

Comparative Analysis of Unit Linked Insurance Plans (ULIPs): Evaluating Performance and Market Potential

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Abstract: *Unit Linked Insurance Plans (ULIPs) combine life insurance coverage with investment opportunities, allowing policyholders to allocate their premiums into various market-linked funds. This study aims to provide a comprehensive evaluation of ULIPs offered by ICICI Prudential Life Insurance in comparison to those offered by other major Indian insurance companies. The research will focus on assessing differences between the Net Asset Value (NAV) of equity-based ULIP funds and the BSE SENSEX, comparing the offerings of ICICI Prudential Life Insurance with those of private insurers and the Life Insurance Corporation of India (LIC), and exploring the growth potential of the Indian life insurance market. Utilizing data from insurance company websites, annual reports, and regulatory bodies, as well as primary data through structured interviews, the study will apply quantitative methods to analyze performance metrics, cost structures, and market positioning. The research aims to highlight key performance indicators, evaluate cost efficiency, and examine regulatory compliance, providing valuable insights for investors and stakeholders in the Indian life insurance sector.*

Keywords: Unit Linked Insurance Plans, Net Asset Value, Life Insurance, Indian insurance market, equity-based funds, insurance performance, market potential, financial analysis.