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## **BANCASSURANCE - BANKS PLAYING THE ROLE OF INTERMEDIARY**

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### **ABSTRACT**

*Banking sector has been through conglomeration during the past few years. Among the various features of conglomeration one pertinent feature which stands out is the diversification towards the insurance activities often termed as Bancassurance. Over the period Bancassurance which has been initiated as a diversification avenue gained ground in terms of generation of fee based income for banks. The easing of payment restriction to intermediaries has also contributed to the growth of alternative distribution channels in insurance sector and has paved the way for Bancassurance. This article is an attempt to brief about the Bancassurance – concept, emergence, relevance, role and growth, based upon the secondary data sources*

**Keywords:** - Bancassurance, Intermediary, Insurance

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