

**Sahara Life Insurance**

**Parent Company**

**Sahara India Parivar**

**Category**

NBFC

**Sector**

Insurance Services

**Tagline/ Slogan**

*'Chiranjivi Bhav'; 'Aatma vishwas ki nayi taaqat'*

**USP**

First Fully owned Indian Insurance Company

**STP**

**Segment**

Personal and Group Insurance

**Target Group**

Urban and Rural Investors

**Positioning**

Complete Insurance and financial solutions

**SWOT Analysis**

**Strengths**

1. Network of 25000 advisors across India

2.

3. State of Art Actuarial IT Infrastructure

Brand Sahara is one of the most stable nam

## Weaknesses

1. Lack of Innovative Plans as they are comparatively new in the insurance industry

2. Lack of Infrastructure as compared to bigger insurance players

3. Lack of advertising causing low brand visibility

## Opportunities

1. High earning Urban Youth looking for investment options

2. Educated people are looking for investment options in diverse portfolios

## Threats

1. Fluctuating economic scenarios

2. Entry of new NBFCs in the sector increasing competition

## Competition

**Competitors**

1. LIC

2. SBI Life Insurance

3. HDFC Standard Life