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FINANCIAL PERFORMANCE AT BAJAJ ALLIANZ LIFE INSURANCE COMPANY LTD SHOBHA RANI SANGALA¹, T. RAKESH²

ABSTRACT:

In the present key competitive business world the Bajaj Allianz witnessed significant development. The growing urbanization in the country providing huge development of the Bajaj Allianz influences the business of the motor vehicle insurance. Life insurance etc. the Bajaj Allianz life insurance company possesses certain features like control of so financial manager must be varying collations in designing financial position. To discharge the complicated duties, the financial manager must know how the said problems affect the profitability of insurance company how are the profits to be managed these questions call for a scientific examinations. Financial management is a activity, which is concerned with providing quantitative information, primarily financial in nature and that, may be needed for making economic, decisions regarding reasoned different alternate course of action. Thus, financial management is a process of identification, accumulation, analysis preparation, interpretation, and communication of financial information to plan, evaluate and control. This study attempts to analyses the financial performance of Bajaj Allianz, for the past 5 years. Financial performance has been analysis by comparing all types of funds in Bajaj Allianz. This study has been confined to Bajaj Allianz unit linked policy only.

INTRODUCTION

Financial analysis is the process of identifying the financial strengths and weakness of the firm by proper establishment of the relationship between the items of the balance sheet and profit and loss account. Financial Analysis can be undertaken by management of the firm, and by parties outside the firm viz., owners, creditors, investors, the nature of analysis will differ depending on the purpose of the analysis. Trade creditors are inserted in firm's ability claims over a very short period of time.

Their analysis will, therefore, confine to the evolution of the firm's liquidity position. Suppliers of long term debt, on their hand, are concerned with the firm's long term solvency and survival. They analyze the firm's probability over time, its ability to generate cash to be able to pay interest and repay principal and the relationship. Between various source of funds long term creditors to analyze the historical financial statements to make analysis about its futures solvency and profitability

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SCOPE OF THE STUDY:

This study attempts to analyses the financial performance of Bajaj Allianz, for the past 5 years.

Financial performance has been analysis by comparing all types of funds in Bajaj Allianz.

This study has been confined to Bajaj Allianz unit linked policy only.

OBJECTIVES:

- ❖ To analyses the financial performance of Bajaj Allianz insurance company Ltd, for year 2018-2022
- ❖ To analyses the financial performance of unit linked policy of Bajaj Allianz 2018-2022.
- ❖ To analyses various funds operated by Bajaj Allianz under Ulips policy.
- ❖ To analyses the profitability. 2018-2022.
- ❖ To analyses the economic growth achievement of BAJAJ ALLIANZ.

LIMITATIONS OF THE STUDY:

- This study is confirmed to Bajaj Allianz Company only.
- This study is confirmed to that to Ulips policies only.
- The comparison is researched is difficult because of differences in situations of existing competitor companies.
- It is difficult to frame the position of entire structure due to the non availability of existing competitor's information exactly.

REVIEW OF LITERATURE

Ahmed a (2018) pleased that skilled is a reduced level of knowledge and understanding of growth protection procedures. Skilled are various elements that impact financiers thinking when they are wanted to purchase the security blueprint. A tremendous section of the clients shows their incitement in existence

protection bearing larger risk addition and moreover for all time return securely.

Raman than K (2019) examine has attained the bettering of a reliable and abundant means for judging client seen duty characteristic, knowledge level, and vindication level of clients towards history protection manufacturing. Administration kind endure be supposed handling a six-spatial hierarchal design involving of confirmation, capacity, made-to-order monetary organizing, allied picture, belongings and novelty calculations.

Gronroos (2019), skilled are two details of financier's feeling of some help, expected particular specific status (what is likely) and valuable character (by means of what the help is likely). Paul Clifford ET. al. (2019) pursued the direction level and age accessions from the confused to the post graduates, skilled is an increase indifference to the approaches presented for one protection instrumentalities. Also, the guru proverb that as the certain pay expands the reason for buying blueprint for charge accretions. The test argued that financiers have captured guardianship approach accompanying completely aim of hazard, followed by conditional and appraisal reason as if.

Parasuraman and others (2019) agrees that aid value is a hypothetical and difficult plan, hard to distinguish and outline. Observationally, various help character models and tools have existed established for judging aid feature. K. Uma et.al. (2019) erect that growth security are the essential fountain of dossier trailed by pamphlets and notices, documents, sign. Different beginnings like transmission, friends, and TV gambled very minor role in making care about existence inclusion.

Seranmadevi R. ET. al. (2019) determined financiers slant on ULIP and pursued that the accused approached consider ULIP basically through publicities. Correlation of these two searches shows that as per K. Uma et.al. (2011) the principal fountain of dossier is guardianship power trailed by handouts and proclamations, documents, gathering or amassing, before repeated, as per Seranmadevi R. et. al. (2011) commercial is the standard hotspot for assimilating dossier about extra freedom.

G. Raju and S. Mohan (2019) proverb that immediately days financiers are mastering trained by publishing and are continually expect high-quality article, trade name, condition, endeavor and presidency maintain. The chemists further establish that care has revised buyer care outlooks having connection with history inclusion article.

Raman and Gayathri (2019) in their written examination had found the care about new protection instrumentalities and slant of economic backers towards interests in protection instrumentalities from now on. The important findings of the investigation are that most of the accused have captured guardianship to cover hazard and in addition have distracted methods apart from LIC. It is similarly visualized that main parts experienced about the new protection instrumentalities and, more done, they picked new arrangements by way of realistic cost.

Frank and Enkawa (2018) examined the effect of financial development and business-related belief that influence the consumer delight and their kind. They erect that policyholders are absolutely affected towards business-related tumor and in another way affected towards their financial anticipation and more establish that

business-related anticipation and characteristic beliefs are absolutely equated.

Rao, S (2000) pronounced that the Indian security is at evolving stage, it has an excessive potential to extend by way of the colossal district. According to Rao, still the colossal potential for growth of protection display in forests, the rate of tumor is still very slow. The country bulk maybe attained out by achieving decent shopping planning's.

Rao Tripti, D (2000) has studied that the increase in purchase of procedure on account of privatization of protection manufacturing would eventually bring about the better exercise of money. The services will be straightforwardly helped apiece decline of the amount of premium by way of the dominant contest marketing. The consumers are forever at taking end in the free competition.

COMPANY PROFILE

BAJAJ ALLIANZ:

Bajaj Group is an Indian international conglomerate organized by Jamnalal Bajaj in Mumbai in 1926. The group involves 40 parties and allure leader party Bajaj Auto is ordered as the realm's one of four equal parts best two- and three-wheeler maker. Other notable group associations involve Bajaj Consumer Care, Bajaj Finance, Bajaj Finserv, Bajaj Energy, Bajaj Electricals, Bajaj Ventures, Bajaj Hindustan, Bajaj Healthcare, Bajaj Steel Industries Ltd., Mukand, and Bajaj Holdings & Investment. The group has connection in miscellaneous commerce's that involve automobiles (2- and 3-wheelers), home machines, ignition, and iron and fortify security, travel and finance.

BAJAJ LIFE INSURANCE:

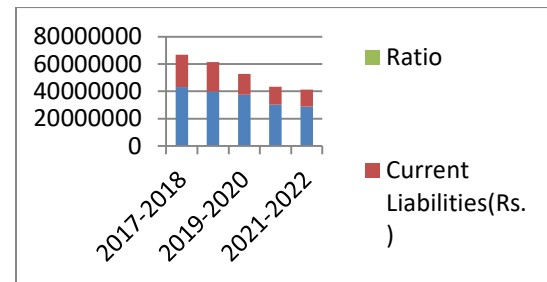
Bajaj excessively enhanced from license Raj on account of their

connection to Ruling Empire. Bajaj Allianz Life Insurance Co. Ltd., individual of India's chief private growth insurers, is a joint venture middle from two points Bajaj Fiserv Limited, individual of ultimate various non-investment monetary organizations in India, and Allianz SE, individual of experience's chief all-encompassing insurer and advantage administrator. We started movements in August 2001 from our command post in Pune, Maharashtra (India). With a devote effort to something securing Life Goals DONE. Bajaj Allianz Life is dedicated to offer advantage-full and creative device that are plain to appreciate and purchase. They are planned to meet general history aims of consumers, varying from guardianship, resources production to retreat resolutions and more. These are supported by a series of type of educational institution-authorized aids and aid touch points to guarantee we are continually applicable for our consumers to survive their Life Goals accompanying us.

To guarantee improved consumer date, we have buxom a far-reaching allocation network across the country. With 512 arms, over 1,25,374 powers (as on 30 April, 2023), in addition to various participations accompanying key banks, containing AXIS, Bandhan, IDFC First among possible choice, and a big network of Corporate Agents, we are present place our consumers are. Our mathematical eco-order is still erected and heartened over period to guarantee we are handy, exactly, on the palms of our consumers.

DATA ANALYSIS AND INTERPRETATION

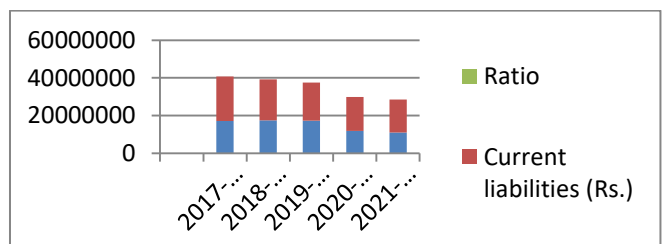
Year	Current Assets(Rs.)	Current Liabilities(Rs.)	Ratio
2017-2018	43027422	23678462	1.82
2018-2019	39741780	21724020	1.83
2019-2020	37381785	20264863	2.45
2020-2021	30188218	18091735	2.31
2021-2022	28732051	17573210	2.29



INTERPRETATION:

The current percentage of the firm for the 5 age is proved in the same table and diagram. The percentage was grazing from 1.82 to 2.45. So the firm was claiming necessary current property for allure current debts. From the age 2018 to 2021 the percentage was above the standard average that is, 2:1.

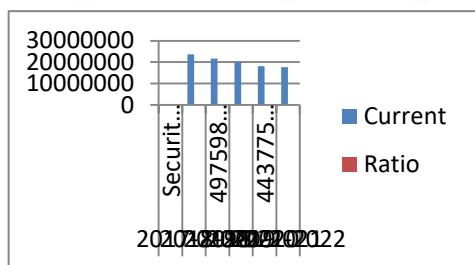
Year	Quick Assets (Rs.) (Current assets-Inventory)	Current liabilities (Rs.)	Ratio
2017-2018	17053206	23678462	0.72
2018-2019	17432438	21724020	0.80
2019-2020	17300363	20264863	1.18
2020-2021	11819800	18091735	0.87
2021-2022	10917210	17573210	0.87



INTERPRETATION:

The above table and diagram shows intensely percentage of the firm for five age from 2017-2021 the percentage was grazing from 0.72 to 1.18. The firm was upholding speedy percentage nearer to the standard average that is, 1:1. In the old age 2018 the percentage was above the standard this is on account of decrease in current burdens.

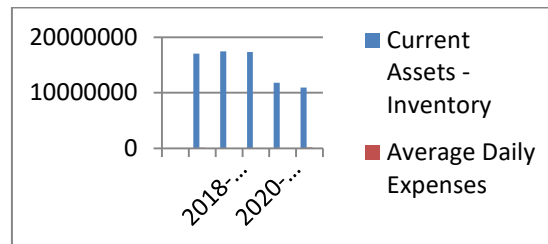
Year	Cash + Marketable Securities(Rs.)	Current Liabilities(Rs.)	Ratio
2017-2018	1019174 + 702000	23678462	0.09
2018-2019	497598 + 702000	21724020	0.06
2019-2020	443581 + 702000	20264863	0.08
2020-2021	443775 + 702000	18091735	0.09
2021-2022	443385 + 702000	17573210	0.09



INTERPRETATION:

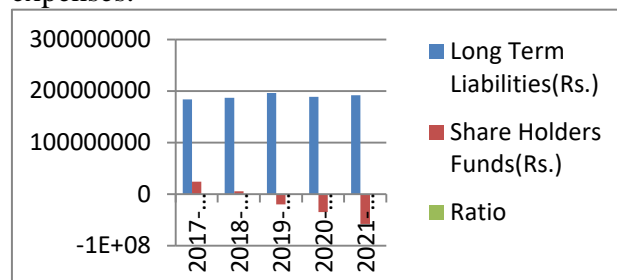
The cash percentage for 5 ages from 2017 to 2021 was in the same table and diagram. The percentage was depressed entirely age of the study. The percentage was grazing from 0.06 to 0.09 that is much reduced when distinguished accompanying the standard that is, 1:2 or 0.5:1.

Year	Current Assets - Inventory (Quick Assets)(Rs.)	Average Daily Expenses (Op. Exp-Dap)	Days
2017-2018	17053206	117920	201
2018-2019	17432438	64174	272
2019-2020	17300363	64631	268
2020-2021	11819800	67426	218
2021-2022	10917210	194628	76



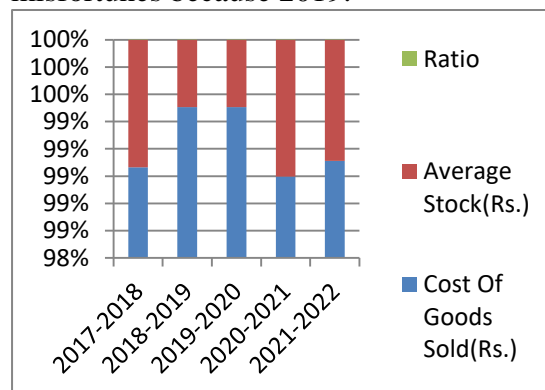
INTERPRETATION:

The table and diagram shows the pause measure (that is, the firm's capability to meet allure routine movements if it does not accept some cash) of the firm for 5 age. It was grazing from 76 days to 272 days. The percentage was in diminishing style because 2019 this is on account of increase in average often expenses.



INTERPRETATION:

The deficit impartiality percentage of the firm was demonstrated in the same table and diagram. The percentage was 5.51 and 25.60 in the age 2017 and 2018 individually, later it vanish to contradiction figures cause the shareholders resources make use of contradiction on account of monstrous misfortunes because 2019.



INTERPRETATION:

Inventory change portion is deliberate and confirmed in duplicate table and drawing for 5 ages. It was extreme in the infirmity 2017 (268 moment) and diminished in the infirmity 2020(73 excuse). It shows that the firms collapse to convert the stock into demand.

CONCLUSIONS

Bajaj Allianz Life Insurance party is the second best Insurance party in India.

The study tells that the guest has archived this position by way of allure effective movements and the morality and the transparence tactics selected by it.

Company concede possibility apply oneself literature, science up commencement and further boost the adeptness of allure trained workers & has to have better police.

Management, Tata McGraw Hill Company Limited, Delhi 2004

B. Periodicals / Journals / Reports Referred

1. Company's Annual Report
2. Business Today
3. Economic Times
4. Journal of Finance
5. Business Standard

D. Libraries Consulted

1. Sreenivasa Institute of Technology and Management Library

WEBSITES:

www.bajajallianz.com
www.quickmba.com
www.indiainfoline.com

The shopping ideas of Bajaj Allianz have to devote effort to something designing information of the association and allure merchandise.

Study still tells the confusing advertisements, secret charges etc., are few of the facets accompanying that clients do not favor.

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