

Industry growth on WRP basis slows down in August'19

Exhibit: Market share trend

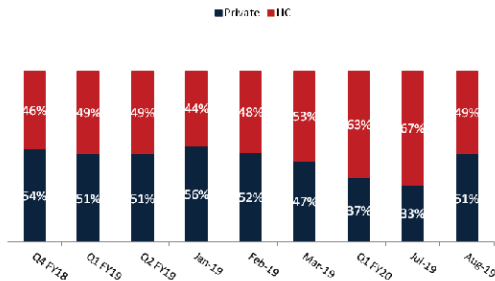
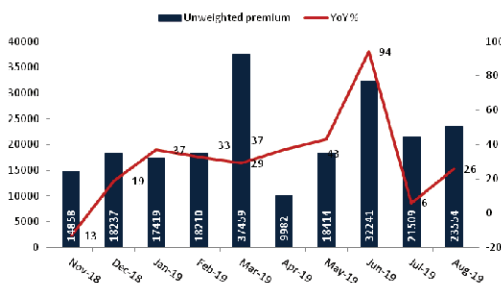


Exhibit: Trend in industry



- The Individual Weighted received Premium of the Life Insurance industry witnessed a marginal fall in the growth from 17% in July 2019 to 14% in August 2019.
- Private players witnessed moderation in growth from 22% to 11% while LIC saw higher growth to the tune of 18% in August'19. to 26% at Rs. 23554 cr from Rs.18639 cr a year ago.
- Total weighted received premium also saw moderation in growth at just 10% for the month of August'19.
- In the total weighted received premium the LIC witnessed a mere 5% while the Private players witnessed 16% growth on a yearly basis.
- SBI Life continued to be the leader by market share among the private insurance players on the basis of total weighted new business premium with 11.1% market share. Listed players like ICICI Prudential Life and HDFC Prudential Life followed suit at market share of 9.3% and 7.1% respectively. Max Life witnessed market share of 4.3% for the month of August'19.
- The highest growth in new business premium on total weighted basis was witnessed by Kotak Mahindra Life on a smaller base at 110%. Key Listed players like SBI Life, HDFC Life, ICICI Life and Max Life grew at 15%, 36%, 2% and 29% respectively.
- The average ticket size has increased by 19% YoY in the industry. Kotak Life and IDBI Federal Life witnessed highest increase in average ticket prices by 61% and 64%, whereas the degrowth in average ticket price could be witnessed in Bharti Axa and Edelweiss Tokio at 32% and 8% respectively.
- The overall policies sold in the month of August 2019 have dropped by 5% on a yearly basis to **2329699** policies from **2452373** policies a year ago.

Exhibit : New business premium on total weighted basis

Insurer	Aug-19	Aug-18	YoY %	MoM %	% of Share
Bajaj Allianz	182	167	9	2	2.3
Bharti Axa	53	48	10	1	0.7
Birla Sun Life	160	142	13	4	2.0
Canara HSBC Life	86	84	2	15	1.1
DHFL Pramerica	26	79	-66	-10	0.3
Edelweiss Tokio	27	25	6	7	0.3
Exide Life	67	49	36	16	0.8
Future Generali	59	54	9	-6	0.7
HDFC Standard Life	572	420	36	-9	7.1
ICICI Prudential Life	755	740	2	11	9.3
IDBI Federal Life	32	37	-13	9	0.4
Kotak Mahindra Life	273	130	110	16	3.4
Max Life	348	270	29	-2	4.3
PNB Metlife	129	102	27	23	1.6
Reliance Nippon Life	76	85	-10	10	0.9
SBI Life	896	780	15	1	11.1
Shriram Life	40	38	6	15	0.5
Tata AIA	187	172	8	-4	2.3
Private Total	4103	3540	16	3	50.7
LIC	3985	3781	5	-50	49.3
Grand Total	8088	7320	10	-32	

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Exhibit : Unweighted Premium of private players

As per the unweighted premium growth Tata AIA grew at 75% with Canara HSBC and DHFL witnessing negative growth at -24% and -65%.

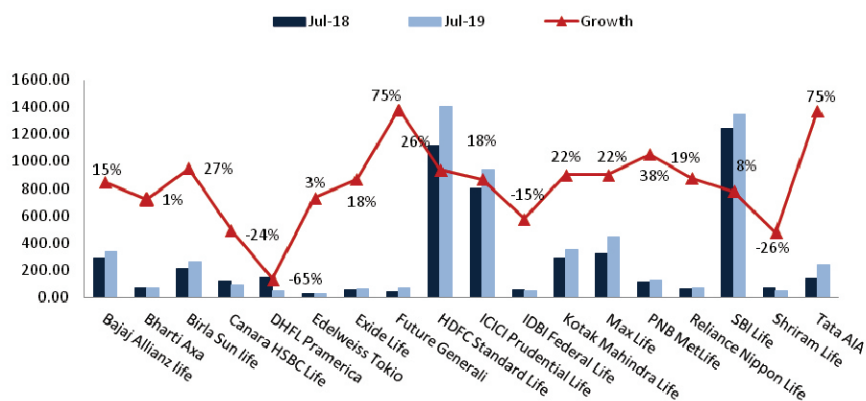


Exhibit : New business premium on individual weighted basis

Insurer	Aug-19	Aug-18	YoY %	MoM %
Bajaj Allianz	153	119	28	10
Bharti Axa	51	46	11	1
Birla Sun Life	139	118	18	1
Canara HSBC Life	83	80	3	15
DHFL Pramerica	14	33	-57	-1
Edelweiss Tokio	24	23	4	3
Exide Life	60	45	33	27
Future Generali	28	24	19	3
HDFC Standard Life	476	353	35	-9
ICICI Prudential Life	573	637	-10	-4
IDBI Federal Life	31	36	-14	8
Kotak Mahindra Life	108	97	11	-6
Max Life	336	262	28	-3
PNB Metlife	121	97	25	22
Reliance Nippon Life	65	80	-19	1
SBI Life	839	734	14	0
Shriram Life	36	32	13	12
Tata AIA	181	161	13	-4
Private Total	3,429	3,085	11	-1
LIC	2,656	2,257	18	12
Grand Total	6,085	5,341	14	4

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.

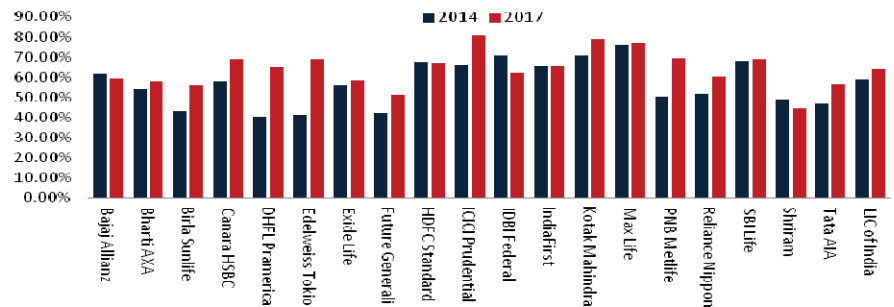


Exhibit : Persistency Ratio of 61st month

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

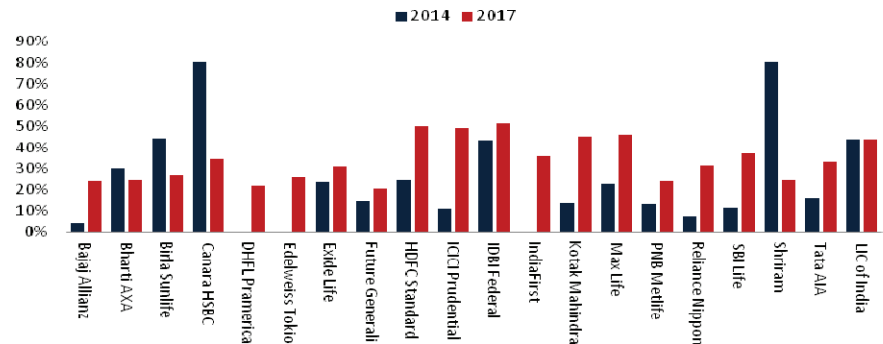


Exhibit : Average ticket size in individual regular premium

Insurer	Aug-18	Aug-19	YoY %
Bajaj Allianz	57141	66658	17
Bharti Axa	41043	27825	-32
Birla Sun Life	56723	67694	19
Canara HSBC Life	84004	69290	-18
DHFL Pramerica	39954	42744	7
Edelweiss Tokio	43335	39930	-8
Exide Life	50098	45447	-9
HDFC Standard Life	74420	90001	21
ICICI Prudential Life	95610	111531	17
IDBI Federal Life	50308	82388	64
Kotak Mahindra Life	44880	72080	61
Max Life	68409	85699	25
PNB Metlife	60775	70958	17
Reliance Nippon Life	42018	42157	0
SBI Life	62235	74178	19
Shriram Life	16130	18345	14
Tata AIA	66635	60391	-9
LIC	20517	48468	136

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