ABSTRACT
In view of globalization and liberalization, new trends are emerging in the arena of financial services almost throughout the world. The general trends are bundling (combining) of various segments of the financial industry. Banks, insurance companies, mutual funds, etc. all are competing for new business in each other’s domain and cross-sectional activities are taking place in the financial services sector. The latest example of this type of activities is the selling of insurance products through banks which is technically known as Bancassurance. “Bancassurance is a concept that has rewritten the way in which insurance products are distributed in many parts of the world.”

This paper focuses on the meaning of Insurance and bancassurance, the need for bancassurance, and also emphasized on Strength, weakness, opportunity and threat (SWOT analysis) of Bancassurance

KEY WORDS: Bancassurance, SWOT Analysis, Banking.