

CUSTOMERS' SATISFACTION TOWARDS JEEVAN MADHUR PRODUCT OF LIC IN KERALA

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ABSTRACT

The insurance industry is the promising financial services in India. It has gone through big changes over the past decades. LIC of India vision 2020 is to have a 'policy in every pocket'. Micro-insurance is one of the key elements of financial service package of Government of India. Promising satisfaction to a rural and urban people in the weaker section is a difficult task. Satisfaction is an important highlight in insurance products and it leads to the growth of the business. In this context, the study aims at finding out the satisfaction level of Jeevan Madhur policyholders of LIC in Kerala. The primary data was collected by using the structured interview schedule.

KEYWORDS: *Customer Satisfaction, Financial Inclusion, Life Micro Insurance*

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