

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

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

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| 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

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| 1. Less penetration in rural areas |
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| 2. Mediocre publicity |
| 3. Insurance companies have a poor image when it comes to payment of dues |

Opportunities

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

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| 3. Cross selling through financial services such as banking |
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Threats

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| 1. Stringent Economic measures by Government and RBI |
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2. Entry of new NBFCs in the sector

Competition

Competitors

1. Bajaj Allianz

2. Sahara Life Insurance

3. Reliance Life Insurance