



भारतीय बीमा विनियामक और विकास प्राधिकरण
INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA

Title:Report

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SURVEY REGARDING INSURANCE AWARENESS LEVELS

IRDA had engaged the National Council of Applied Economic Research (NCAER) to carry out a pan India survey to assess the levels of insurance awareness in the country. The survey was undertaken in 29 states/union territories.

From information relating to the socio-economic profiles of the insured and the uninsured in both rural and urban areas to various parameters relating to life insurance and general insurance, the survey has brought out several findings.

[Click here to read the entire report](//www.irda.gov.in/ADMINCMS/cms/Uploadedfiles/INSURANCE_AWARENESS_insdie_report_final_for_mail.pdf)