

**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
-----------------------