

LIC redeems market share on a weighted basis

Exhibit : Market share trend

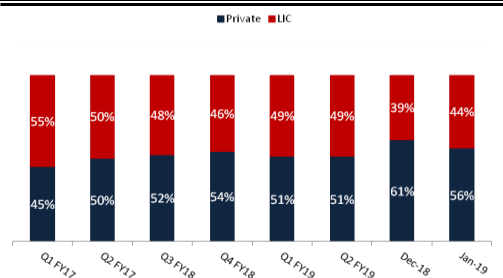
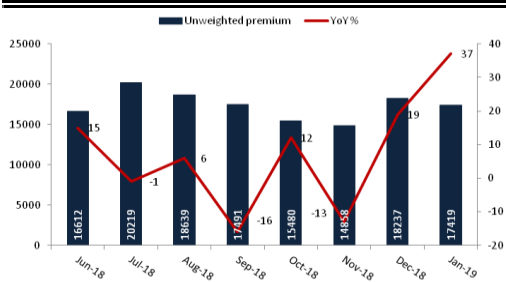


Exhibit : Trend in industry



The highest YoY growth in the weighted received premium was seen in Bharti Axa, Tata AIA and Birla Sunlife which grew at robust rates in the month of January, while DHFL and Kotak Life saw negative growth rates.

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- ❑ The unweighted total premium of the life insurance industry has witnessed a 37% YoY growth standing at 17419 crore.
- ❑ The growth of private players subdued in the month of January while the unweighted growth of LIC witnessed a 18 month high YoY growth rate at 49%..
- ❑ The private players on the contrary had a 20% YoY growth in the unweighted basis.
- ❑ The leading companies by market share on the basis of weighted received premium are : LIC (44.1%), SBI Life(14%), ICICI Prudential Life(9.3%) and HDFC Life (7.8%).
- ❑ Non banking insurance companies like Aditya Birla Sun Life, Tata AIA and Bajaj Allianz have done exceptionally well to increase their market share.
- ❑ SBI Life on a monthly basis lost 2.5% of its market share but is still the largest private insurer..
- ❑ LIC's market share increased to 44% as against 39% in the previous month.
- ❑ The average ticket size has increased by 13% in the industry where the highest growth could be seen in HDFC Life and Future Generali and Birla Sunlife. These 3 are the only companies to record 30%+ increase in ticket size for 6 consecutive months now, while companies like Tata AIA on a higher base shows a slow growth rate
- ❑ LIC after many months of decrease in average ticket size showed a 22% yearly growth in its ticket size number. ICICI prudential life in a move to defend its market share have continuously witnessed declining average ticket cost.

Exhibit : New business premium on weighted basis

Insurer	Jan-19	Jan-18	YoY %	MoM %	% of Share
Bajaj Allianz	184	158	17	-16	2.4
Bharti Axa	51	39	28	-14	0.7
Birla Sun Life	180	107	69	-30	2.4
Canara HSBC Life	88	67	32	-4	1.2
DHFL Pramerica	40	75	-46	4	0.5
Edelweiss Tokio	32	30	9	-23	0.4
Exide Life	67	67	0	6	0.9
Future Generali	40	31	30	-42	0.5
HDFC Standard Life	594	552	7	5	7.8
ICICI Prudential Life	703	626	12	-6	9.3
IDBI Federal Life	43	31	40	-11	0.6
Kotak Mahindra Life	186	239	-22	-20	2.5
Max Life	373	279	33	-4	4.9
PNB Metlife	124	110	12	-14	1.6
Reliance Nippon Life	78	73	7	-19	1.0
SBI Life	1060	1078	-2	-21	14.0
Shriram Life	33	38	-13	-34	0.4
Tata AIA	210	145	45	-25	2.8
Private Total	4234	3894	9	-14	55.9
LIC	3334	2887	16	5	44.1
Grand Total	7568	6781	12	-6	

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Exhibit : Unweighted Premium of private players

The same growth rates could be seen in the premiums on an unweighted basis for the month of January where Birla Sunlife and Tata AIA grew with robust numbers than the larger players in the industry.

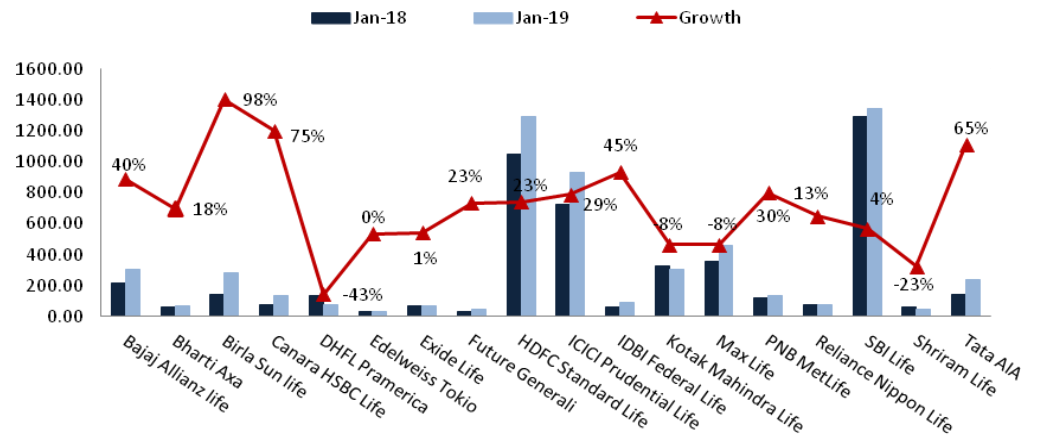
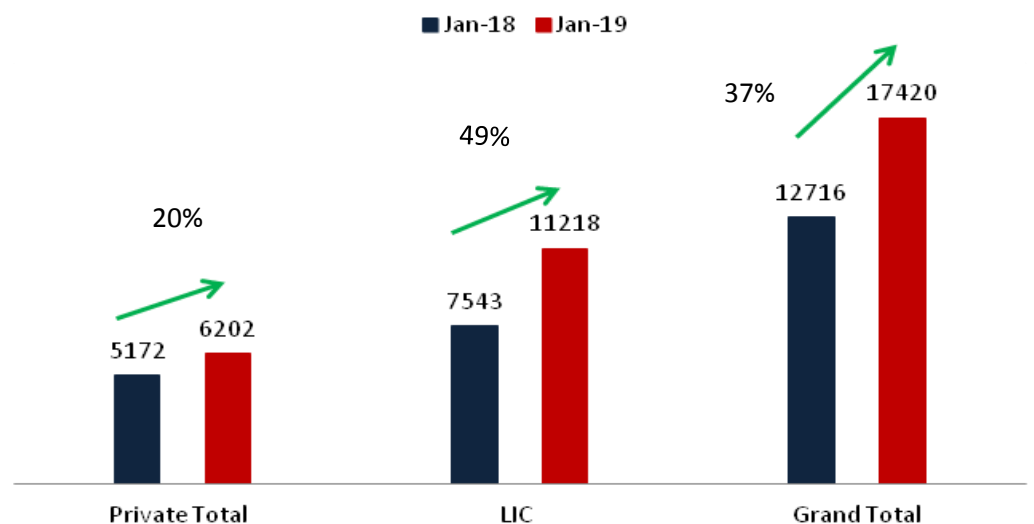


Exhibit : Unweighted Premium Growth



Most of the bank based insurers saw very tepid growth because of their already large base whereas the smaller players saw very high growth rates

The overall private players grew by 20% YoY in the month of January while LIC saw a 49% growth

Exhibit : Persistency Ratio of 13th month

New business premiums give only half a picture about the business of a company, persistency ratio shows the full picture and shows if the premium payers continue the paying pattern till the maturity is reached. Generally 13th,25th,37th,49th and 61st month's persistency ratios are calculated.

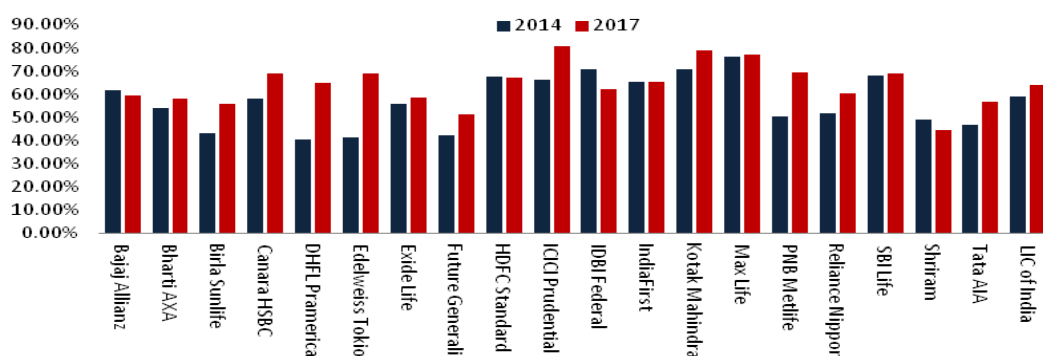


Exhibit : Persistency Ratio of 61st month

The persistency ratios of all the private players have increased significantly notifying that the quality of customers and service both have improved while LIC still has the same ratio it had in 2014

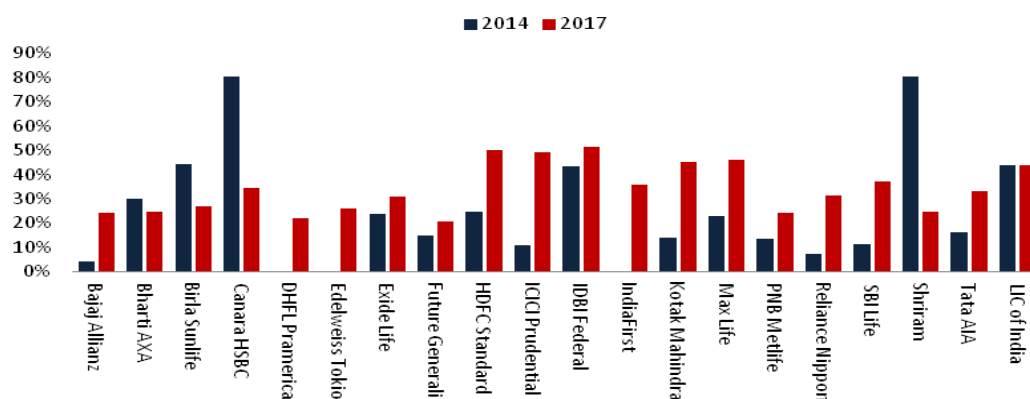


Exhibit : Average ticket size in individual regular premium

Average ticket size is also an important business performance matrix to judge a company. LIC has the largest customer base with one of the lowest average ticket size while Canara HSBC Life has the highest average ticket size. The highest leap in ticket sizes could be seen HDFC Life and Future Generali while companies like ICICI and Canara HSBC Life are showing negative growth due to high base ticket they carry.

Insurer	Jan-18	Jan-19	YoY %
Bajaj Allianz	52290	53364	2%
Bharti Axa	40408	41668	3%
Birla Sun Life	51387	72414	41%
Canara HSBC Life	98560	87248	-11%
DHFL Pramerica	44839	44693	0%
Edelweiss Tokio	45428	39782	-12%
Exide Life	34763	33785	-3%
Future Generali	26760	50188	88%
HDFC Standard Life	62946	84064	34%
ICICI Prudential Life	99811	83867	-16%
IDBI Federal Life	68142	76241	12%
Kotak Mahindra Life	62803	62623	0%
Max Life	70174	75578	8%
PNB Metlife	57738	68976	19%
Reliance Nippon Life	36504	37795	4%
SBI Life	70271	71785	2%
Shriram Life	16281	22974	41%
Tata AIA	60875	75577	24%
LIC	20608	25083	22%

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