



1. A Performance Analysis of the Oriental Insurance Company Limited

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ABSTRACT

Evaluating a company's performance is an essential part of running an organization. This research can identify the extent to which business activities have impacted the company's performance results, the evolution of those results, and the steps needed to improve them. However, in today's fast-paced business environment, timely performance monitoring is crucial. As a result, non-financial performance indicators are becoming more popular. Traditionally, a company's success is judged based on financial performance criteria. Unfortunately, effective performance management is critical in today's fast-paced business environment. The study evaluates Oriental General Insurance's performance in terms of premiums earned, claims paid, operating expenses, profits earned, and income distribution using secondary data from the company's annual performance analysis report.

KEYWORDS

Performance Analysis; Premium Earned; Incurred Claims, Operating Expenses, and Net Income.

Introduction:

Insurance is the backbone of a country's risk management for citizens in the face of unforeseen circumstances. Insurance companies offer businesses a wide range of risk protection solutions to ensure financial stability. It helps people and businesses reduce the impact of risks and contribute significantly to the growth and development of the insurance industry. The Indian insurance industry faces major challenges in terms of finding interested customers, serving them, recruiting and retaining companies, developing product and distribution innovations, etc. Indian life insurers need to improve their performance not only to meet the needs of their customers but also to achieve profitable growth. Private companies strive to raise insurance awareness, enhance brand strength, meet regulatory requirements, build extensive networks of distribution channels, and establish infrastructure for continued profitable growth. Performing New competitive dynamics are becoming more relevant due to the fact that the Oriental insurance company shall expects a large number of

consumer categories with different desires and emphasizes the need for new customer groups. To win, companies must rethink business practices that help them to stay profitable and their journey in business. (Sandya et al., 2022)

Growth of insurance in India: When the insurance business first started in India, there was no serious competition in the market. Until 2021, the only life insurance company in India was the Public Life Insurance Company (LIC). The Government of India allowed the privatization of insurance business in 1999 and established the Insurance Regulatory and Development Authority (IRDA) to regulate and facilitate the sector. IRDA has granted licenses to private life insurance companies to develop the market. As a result, the Indian insurance industry has grown significantly since liberalization in 1999, allowing private providers to enter the country's life insurance market. Since 2000, the Indian life insurance market has grown significantly in terms of premium income, new business, number of branches, agents, products and drivers. The Indian insurance industry is undergoing significant expansion, led by market players looking to change the profile of the sector through modernization and development. In 2020-21, there were 23 private life insurance companies and 1 public life insurance company operating in India. In terms of General Insurance 4 public sector GI, 21 private players , 2 specialized insurers & 7 standalone health Insurer companies that are operating in India, According to a 2007 McKinsey study, India is set to become her fifth largest market in the world by 2025.

Profile of the Oriental Insurance Company Limited: Oriental General Insurance Company was incorporated in Mumbai on September 12, 1947. The company is a wholly owned subsidiary of Oriental Government Security Life Insurance Co., Ltd. It was established to conduct GI business. The company was a subsidiary of the Indian Life Insurance Company from 1956 until 1973 (until the Indian GI business was nationalized). In 2003, all shares in the company held by the General Insurance Corporation of India were transferred to the central government. The company is a pioneer in building systems for smooth and orderly business operations. The company's strength is its highly qualified and motivated employees with a wide range of coverage and extensive expertise.

Oriental specializes in developing special covers for major projects such as power plants, petrochemical, steel and chemical plants. The company has developed different types of insurance to meet the needs of both urban and rural India. The company has a team of technically qualified and knowledgeable professionals to provide the best customer service. Oriental Insurance got off to a modest start in 1950 with its first annual premium of Rs. 99,946. The company's goal is to 'serve our customers' and the achievement of this goal has been underpinned by a strong tradition built over the years.

Headquartered in New Delhi, Oriental has 29 regional offices and approximately 1,800 operational offices in various cities across the country. The company has overseas branches in Nepal, Kuwait and Dubai and employs a total of about 13,500 people. Initially, his total premium was less than Rs.100,000, but in 1973 he increased to Rs.5.8 crore and by the end of 2019-20 the Direct premium was Rs.1333.10 crore.

Objective:

1. To assess the Oriental General Insurance Company's performance.

Methodology:

This research is based on IRDA's annual report. Several websites were also checked. The Oriental Insurance Company Limited seeks to determine its financial performance by calculating important financial indicators reflecting the performances such as:-

- i Liquidity Ratio,
- ii Solvency Ratio,
- iii Yield on Total Investment
- iv Return on Networth
- v Underwriting Balance ratio
- vi Operating Profit ratio
- vii Technical Reserve to Net Premium Ratio
- viii Combined Ratio
- ix Net Incurred Claim ratio
- x Expenses of Management to Net Written Premium Ratio
- xi Expenses of Management to Gross Written Premium Ratio
- xii Net Commission Ratio
- xiii Net Retention Ratio
- xiv Growth rate to Networth Ratio
- xv Gross direct Premium to Networth Ratio

Data Source:

This study has been relied upon secondary data. Used books, journal articles, published and unpublished research papers, financial statements, and insurance company performance indicators from the Oriental General Insurance Company's Annual Report as secondary sources of information. Information processing Completeness is determined by manually correcting and sorting secondary data. All secondary data were processed and evaluated manually and electronically using MS-Excel.

Review of Literature:

(Padala & Dr.M.Satyavathi, 2022) An important part of managing an organization is evaluating the company's performance. This study determines the extent to which business initiatives influence a company's performance outcomes, the evolution of those outcomes, and the steps needed to improve them. However, keep in mind that timely performance monitoring is critical in today's fast-paced business environment. As a result, non-financial performance indicators are becoming more popular. Traditionally, a company's success is judged based on financial performance criteria. But in today's fast-paced business environment, timely performance management is critical. The study evaluates the performance of the oriental Insurance Company using secondary data from the company's annual performance analysis report.

(Ghose & Kumar, 2019) The Indian non-life insurance industry is growing rapidly. This is an empirical study based on secondary data collected from IRDA annual reports and pro forma timelines. An Excel data model was created containing key figures such as his GWP, NEP, and NP from four property and casualty insurance giants to calculate other relevant

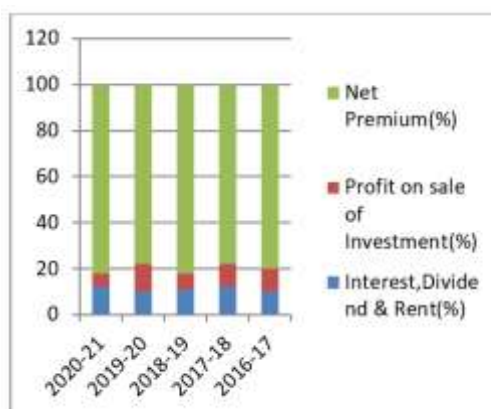
metrics required for analysis. The purpose of this study is to analyze several property and casualty insurers in India and key indicators related only to the insurance sector to provide a comparative analysis of retention ratio, total loss ratio, loss ratio earned and combined ratio. The final report is based on which companies look best in terms of future growth prospects, risk outlook and stability of growing businesses. Among the companies analyzed, TATA-AIG GENERAL INSURANCE has a good future.

(Garg & Deepti, 2008) This study provides a comparative assessment of the financial performance of Indian non-life insurance companies based on ratio analysis. In the current study, the statistical significance level of similarity between an insurer and the best-performing insurer in its group was determined for each ratio and using a t-test between public and private insurers. I am trying to decide between However, the t-test assumes normality of the tested sample set, so all proportions that do not meet the normality assumption are analyzed using the Mann-Whitney U-test. Normality was checked using the Kolmogorov-Smirnov and Shapiro-Wilks tests fitted with Lilliefors correction. The survey included four public and four private insurance companies. All key figures considered include data for the period 1994-95 to 2005-06 for public insurance companies and for the period 2001-02 to 2005-06 after liberalization for private insurance companies.

(Lu & Zhu, 2018) With the influx of foreign capital, China's insurance industry is under increasing competitive pressure. A company's business performance is a ostensible manifestation of its collective strength. Therefore, establishing a scientific rating system for insurance companies is of practical importance. In this work, a performance evaluation system is set up according to the Analytical Hierarchy Method (AHP), based on the company's financial and non-financial key figures. In the system, a process calculates weights for indicators that represent the impact on the company's performance. Evaluation systems are beneficial for companies to recognize their own strengths and weaknesses and take measures to improve their core competitiveness.

Analysis of Performance Evaluation:

Graph & Table -1 Indicating Income distribution of the Oriental Insurance Company during 2016-17 to 2020-21

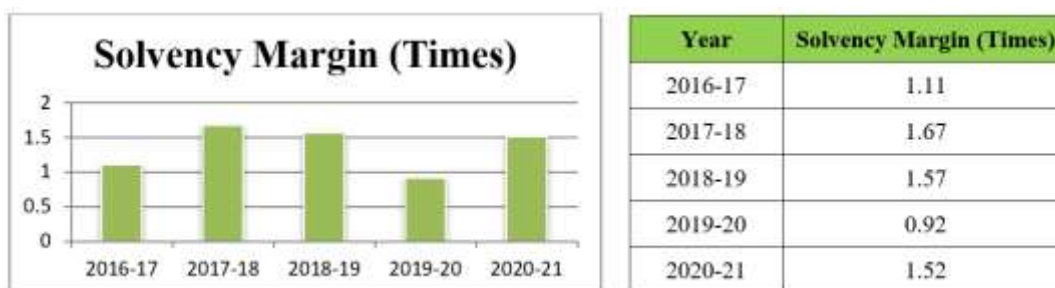


Income Distribution	Interest, Dividend & Rent (%)	Profit on sale of Investment (%)	Net Premium (%)	Total (%)
2020-21	12	6	82	100
2019-20	10	12	78	100
2018-19	11	7	82	100
2017-18	12	10	78	100
2016-17	10	10	80	100

Interpretation:

From the above graph & table 1 it is evident how income distribution has been taken place during 2016-17 to 2020-21 where majority of the income has been earned in the form of direct premium which is been considered as direct income, approximately around 20% has been earned in the form of Interest, Dividend & rent and in the form of profit on sale of Investment.

Graph & Table -2 Indicating Solvency Margin of the Oriental Insurance Company during 2016-17 to 2020-21

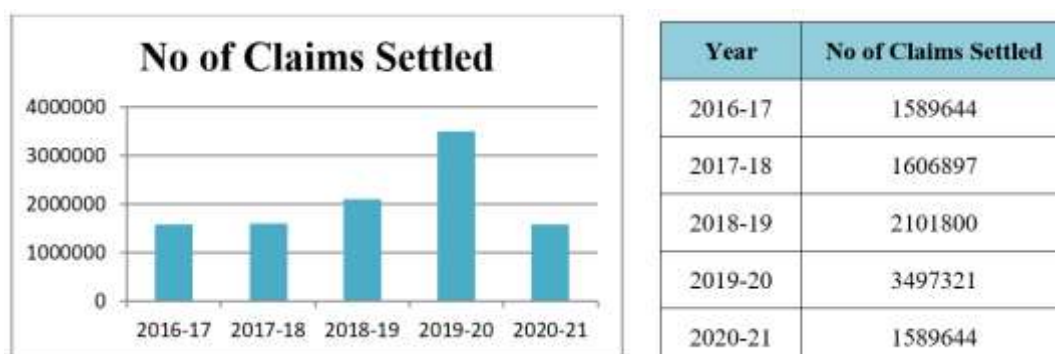


Interpretation:

From the above graph & table 2 it reveals the solvency margin for the year 2016-17 is 1.11times, for the year 2017-18 is 1.67 times, for the year 2018-19 is 1.57 times, for the year 2019-20 is 0.92 times & for the year 2020-21 is 1.52 times respectively.

As per the mandate of IRDA it has been advisable to maintain solvency margin of 1.5 times which is very much ideal except for the year 2016-17 & 2019-20 which is been below the standard where it is been advised to the oriental insurance company limited to maintain the solvency margin ratio since it is simple indicator to know how good or bad is the financial strength of the company.

Graph & Table -3 Indicating Claims settled of the Oriental Insurance Company during 2016-17 to 2020-21

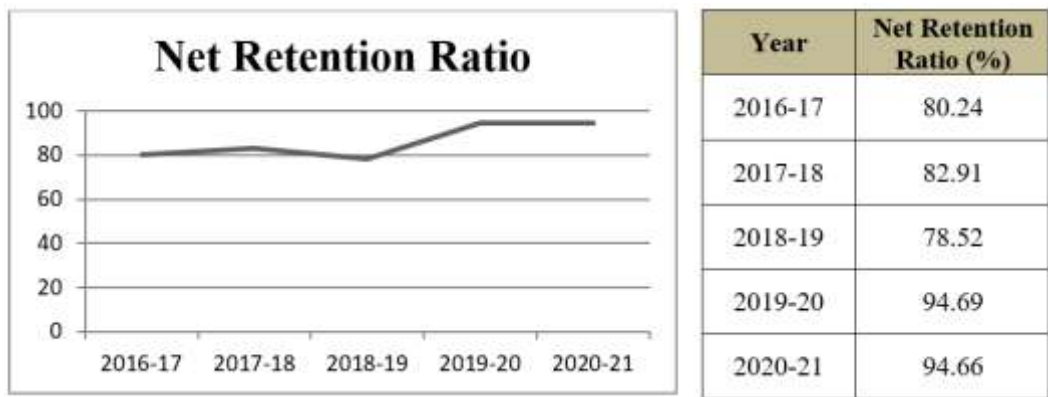


Interpretation:

From the above graph & table 3 it reveals the Claims settled for the year 2016-17 is 1589644, for the year 2017-18 is 1606897, for the year 2018-19 is 2101800, for the year 2019-20 is 3497321 & for the year 2020-21 is 1589644 respectively.

Claim settlement for the financial year 2018-19 is 94.28% & during the financial year 2019-20 is about 93.96% where is shows a decline in claim settlement ratio by 0.32% company should try to achieve 100% in order to impress its customers where the confidence level about the company shall be enhanced.

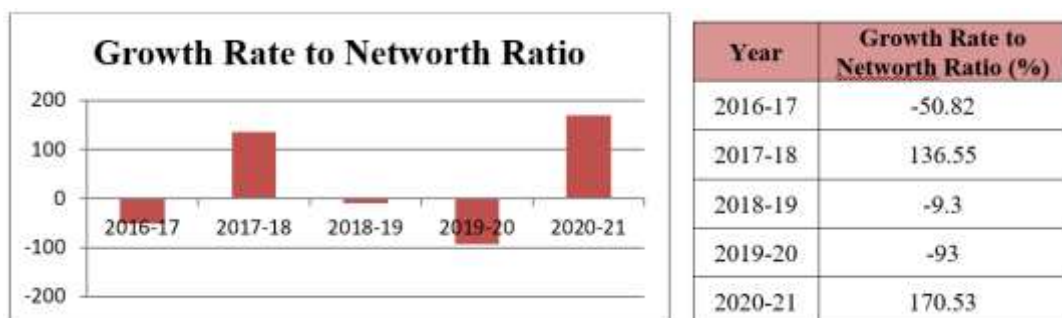
Graph & Table -4 Indicating Net Retention Ratio of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 4 it reveals the Net Retention Ratio for the year 2016-17 is 80.24, for the year 2017-18 is 82.91, for the year 2018-19 is 78.52, for the year 2019-20 is 94.69 & for the year 2020-21 is 94.66 respectively. Higher the retention ratio shall always correlate with the profits henceforth there is an upward trend in the retention ratio signs positive & need to maintain the same trend in the future also.

Graph & Table -5 Indicating Growth Rate to Networth Ratio of the Oriental Insurance Company during 2016-17 to 2020-21

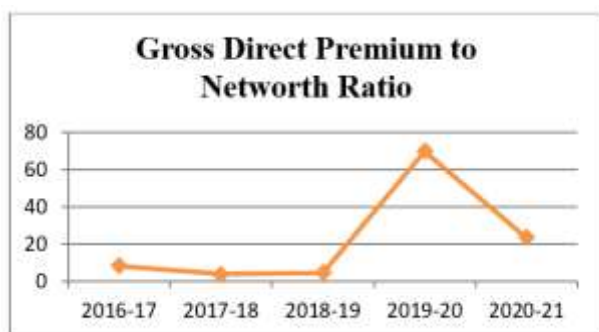


Interpretation:

From the above graph & table 5 it reveals the Growth Rate to Networth Ratio for the year 2016-17 is -50.82, for the year 2017-18 is 136.55, for the year 2018-19 is -9.3, for the year 2019-20 is -93& for the year 2020-21 is 170.53 respectively.

Growth Rate to Networth Ratio of the oriental insurance company is not much convincing seen huge fluctuation management need to address in improving this ratio which is not a positive sign for the company.

Graph & Table -6 Indicating Gross Direct Premium to Networth Ratio of the Oriental Insurance Company during 2016-17 to 2020-21



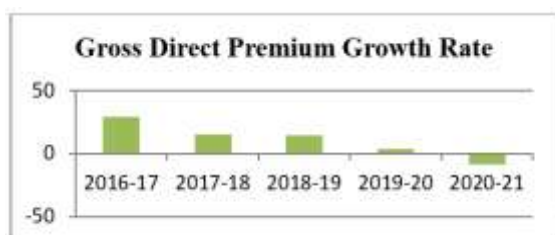
Year	Gross Direct Premium to Networth Ratio (%)
2016-17	8.33
2017-18	3.72
2018-19	4.71
2019-20	69.85
2020-21	23.52

Interpretation:

From the above graph & table 6 it reveals the Gross Direct Premium to Networth Ratio for the year 2016-17 is 8.33, for the year 2017-18 is 3.72, for the year 2018-19 is 4.71, for the year 2019-20 is 69.85 & for the year 2020-21 is 23.52 respectively.

Since the ratio seems to be positive but has witnessed huge fluctuation henceforth the management need to address this identify & implement necessary measures.

Graph & Table -7 Indicating Gross Direct Premium Growth Rate of the Oriental Insurance Company during 2016-17 to 2020-21



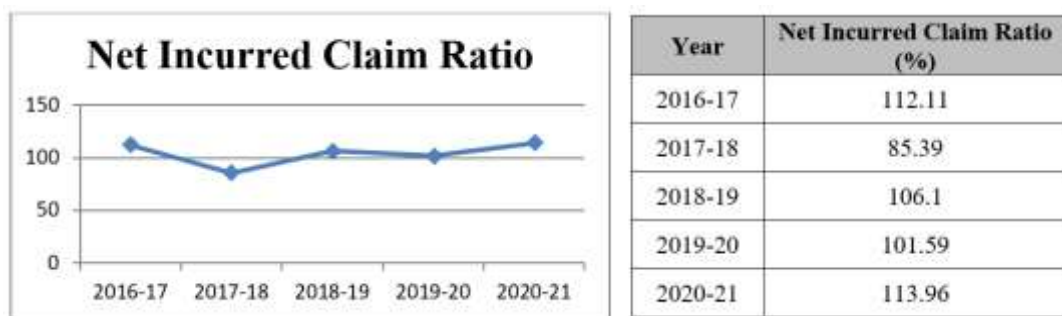
Year	Gross Direct Premium Growth Rate (%)
2016-17	29.09
2017-18	15.23
2018-19	14.89
2019-20	3.79
2020-21	-8.92

Interpretation:

From the above graph & table 7 it reveals the Gross Direct Premium growth rate for the year 2016-17 is 29.09, for the year 2017-18 is 15.23, for the year 2018-19 is 14.89, for the year 2019-20 is 3.79& for the year 2020-21 is -8.92 respectively.

From the above trend we can try to reveal that there is a negative trend in terms of premium for survival of any general insurance company premium plays a vital role management should adapt some strategies in improving this ratio or else the oriental insurance company might end in serious financial crunch in the coming days.

Graph & Table -8 Indicating Net Incurred Claim Ratio of the Oriental Insurance Company during 2016-17 to 2020-21

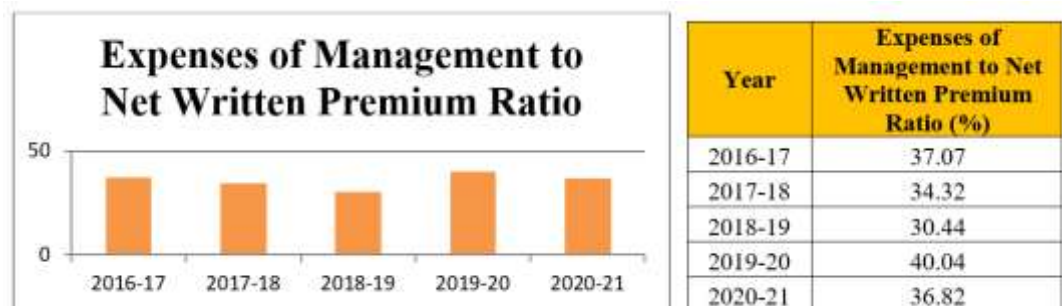


Interpretation:

From the above graph & table 8 it reveals the Net Incurred Claim Ratio for the year 2016-17 is 112.11, for the year 2017-18 is 85.39, for the year 2018-19 is 106.1, for the year 2019-20 is 101.59 & for the year 2020-21 is 113.96 respectively.

Net Incurred Claim Ratio of the Oriental Insurance Company is on the flat trend except during the FY 2017-18 apart from that rest of the study period is quite satisfactory.

Graph & Table -9 Indicating Expenses of Management to Net Written Premium Ratio of the Oriental Insurance Company during 2016-17 to 2020-21

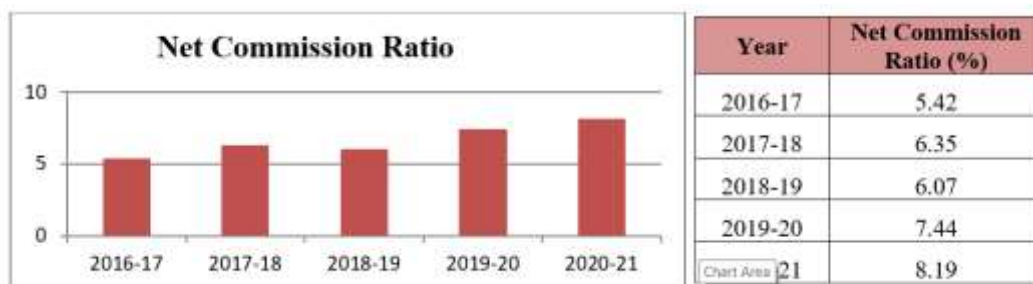


Interpretation:

From the above graph & table 9 it reveals the Expenses of Management to Net Written Premium Ratio for the year 2016-17 is 37.07, for the year 2017-18 is 34.32, for the year 2018-19 is 30.44, for the year 2019-20 is 40.04 & for the year 2020-21 is 36.82 respectively.

Expenses of management against net premium records near to average of 35.74 its not a good sign hence it is advised to bring down the expenses where ever possible in order to maximize profits.

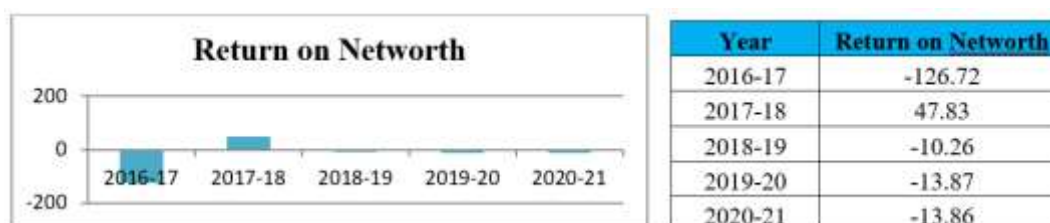
Graph & Table -10 Indicating Net Commission Ratio of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 10 it reveals Net Commission Ratio for the year 2016-17 is 5.42, for the year 2017-18 is 6.35, for the year 2018-19 is 6.07, for the year 2019-20 is 7.44 & for the year 2020-21 is 8.19 respectively. Net commission ratio has been on the raising trend which is not a good sign for the company management need to address this issue in order to bring down the commission so that cost can be minimized to some extent.

Graph & Table -11 Indicating Return on Networth of the Oriental Insurance Company during 2016-17 to 2020-21

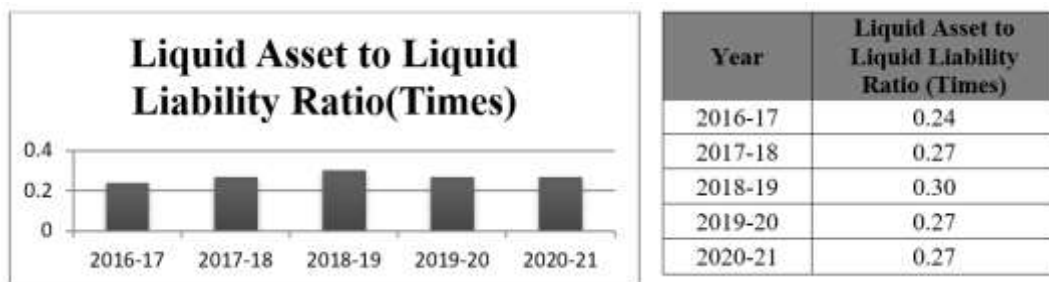


Interpretation:

From the above graph & table 11 it reveals that the Return on Networth Ratio for the financial year 2016-17 is -126.72, for the year 2017-18 is 47.83, for the year 2018-19 is -10.26, for the year 2019-20 is -13.87 & for the year 2020-21 is -13.86 respectively. From the table it is evident that except for the FY 2017-18 rest of the study period there is a

negative return on Networth hence they need to improve the position. Ideal return on networth is 10.26% but this general insurance company is delivering a negative return on Networth which shall result in unhappiness among the shareholders.

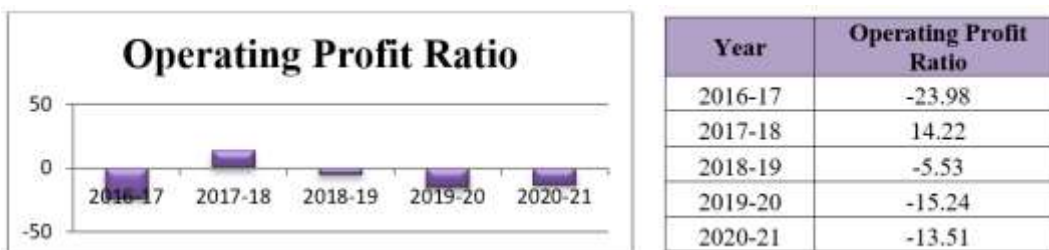
Graph & Table -12 Indicating Liquid Asset to Liquid Liability Ratio of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 12 it reveals that the Liquid Asset to Liquid Liability Ratio for the financial year 2016-17 is 0.24, for the year 2017-18 is 0.27, for the year 2018-19 is 0.30, for the year 2019-20 is 0.27 & for the year 2020-21 is 0.27 respectively. Ideal liquidity ratio anything greater than 1 is good but the company is been maintaining below the standards henceforth the company need to rework on balancing the Liquidity Ratio to meet its short term obligation.

Graph & Table -13 Indicating Operating Profit Ratio of the Oriental Insurance Company during 2016-17 to 2020-21

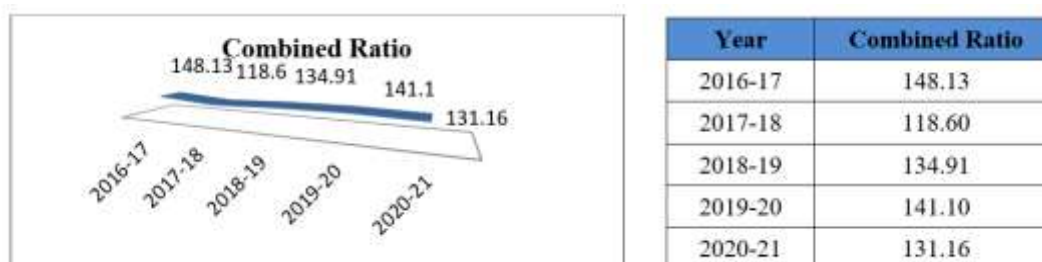


Interpretation:

From the above graph & table 13 it reveals that the Operating Profit Ratio for the financial year 2016-17 is -23.98, for the year 2017-18 is 14.22, for the year 2018-19 is -5.53, for the year 2019-20 is -15.24 & for the year 2020-21 is -13.51 respectively.

Ideal operating profit ratio of 20% is considered as good but the above company has not delivered the standard apart from that except for the FY 2017-18 it is having a positive operating profit ratio and rest of the study period has ended up negative necessary precautionary measures need to be adapted by finding ways for improving its operating profits.

Graph & Table -14 Indicating Combined Ratio of the Oriental Insurance Company during 2016-17 to 2020-21

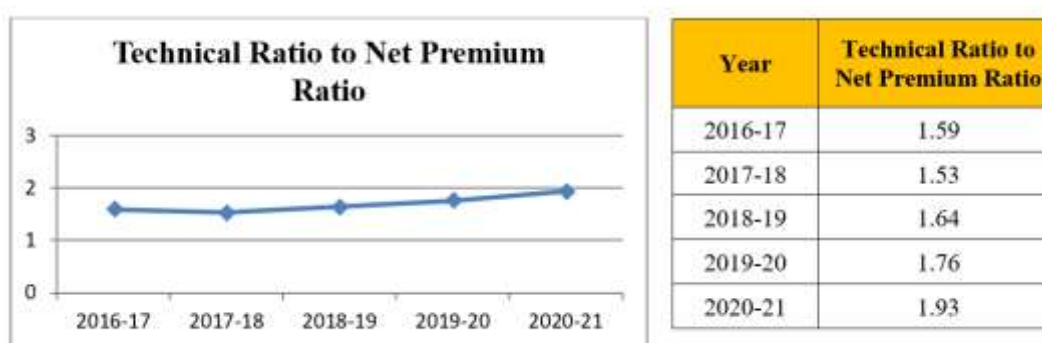


Interpretation:

From the above graph & table 14 it reveals that the Combined Ratio for the financial year 2016-17 is 148.13, for the year 2017-18 is 118.60, for the year 2018-19 is 134.91, for the year 2019-20 is 141.10 & for the year 2020-21 is 131.16 respectively.

Ideal combined ratio below 100% is good but the above company’s combined ratio during the study period is above the stated numbers henceforth it’s not a good sign company need to see that the ratio shall be maintained below the ideal standards by seeing the combined ratio one can easily predict that company is financially good or not.

Graph & Table -15 Indicating Technical Ratio to Net Premium Ratio of the Oriental Insurance Company during 2016-17 to 2020-21

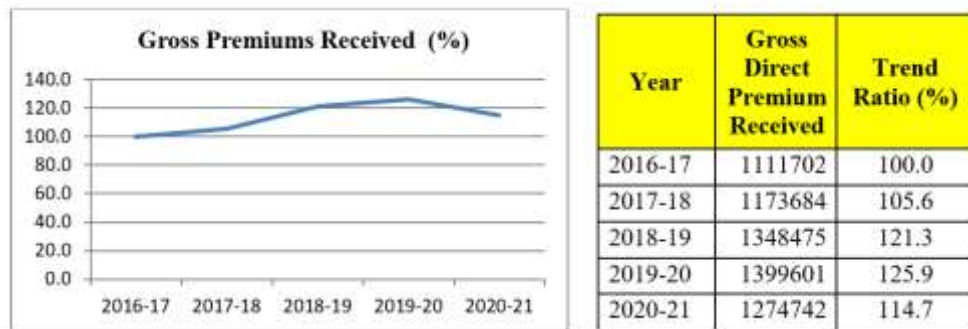


Interpretation:

From the above graph & table 15 it reveals that the Technical Ratio to Net Premium Ratio for the financial year 2016-17 is 1.59, for the year 2017-18 is 1.53, for the year 2018-19 is 1.64, for the year 2019-20 is 1.76 & for the year 2020-21 is 1.93 respectively.

Slightly there has been increase in the ratio the management needs to address and fix solution to raising trend.

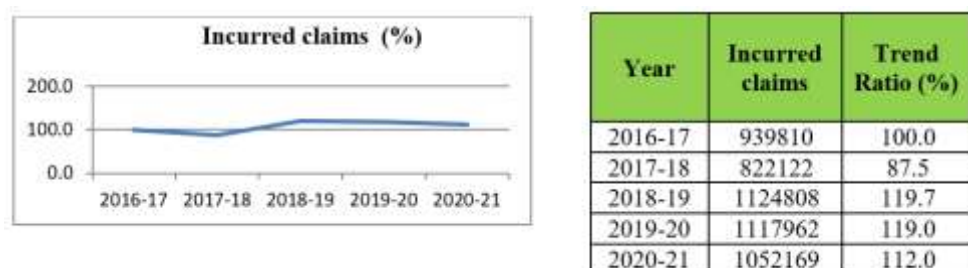
Graph & Table -16 Indicating Gross Premiums Received of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 16 it reveals that the gross premium received for the financial year 2016-17 is 1111702 lakhs ,100%, for the year 2017-18 is 1173684 lakhs, 105.6%, for the year 2018-19 is 1348475 lakhs,121.3%, for the year 2019-20 is 1399601 lakhs,125.9% & for the year 2020-21 is 1274742 lakhs,114.7% respectively. From the above table & graph it reflects that there is a downward trend slightly there is a downfall in the premium which indicated that the customer response towards the company has been declining better business model, change in the strategies, attract customers which helps in improving the ratio.

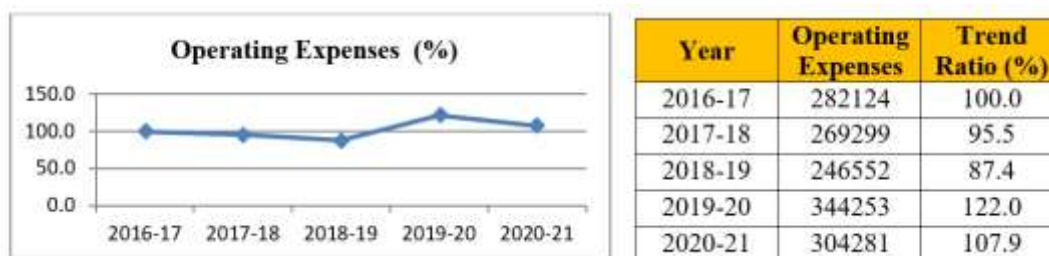
Graph & Table -17 Indicating Incurred claims of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 17 it reveals that the gross premium received for the financial year 2016-17 is 939810 lakhs ,100% , for the year 2017-18 is 822122 lakhs, 87.5%, for the year 2018-19 is 1124808 lakhs,119.7%, for the year 2019-20 is 1117962 lakhs,119.0% & for the year 2020-21 is 1052169 lakhs,112% respectively. From the above table & graph it is evident that the incurred claims has been declining over the study period which is a positive sign but on the other hand ideal ratio for incurred claims is between 70 to 90% seems to be feasible but except for the FY 2017-18 is been as said but rest of the study period is above the standards henceforth the company need to monitor on improving the ratio.

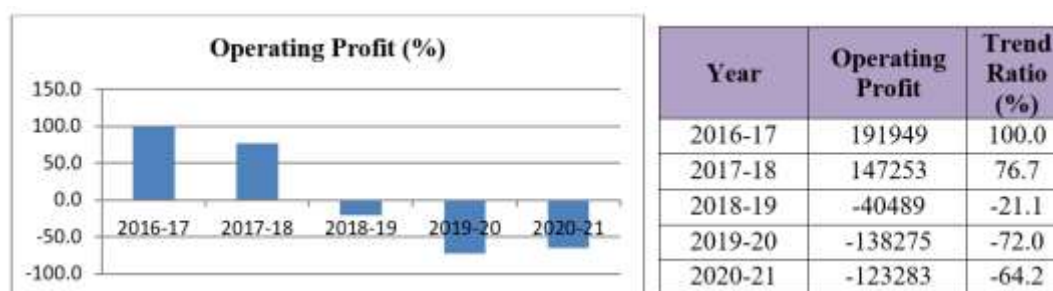
Graph & Table -18 Indicating Operating Expenses of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 18 it reveals that the Operating Expenses for the financial year 2016-17 is 282124 lakhs ,100% , for the year 2017-18 is 269299 lakhs, 95.5 % , for the year 2018-19 is 246552 lakhs,87.4 % , for the year 2019-20 is 344253 lakhs,122 % & for the year 2020-21 is 304281 lakhs,107.9% respectively. Ideally the operating expenses ratio should be between 60 to 80% but the trend is above the standards which is not advisable for the company henceforth the management need to take action cut down cost wherever it's possible.

Graph & Table -19 Indicating Operating Profit of the Oriental Insurance Company during 2016-17 to 2020-21

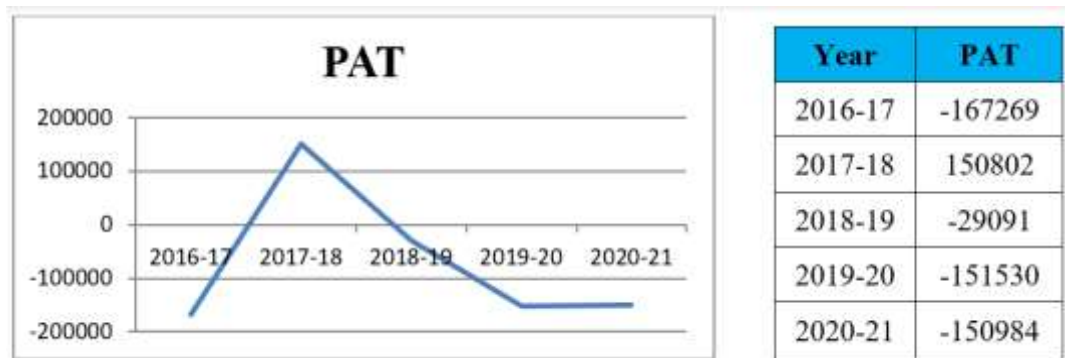


Interpretation:

From the above graph & table 19 it reveals that the Operating profit for the financial year 2016-17 is 191949 lakhs ,100% , for the year 2017-18 is 147253 lakhs, 76.7 % , for the year 2018-19 is -40489 lakhs,-21.1 % , for the year 2019-20 is -138275 lakhs,-72 % & for the year 2020-21 is -123283 lakhs,-64.2 % respectively.

Any company shall be judged by its efficiency in earning profits if its ending in green then those company shall be treated as best in the market if the company ends in red then hopefully unlucky company henceforth the above company except for the financial year 2016-17 & 2017-18 rest of the study period has been ended up in red (Loss) the management should identify where it went wrong correct those mistakes so that same shall not be repeated in the future.

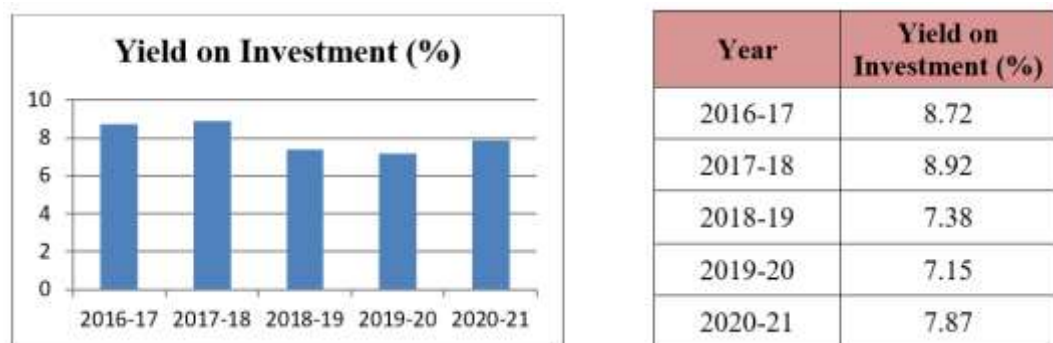
Graph & Table -20 Indicating Profit after Tax (PAT) of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 20 it reveals that the PAT for the financial year 2016-17 is -167269 lakhs , for the year 2017-18 is 150802 lakhs, for the year 2018-19 is -29091 lakhs , for the year 2019-20 is -151530 lakhs & for the year 2020-21 is -150984 lakhs respectively. Above table & graph shall reveal that except for the FY 2017-18 rest of the study period has ended up in loss.

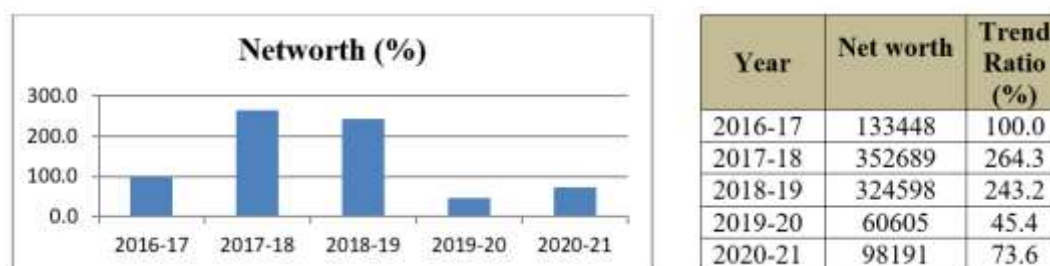
Graph & Table -21 Indicating Yield on Investment of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 21 it reveals that the yield on Investment for the financial year 2016-17 is 8.72 % , for the year 2017-18 is 8.92 % , for the year 2018-19 is 7.38 % , for the year 2019-20 is 7.15 % & for the year 2020-21 is 7.87 % respectively. YOY the yield on investment ratio has been declining trend necessary action need to be taken for its improvement.

Graph & Table -22 Indicating Networth of the Oriental Insurance Company during 2016-17 to 2020-21

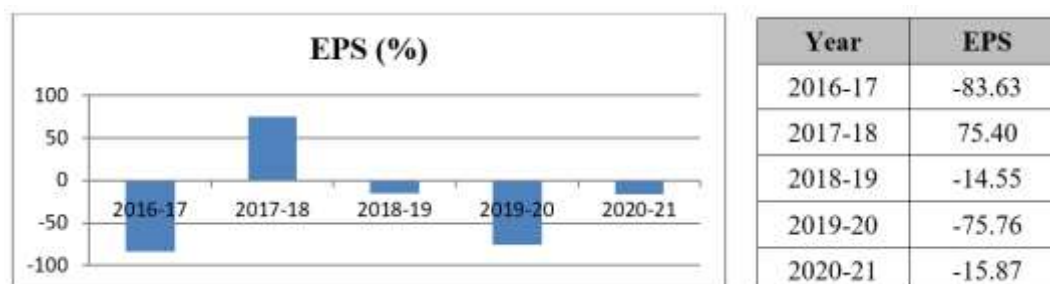


Interpretation:

From the above graph & table 22 it reveals that the Networth for the financial year 2016-17 is -133448 lakhs , for the year 2017-18 is 352689 lakhs, for the year 2018-19 is 324598 lakhs , for the year 2019-20 is 60605 lakhs & for the year 2020-21 is 98191 lakhs respectively.

There seems to be huge fluctuations in the networth needs to addressed and fix some remedy in improving the same.

Graph & Table -23 Indicating EPS of the Oriental Insurance Company during 2016-17 to 2020-21



Interpretation:

From the above graph & table 23 it reveals that the EPS for the financial year 2016-17 is – 83.63 Rs , for the year 2017-18 is 75.40 Rs, for the year 2018-19 is -14.55 Rs , for the year 2019-20 is -75.76 Rs & for the year 2020-21 is -15.87 Rs respectively.

From the above we can state that except for the FY 2017-18 rest of the study period has been resulted in negative EPS, if there is negative EPS then we can say that the shareholders returns shall be considered as Negative. Management should try impressing the shareholders which is the primary motto.

Conclusion:

Oriental insurance is crucial to the financial and economic stability of the country. Profitability of the future insurance business is critical to financial stability. This makes it essential to examine the factors that influence the financial success of these companies. Such studies were rare in the past, but their numbers have increased in recent years. Results will vary by country. This means that no single model for measuring financial success can be applied everywhere. Regardless of the circumstances, with minimal research you can estimate the financial success of Oriental Insurance. According to the report, company size and long-term investments have the greatest impact on the financial performance of Indian life insurance companies. Overinvestment in long-term assets may adversely affect Oriental Insurance's future profitability. Oriental Insurance companies should only expand after a thorough review of their financial performance as they may limit their economies of scale and profitability. The financial performance of Oriental General Insurance Company has deteriorated slightly due to the increase in short-term debt and operating expenses. To optimize profits, companies need to manage total assets, long-term investments, liquid assets, and short-term liabilities. Loss ratio, operating margin, premium growth, and specificity can be used as independent variables in future panel data analyses.

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