**Abstract**

The banking and insurance industries have developed rapidly in the changing and challenging economic environment all over the world. Due to merging of global financial markets, development of new technologies, universalization of banking industries and with the expansion of non-banking activities, the insurance industry has globally brought in new channels of distribution into existence. Nowadays Banks have started increasing their business to securities and insurance and other sectors by adding new range of products. The financial resources in the hands of people should be channelized in effective manner so as to increase the returns from the basic financial structure of nation and also the quality of living of people. Insurance policies are instruments towards the cause. This study focuses on the perception of the policyholders towards Bancassurance and its features.