

Kotak Life Insurance

Parent Company

Kotak Mahindra Bank & Old Mutual plc.

Category

NBFC

Sector

Insurance and finance

Tagline/ Slogan

' *zindagi se ek kadam aage* '

USP

Expertise in local market with global exposure

STP

Segment

Personal and Group Insurance

Target Group

Urban and Rural Investors

Positioning

Complete Insurance and financial solutions

SWOT Analysis

Strengths

1. State of art Actuarial I.T Infrastructure

2. Has network across 300 towns

3. Innovative Product range with transparent practices

4. The company covers over 3 million customers and is one of the fastest growing insurance companies

Weaknesses

1. Lack of presence in various parts of country

2. Limited Advertising and low brand visibility as compared to leading competitors

Opportunities

1. Growing potential in the semi-urban and rural market

2. Better investment awareness amongst the younger generation

Threats

1. Fluctuating economic scenarios

2. Entry of new NBFCs in the sector increasing competition

Competition

Competitors

1. SBI Life Insurance

2. Sahara Life Insurance

3. Birla Life Insurance