AN EVALUATION ON ROLE PLAYED BY BAJAJ ALLAINZ GENERAL INSURANCE COMPANY IN INSURANCE SECTOR

ASST. PROF. RAJANI H. PILLAI
Department of Commerce
Mount Carmel College,
Autonomous,
Bengaluru- 560052

STUDENT- SWETHA V S
II Bcom (BPS)
Mount Carmel College,
Autonomous,
Bengaluru- 560052

STUDENT-CHARANYA.G
II Bcom (BPS)
Mount Carmel College,
Autonomous,
Bengaluru – 560052

ABSTRACT

Insurance is a kind of risk management which helps to protect our future risk. It is a legal contract involving two parties, where one party proposes to the other for compensation against financial loss arising from an event which is not in control of either party. Insurance is broadly divided into two kinds i.e., Life insurance and General insurance. General insurance is also known as non-life insurance policies. It includes automobiles and home owner’s policies and also provides payment depending on the loss from a particular financial event. Bajaj Allianz General Insurance Company is a private general insurance situated in India which deals with motor insurance, health insurance, travel insurance, home insurance and marine insurance. In our current study, we have focused on finding the public awareness about the company, the number of policy holders of the company and also to see what benefits are given by the selected company to their customers for the period 2012-2017.

Keywords: Insurance, Insurance activities, General insurance, Bajaj Allianz General Insurance Company and the public.