

Industry growth on Individual WRP falls to a 10 month low

Exhibit: Market share trend

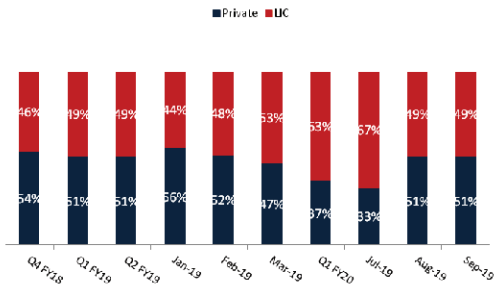
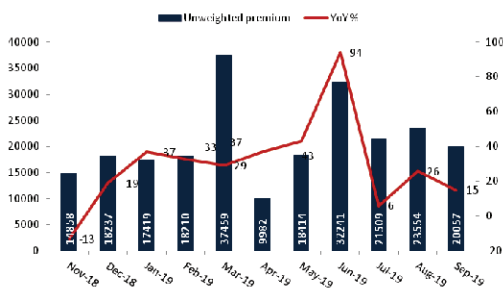


Exhibit: Trend in industry



- The Individual Weighted received Premium of the Life Insurance industry witnessed a negative growth of 3% for the first time in the past 10 months.
- Private players in the individual space saw a marginal 3% growth while the LIC witnessed a 11% fall in the individual weighted premium.
- Total weighted received premium of the life insurance industry witnessed 14% growth rate for the month of September'19**
- In the total weighted received premium the LIC witnessed a 28% growth on the back of strong group premium business while the Private players witnessed a mere 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 11.7% market share. Listed players like ICICI Prudential Life and HDFC Life followed suit at market share of 8.5% and 6.3% respectively. Max Life witnessed market share of 4.6% for the month of September'19.
- The highest growth in new business premium on total weighted basis was witnessed by Future Generali and Tata AIA at 55% and 37% respectively. Listed players grew at HDFC Life (-16%), ICICI Life (5%), Max Life (4%) and SBI Life (18%).
- The average ticket size has increased by 21% in the month of September as opposed to 19% in August'19. Kotak Life and SBI Life witnessed highest increase in average ticket prices by 128% and 60%, whereas the degrowth in average ticket price could be witnessed in Tata AIA and Edelweiss Tokio at -17% and -15% respectively.
- The overall policies sold in the month of September 2019 have increased by 6% on a yearly basis to **2342743** policies from **2220190** policies a year ago.

Exhibit : New business premium on total weighted basis

Insurer	Sep-19	Sep-18	YoY %	MoM %	% of Share
Bajaz Allianz	201	179	12	10	2.4
Bharti Axa	51	50	1	-5	0.6
Birla Sun Life	152	184	-17	-5	1.8
Canara HSBC Life	123	101	22	44	1.5
DHFL Pramerica	23	79	-71	-14	0.3
Edelweiss Tokio	39	34	12	45	0.5
Exide Life	75	61	23	12	0.9
Future Generali	67	43	55	14	0.8
HDFC Standard Life	523	620	-16	-9	6.3
ICICI Prudential Life	703	669	5	-7	8.5
IDBI Federal Life	31	48	-36	-4	0.4
Kotak Mahindra Life	216	228	-5	-21	2.6
Max Life	380	364	4	9	4.6
PNB Metlife	117	127	-8	-9	1.4
Reliance Nippon Life	84	103	-18	10	1.0
SBI Life	976	825	18	9	11.7
Shriram Life	51	51	-1	28	0.6
Tata AIA	247	179	37	32	3.0
Private Total	4270	4113	4	4	51.4
LIC	4036	3157	28	1	48.6
Grand Total	8306	7270	14	3	

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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%.

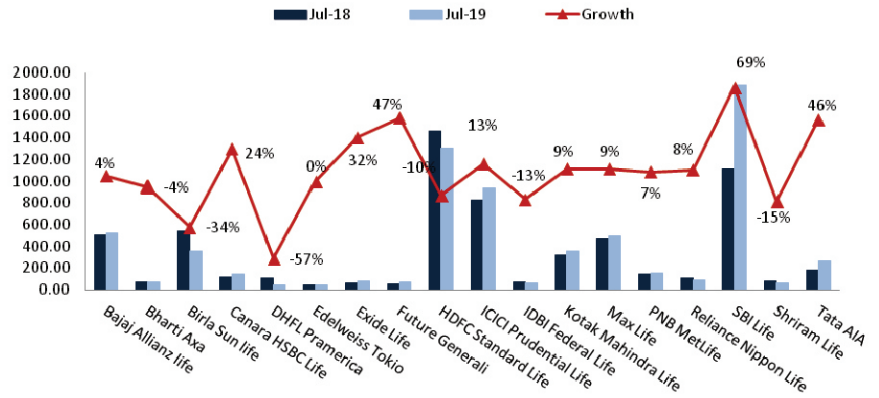


Exhibit : New business premium on individual weighted basis

Insurer	Sep-19	Sep-18	YoY growth %	MoM growth %
Bajaj Allianz	158	127	25	4
Bharti Axa	49	48	2	-5
Birla Sun Life	123	135	-9	-11
Canara HSBC Life	117	98	20	42
DHFL Pramerica	13	28	-55	-8
Edelweiss Tokio	37	32	17	52
Exide Life	69	57	20	16
Future Generali	34	24	41	21
HDFC Standard Life	427	531	-20	-10
ICICI Prudential Life	581	622	-7	1
IDBI Federal Life	29	47	-37	-4
Kotak Mahindra Life	146	121	21	35
Max Life	364	356	2	8
PNB Metlife	108	119	-9	-10
Reliance Nippon Life	78	86	-10	19
SBI Life	877	792	11	5
Shriram Life	48	43	13	35
Tata AIA	221	173	28	22
Private Total	3,664	3,574	3	7
LIC	2,153	2,408	-11	-19
Grand Total	5,817	5,982	-3	-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.

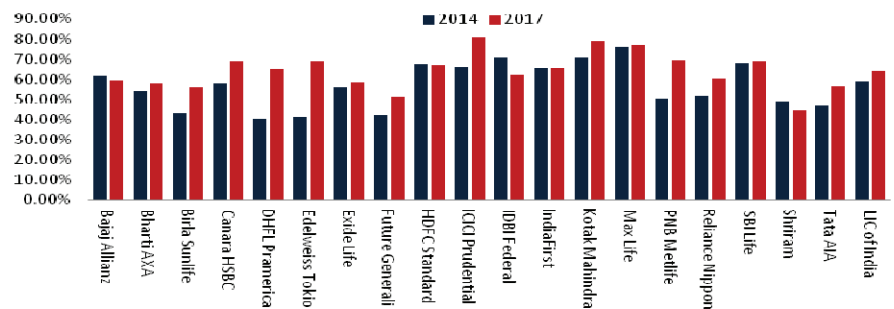


Exhibit : Persistency Ratio of 61st month

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

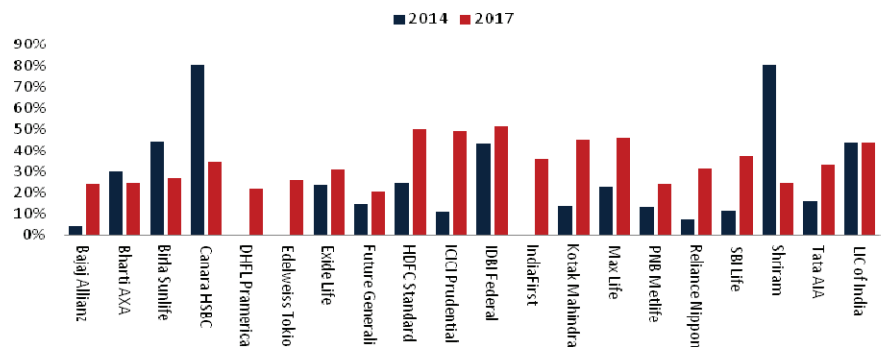


Exhibit : Average ticket size in individual regular premium

Insurer	Aug-18	Aug-19	YoY %
Bajaj Allianz	59121	73111	24
Bharti Axa	42721	43589	2
Birla Sun Life	61285	54370	-11
Canara HSBC Life	78452	72784	-7
DHFL Pramerica	83991	131763	57
Edelweiss Tokio	52978	45137	-15
Exide Life	34310	35738	4
HDFC Standard Life	142026	154592	9
ICICI Prudential Life	98050	117142	19
IDBI Federal Life	53519	79956	49
Kotak Mahindra Life	30176	68834	128
Max Life	59382	71933	21
PNB Metlife	70559	93951	33
Reliance Nippon Life	41803	44851	7
SBI Life	77317	123830	60
Shriram Life	24148	21180	-12
Tata AIA	64076	53002	-17
LIC	52692	62715	19

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