

Quick Check- Insurance.

Objective:

We did a quick check across respondents on

- Preferred investment options (across savings accounts, insurance plans, mutual funds)
- Views on ULIPs and willingness to refer the same as an investment option
- Awareness regarding removal of entry load in Mutual Funds
- Awareness of Health insurance.

Methodology:

We spoke to SEC A/B profiles across- Mumbai, Delhi, Ahmedabad, Jalandar, Lucknow and Gwalior.

Quick Views:

Below are verbatim quotes when asked about views on ULIP Plans

- “Sarkari agency ka plan acha hai.”
- “Prefer same company.” (for re-investment)
- “Dosto ne bataya FD mein deposit karo ya ICICI policy nikalwaiye.”
- “LIC mein fraud ki chinta nahi.”
- “Kal ki saving ka sukha aur Bache ke education ke liye (on his MNYL policy).”
- “Agar koi agent achi company se aye aur uske facilities ache ho toh sochenge.”
- “Policy wale phone karke recall karte hai taki saving mein der nahi hoti.” (on buying his MNYL policy)

Quick Observations on purchase of Insurance as an Investment option

- **Only 8% were willing to trust their broker/ advisor.**
- Most respondents did their own research to decide which plan/ saving option.
- Fixed Deposits were the most popular saving options.
- In March most respondents had invested in a Tax Saving scheme run by MF/Insurance cos.
- Only 58% were aware of the ULIP issue.
- **45% were willing to recommend it as an investment product (among purchasers).**
- Recall of advertisements by Financial Services cos (in decreasing order)
-SBI, ICICI, SBI, ICICI, HDFC, Birla, Kotak, LIC, Reliance. Bajaj

Quick Observations on purchase of Mutual Funds as an Investment option

- Only 26% were aware of the removal of exit load in purchase of MF's
- **No changes in buying behaviour post the removal of entry load.**

Health Insurance

Below are verbatim quotes from respondents who had not purchased Health Policies

- “Aise hi nahi karaya kisi ne bhi.”
- “Transfer Hoa hai abhi tho nahi liya.”
- “Aise hi nahi liya.”
- “Insurance per believe nahi hai.”
- “Is ke baare may jhankari nahi hai.”
- “Problems tha isliyi nahi liya lekin phle liya tha.”
- “Abhi tak tho socha nahi is baare may.”
- “Khabhi jarorat he nahi pade insurance lene ke.”
- “Is ke bare main zydaa knowledge nahi hai.”

Quick Observations on purchase Health Insurance

- Salaried respondents generally unaware of the Insurance company whose Health Plan was purchased by their own company.
- Awareness on Health Insurance was poor among self employed SEC B respondents.

Key Takeaways

- Trust in the advisor/ broker plays a key role in deciding purchase
- Well informed, well qualified customers are not keen on investing in ULIPs.

Coming next- Quick check on Mobile Banking and a deeper dive into Investment Products.