

INVESTORS' PERCEPTION ON BIRLA SUN LIFE INSURANCE COMPANY: A CASE STUDY WITH REFERENCE TO UDUPI DISTRICT

Dr. Umesh Maiya*

**Assistant Professor and Head, Department of Commerce & Management, Government First Grade College, Byndoor – 576214, Karnataka.*

ABSTRACT

The reforms in India, which were started in the early 1990s absolutely altered the comparable scenario in the insurance sector. The Malhotra Report submitted in 1994 proposed a skew of measure encompassing the stepwise unfastening up of insurance business, the segregation of non-life and life insurance business and introduction of solvent-based regulation of the insurance sector. An insurance regulatory administration Act was promulgated in 1999 to incorporate these recommendations. A new insurance regulator, Insurance Regulatory and Development Authority (IRDA) was established to proceed as market regulator. Present paper shows the Investors' Perception on Birla Sun Life Insurance Company: A Case Study with Reference to Udupi District.

KEY WORDS: Babylonian traders, Mutual assurance, Birla Sun Life Company, investors.