



STRATEGIES OF INSURANCE IN LIFE AND HEALTH IN BANKING

SECTOR OF SBI AND ANDHRA BANK

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ABSTRACT

The life insurance market was underdeveloped in the developing countries and started to open up new vistas and increase its cover with the entry of private players under the supervision of regulatory bodies. Initially the life insurance was seen more as a tax saving instrument than a life insurance product. At SBI General, its our aim to partner with you and help you achieve better health and a sense of security along the way. In times of rising health care costs, a sudden illness or injury can leave you financially devastated and highly stressed. With SBI General's Health Insurance Policy – Retail, you can be in control by making medical treatment expenses more manageable.

Key words: *Health insurance, risk policies, claims*