



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 6.893

Ref: CASIRJ/2026/A1024092

DOI : [HTTPS://DOI.ORG/10.32804/CASIRJ](https://doi.org/10.32804/CASIRJ)

ISSN 2319 – 9202 (O)

THIS CERTIFIES THAT

K. BEEMA RAO

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**CUSTOMER PREFERENCE TOWARDS HEALTH INSURANCE PLAN WITH REFERENCE TO LIC IN
TIRUCHIRAPPALLI CITY**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 17 , Issue – 9 Sep , 2026



Editor in Chief

