

# Study of Traditional Investments in Insurance

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**Abstract:** *As the people are becoming more and more and aware of their Life Style and Income level. They need a plan, which has an optimum balance between their Investment and Savings. They require an integrated financial plan for investment. The customer requires those investment options, which provide them with flexibility and Liquidity and tax benefit. Among the various other investment options, Insurance has gained a prominent place. It provides the policyholder with the benefit of Life Protection and at the same time allows him to take the benefit of the fluctuations of the share market. Thus, Life Insurance has taken a very vital position as a wholesome investment option. Life Insurance is gaining public awareness and interest very rapidly. It was till now been thought as a way to ensure lives, But, recently it is emerging as a prominent Investment avenue. It has come up as a wholesome Investment Avenue & provides the benefit of flexibility, Liquidity and Life protection. Along with added benefits like the rider attachments which protect the policyholder from various kinds of diseases and accident etc*

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