



## **A Study of Mindset of Middle Income Group Beneficiaries Towards Health Insurance Packages**

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*The mindset of the middle income group audience today with regard to health insurance packages has become extremely awareness oriented and their level of perception is quite positive, as compared to the past. This is so because, in today's era the cost of medical treatment being enormously high, every prospective beneficiary wishes to be properly covered through insurance.*

**Key words:** Middle Income Group, Mindset, Perception, Awareness, Penetration Level and Future.

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