%	68%	67%	65%	64%	63%	63%	62%
13	84%	80%	77%	74%	72%	70%	68%	67%	66%	65%	64%
14	90%	85%	81%	78%	75%	73%	72%	70%	69%	68%	66%
15	90%	90%	86%	82%	79%	77%	75%	73%	71%	70%	69%
16	NA	90%	90%	86%	83%	80%	78%	76%	74%	73%	71%
17	NA	NA	90%	90%	86%	83%	81%	79%	77%	75%	74%
18	NA	NA	NA	90%	90%	87%	84%	81%	79%	78%	76%
19	NA	NA	NA	NA	90%	90%	87%	84%	82%	80%	78%
20	NA	NA	NA	NA	NA	90%	90%	87%	85%	83%	81%
21	NA	NA	NA	NA	NA	NA	90%	90%	87%	85%	83%
22	NA	NA	NA	NA	NA	NA	NA	90%	90%	88%	85%
23	NA	NA	NA	NA	NA	NA	NA	NA	90%	90%	88%
24	NA	NA	NA	NA	NA	NA	NA	NA	NA	90%	90%
25	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	90%

Annexure 2

The table below gives the indicative standard annual premium amount (exclusive of applicable taxes) per ₹1,50,000 of sum assured for males:

Age/Term	15	20	25
20	8,594	5,795	4194
25	8,607	5,814	4224
30	8,637	5,859	4290
35	8,705	5,954	4415
40	8,840	6,128	4628
45	9,080	6,410	4961
50	9,435	6,825	NA
55	9,918	NA	NA

*please note that the minimum annual premium is ₹6,000.

For female lives an age set-back of 3 years shall be applicable for aged 21 last birthday and above for the purpose of calculation of the premium rates. For female lives aged between 18 to 20 last birthday, male rate for age 18 shall be applicable. No age discount will apply for female lives aged below 18 years.

Age and Policy Term Wise Maturity Benefit Factors as a Multiple of Annualized Premium

Maturity Benefit Factors		
Age/ PT	15	20
Less than equal to 1	NA	10.37
2	NA	10.34
3	9.86	10.32
4	9.86	10.31
5	9.86	10.31
6	9.86	10.3
7	9.85	10.29
8	9.84	10.27
9	9.83	10.26
10	9.81	10.24
11	9.8	10.22
12	9.78	10.21
13	9.77	10.19
14	9.76	10.18
15	9.75	10.16
16	9.74	10.13
17	9.74	10.13
18	9.73	10.12

Maturity Benefit Factors		
Age/ PT	15	20
19	9.73	10.11
20	9.73	10.11
21	9.72	10.1
22	9.72	10.1
23	9.72	10.09
24	9.72	10.09
25	9.71	10.08
26	9.71	10.07
27	9.7	10.05
28	9.69	10.04
29	9.68	10.02
30	9.67	10
31	9.64	9.97
32	9.61	9.93
33	9.58	9.9
34	9.55	9.86
35	9.52	9.83
36	9.49	9.8

Maturity Benefit Factors		
Age/ PT	15	20
37	9.46	9.76
38	9.43	9.73
39	9.4	9.69
40	9.37	9.66
41	9.35	9.65
42	9.33	9.64
43	9.32	9.63
44	9.3	9.62
45	9.28	9.62
46	9.26	9.61
47	9.24	9.6
48	9.23	9.59
49	9.21	9.58
50	9.19	9.57
51	9.14	9.48
52	9.09	9.39
53	9.03	9.3
54	8.98	9.21
55	8.93	9.12

Note:

For the Maturity Benefit factor of female lives aged 21 years onwards, a rate down of 3 years shall be applicable on Maturity Benefit factor of male lives.

For female lives aged between 18 to 20 last birthday, maturity benefit factor for male lives aged 18 shall be applicable.

For male and female aged less than equal to 18 years, maturity benefit factor for male lives will be applicable.