

Exhibit: Market share trend

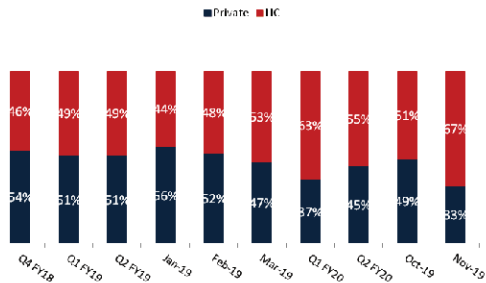
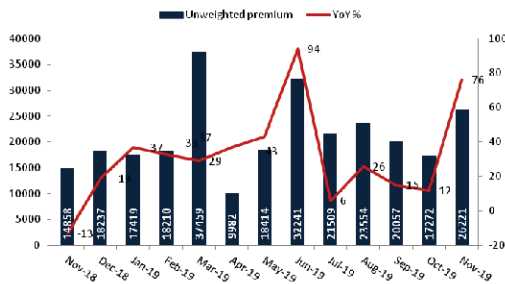


Exhibit: Trend in industry



Industry witnesses high premium growth after couple of subdued months

- Total weighted received premium for the month of November'19 stood at a 5 month high figure at Rs. 13297 crore. The industry saw a 110% growth on the back of a low base effect of just Rs.6333 crores a year back.
- LIC leads the industry growth yet again as it witnesses a 104% growth in the individual weighted premium at 4422 crores as opposed to a tepid growth of 27% shown by the private players at 3650 crores.
- Individual weighted premium of the industry also saw a high growth rate of 60% as a result of a smaller base. The premium collected through this was at 8073 crores in November'19 as compared to 5044 crores in November'18.
- 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 7.2% market share. Listed players like ICICI Prudential Life and HDFC Life followed suit at market share of 5.4% and 4.4% respectively. Max Life witnessed market share of 2.4% for the month of November'19.
- The highest growth in new business premium on total weighted basis was witnessed by Kotak Life Insurance and Bajaj Allianz Life at 97% and 53% respectively. Listed players grew at HDFC Life (44%), Max Life (18%) and SBI Life (21%).
- SBI Life, HDFC Life and ICICI Prudential life constitute of 46% of all the policies sold by private insurers. SBI Life sold 23%, HDFC Life and ICICI Prudential Life sold 13% and 11% respectively.
- The overall policies sold in the month of November 2019 have increased by 102% on a yearly basis to 4018411 policies from 1989271 policies a year ago.

Exhibit : New business premium on total weighted basis

Insurer	Nov-19	Nov-18	YoY %	MoM %	% of Share
Bajaj Allianz	234	154	53	20	1.8
Bharti Axa	53	44	18	5	0.4
Birla Sun Life	209	132	59	47	1.6
Canara HSBC Life	85	63	36	45	0.6
Edelweiss Tokio	27	32	-15	19	0.2
Exide Life	66	47	40	26	0.5
Future Generali	75	43	74	91	0.6
HDFC Standard Life	584	406	44	23	4.4
ICICI Prudential Life	713	755	-6	3	5.4
IDBI Federal Life	25	34	-26	25	0.2
Kotak Mahindra Life	400	203	97	92	3.0
Max Life	321	273	18	34	2.4
PNB Metlife	119	103	16	36	0.9
Reliance Nippon Life	70	69	1	8	0.5
SBI Life	963	798	21	27	7.2
Shriram Life	41	37	10	27	0.3
Tata AIA	235	159	48	34	1.8
Private Total	4435	3523	26	29	33.4
LIC	8862	2811	215	165	66.6
Grand Total	13297	6333	110	96	

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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%.

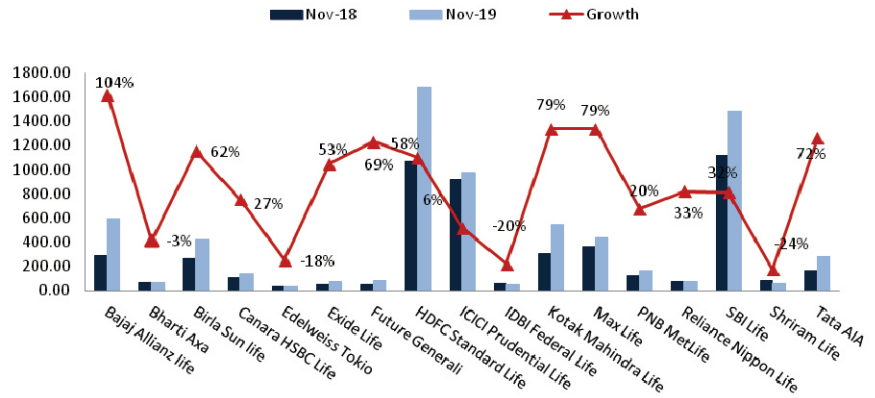


Exhibit : New business premium on individual weighted basis

Insurer	Nov-19	Nov-18	YoY growth %	MoM growth %
Bajaj Allianz	183	119	54	11
Bharti Axa	50	42	19	6
Birla Sun Life	180	110	63	59
Canara HSBC Life	77	56	38	48
Edelweiss Tokio	26	27	-4	18
Exide Life	59	44	35	44
Future Generali	31	22	39	21
HDFC Standard Life	455	318	43	21
ICICI Prudential Life	611	511	20	10
IDBI Federal Life	24	33	-27	24
Kotak Mahindra Life	137	113	21	37
Max Life	309	265	17	35
PNB Metlife	111	99	12	38
Reliance Nippon Life	63	63	-1	1
SBI Life	903	740	22	31
Shriram Life	38	30	28	29
Tata AIA	229	153	50	34
Private Total	3,650	2,876	27	26
LIC	4,422	2,169	104	91
Grand Total	8,073	5,045	60	55

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.

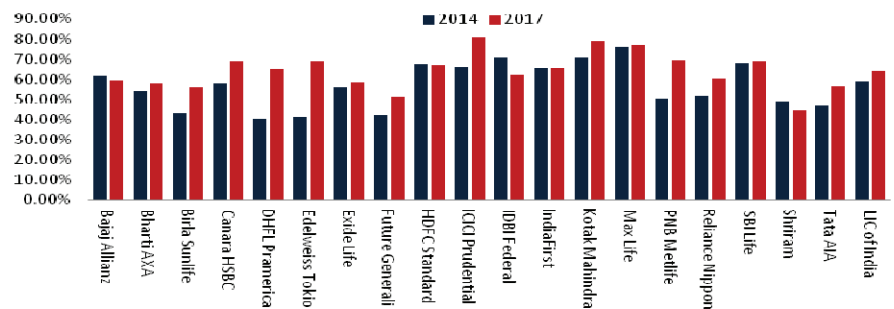


Exhibit : Persistency Ratio of 61st month

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

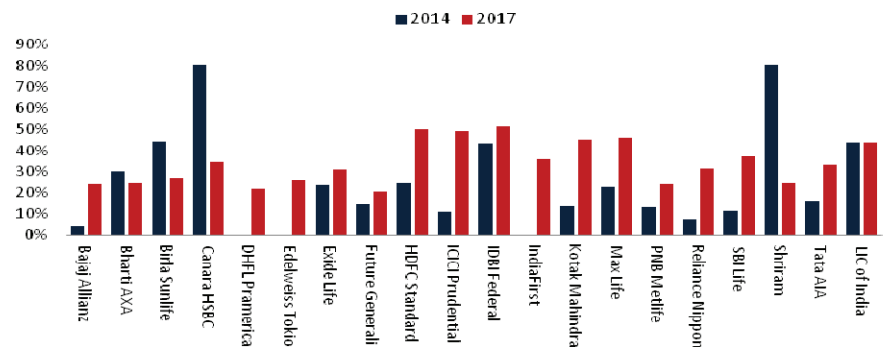


Exhibit : Average ticket size in individual regular premium

Insurer	Nov-18	Nov-19	YoY %
Bajaj Allianz	55837	65745	18
Bharti Axa	41984	29151	-31
Birla Sun Life	57277	75160	31
Canara HSBC Life	62629	57775	-8
Edelweiss Tokio	47149	44718	-5
Exide Life	31094	38206	23
HDFC Standard Life	76000	90717	19
ICICI Prudential Life	62116	108083	74
IDBI Federal Life	59592	57353	-4
Kotak Mahindra Life	53251	75025	41
Max Life	74911	83524	11
PNB Metlife	61853	68665	11
Reliance Nippon Life	38150	45877	20
SBI Life	63529	73857	16
Shriram Life	21283	17639	-17
Tata AIA	58638	67888	16
LIC	28916	18054	-38

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