

**VALUE CREATION MODELS IN INDIAN LIFE INSURANCE: A COMPARATIVE STUDY OF SELECTED COMPANIES****Mr. Kumarsomaling B. Balikai, Dr. Hanmanth N Mustari and Prof. Basavaraj Dhavaleshwar****Abstract**

The purpose of this research is to investigate the types of revenue creation models that life insurance firms in India generally employ, as well as how effective they are at accurately evaluating the financial performance of these companies. SBI Life and ICICI Prudential Life Insurance are the two life insurance providers that we have selected for this. To achieve the goals of the study, a variety of statistical and financial methods are employed in conjunction with secondary sources to gather data pertaining to the five-year period between 2018 and 2023. To analyze their performance, one must include financial, intellectual, human, social, and relationship capital. In all four of the models utilized in this analysis, SBI Life insurance outperforms ICICI Prudential Life insurance in terms of performance.

**Key Words:** Value Creation Models, Insurance, SBI Life, ICICI Prudential, Financial capital, intellectual capital, human capital, social and relationship capital.