







RELIANCE LIFE V/S COMPETITION

Page	Engagement	Total Fans	Engagement as% of Fans	Admin posts	Engagement on Admin post as %of fans
 Reliance Life Insurance	3,008,617	270,107	1114%	197	5.65%
 Max Life Insurance - Khushiyon Ki Planning	861,643	4,479,427	19%	243	0.08%
 HDFC Life	705,786	653,546	108%	213	0.51%
 Aviva	388,291	764,536	51%	116	0.44%
 Bharti AXA Life Insurance	145,717	447,890	33%	91	0.36%
 ICICI Prudential Life Insurance	36,216	114,921	32%	54	0.58%