

**A Study on Investors Preference with Reference to Various Insurance Products in Mumbai City (2005-2010)**

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**Abstract**

*The insurance play a very important role in the financial sector of our country. The IRDA Act, 1999 is a landmark in the Indian insurance industry which opened up the insurance sector to the private sector participants in 2000. Keen elements in the participants of overseas insurance companies though restricted to 26% of the capital. From the investor's perspectives insurance is an ideal vehicle as a parking financial stop where they will be able to avail the services of investment in insurance services collectively. This will in turn result into easy assessment to their claims, cost savings and improved financial advisory service etc. This study of investors preference in insurance sector with special reference to Mumbai city considers the period from 2005-2010. The result is anticipated that such insurance providers/companies are ever progressing and also remain successful in creating awareness. They have successfully developed their business by linking insurance companies with insurance agents and they have also created a direct link with the bank customers and spread its policies all around the world. The growth of this merger is viewed from its infancy to developing stage. Therefore, this study has been restricted to Mumbai city only to study and analyse its ever expanding business in the insurance field to find better understanding the need for the change in the policy, planning, programme and implementation mechanism which can boost the growth of insurance sector in the city of Mumbai.*

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