

**INVESTMENT DECISIONS AND CHALLENGES OF WORKING  
WOMEN POLICYHOLDER TOWARDS LIFE INSURANCE  
CORPORATION IN CHENNAI CITY**

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**ABSTRACT**

*Indian Life insurance sector is growing at a faster rate. The contribution of this industry becomes a tremendous change in economic growth and employment. The great extent of importance realized after it has opened to the private players in the post liberalization period. With many players in business, the insurance regulatory and development authority came with innovative and constructive guidelines for both products and services. It was a period where companies were getting major revenue out of their flagship Unit linked policies. During that time, both technology and investment knowledge were the key to success. Not only it was tough to convert from traditional to Unit linked products but also it was a challenge to keep the profitability. Policy holder preference, attitude, investment decision, problems and challenges are acting as catalyst with the Life insurance. The policy is procured through advisors; internal marketing and motivation to them cannot be avoided. This paper studies the investment decision and challenges of working women towards the life insurance corporation of India in Chennai city so that to overcome this issue. The suggestion and recommendation will help both academicians and industry personnel to revamp their thought in life insurance sector.*

**KEYWORDS:** *Life insurance policies, Investment decision, Policyholder.*

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