PERFORMANCE OF BANCASSURANCE IN INDIA

SHALU

M.COM FROM DELHI UNIVERSITY.

ABSTRACT

The concept of Bancassurance, first introduced in Europe, is now being practiced by bank in most of the countries. It is an important collaborative technique, linking together, the banking and insurance sectors, which are the two important wheals of the cart of financial system of a country. Though Bancassurance, banks can increase their profit with existing resources and insurance company can reach larger customer base. An Indian financial sector can grow only on the basis of quality services. The present paper focus on the quality checks among services provided by the bank in regard to insurance product in India. This research paper aims at measuring performance of bancassurance in NCRs from the customers and banks perspective. In this paper SWOT analysis of bancassurance has been done to help in assessing the attractiveness and risk involved in bancassurance.

KEYWORDS: Bancassurance, collaborative technique, SWOT Analysis.

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