**Abstract**

Today work-life balance has become an increasingly universal concern for employers as well as employees. Work life balance generally refers to an employee’s ability to maintain a healthy balance between their work roles, their personal responsibilities, and family life. The main objective of the analysis is to study the importance of work life balance to women and to examine the factors affecting work life balance. Simple random technique is used by collecting questionnaire from 100 respondents in Coimbatore city. Percentage analysis, Descriptive analysis and ANOVA have been used for analysis. The study results that a poor balance between work and personal life not only affects employees, but it also affects the companies that they work for and also their family. Women experience high levels of stress and anxiety due to poor work-life balance and working women are forced to make a difficult choice or compromise resulting in stress and anxiety thereby adversely affecting their health. The study suggests that many career development programs for women can be done to improve the work life balance of women.