

**ING Vysya Life Insurance**

**Parent Company**

**ING Insurance International B.V and Exide Industries**

**Category**

Insurance and finance

**Sector**

Banking and Financial Services

**Tagline/ Slogan**

*Mera Farz;*

Enjoy the good life

**USP**

It's a JV between an International player and a strong local brand

**STP**

**Segment**

Personal and Institutional Insurance

**Target Group**

Urban and Rural Investors

**Positioning**

Complete Insurance and financial solutions

**SWOT Analysis**

**Strengths**

- 1. Integrated approach to banking. Asset management and insurance
- 2. State of Art ING Direct Facility
- 3. International expertise of ING group

- 4. Spread of 230 offices across India
- 5. ING Vysya Bank is a premier private sector bank with over 1.5 million customers
- 6. Serves over 1 million policy holders in India

**Weaknesses**

- 1. Less penetration in rural areas

- 2. Mediocre publicity
- 3. Insurance companies have a poor image when it comes to payment of dues

**Opportunities**

- 1. Growing rural market
- 2. Earning Urban Youth

- 3. Cross selling through financial services such as banking

**Threats**

- 1. Stringent Economic measures by Government and RBI

2. Entry of new NBFCs in the sector

**Competition**

**Competitors**

1. Bajaj Allianz

2. Sahara Life Insurance

3. Reliance Life Insurance