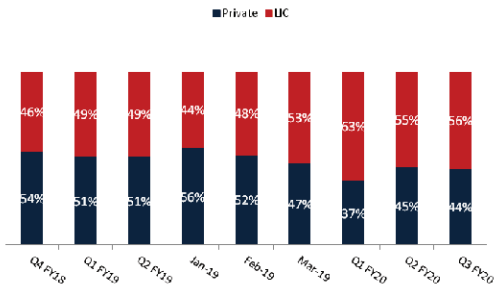
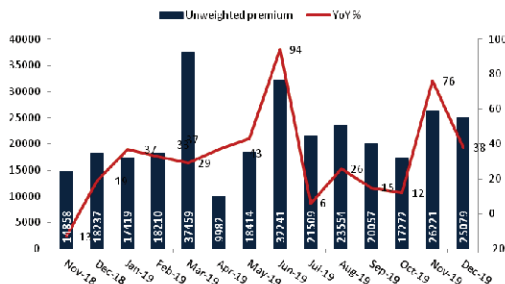


## New Business Premium of the industry grows at 36% for 2019

### Exhibit: Market share trend



### Exhibit: Trend in industry



- Total weighted received premium for the month of December'19 stood at Rs. 12200 crores. This marked a 50.5% YoY growth for the industry on a low base effect.
- LIC leads the industry growth yet again as it witnessed a 100.5% growth in the individual weighted premium at Rs. 6388 crores as opposed to a tepid growth of 18.5% shown by the private players at Rs.5812 crores.
- **Individual weighted premium of the industry saw decent growth in the month of December'19 at 15.6%. The growth was aided by 17.2% growth in the private sector and 12.8% growth in LIC's premium.**
- 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 12.9% market share. Listed players like ICICI Prudential Life and HDFC Life followed suit at market share of 6.8% and 6.4% respectively. Max Life witnessed market share of 3.9% for the month of December'19.
- The highest growth in new business premium on total weighted basis was witnessed by LIC and Kotak Life Insurance at 101% and 71% respectively. **Listed life insurance players saw a fairly decent growth in the month of December** at HDFC Life (32%), ICICI Prudential Life ( 17%), SBI Life (64%) and Max Life (49%).
- SBI Life, HDFC Life and ICICI Prudential life constitute of 48% of all the policies sold by private insurers. SBI Life sold 26%, HDFC Life and ICICI Prudential Life sold 11% and 11% respectively.
- The overall policies sold in the month of December 2019 have increased by 5% on a yearly basis to **2648172** policies from **2515697** policies a year ago.

### Exhibit : New business premium on total weighted basis

| Insurer               | Dec-19 | Dec-18 | YoY % | MoM % | % of Share |
|-----------------------|--------|--------|-------|-------|------------|
| Bajaj Allianz         | 235    | 220    | 7     | 0.2   | 1.9        |
| Bharti Axa            | 63     | 59     | 7     | 22.7  | 0.5        |
| Birla Sun Life        | 218    | 258    | -15   | 4.5   | 1.8        |
| Canara HSBC Life      | 138    | 92     | 49    | 61    | 1.1        |
| Edelweiss Tokio       | 41     | 42     | -1    | 51    | 0.3        |
| Exide Life            | 78     | 63     | 24    | 18    | 0.6        |
| Future Generali       | 53     | 69     | -24   | -29   | 0.4        |
| HDFC Standard Life    | 769    | 568    | 35    | 32    | 6.3        |
| ICICI Prudential Life | 835    | 749    | 11    | 17    | 6.8        |
| IDBI Federal Life     | 24     | 48     | -50   | -5    | 0.2        |
| Kotak Mahindra Life   | 396    | 232    | 71    | -1    | 3.2        |
| Max Life              | 480    | 390    | 23    | 49    | 3.9        |
| PNB Metlife           | 161    | 143    | 13    | 35    | 1.3        |
| Reliance Nippon Life  | 110    | 96     | 14    | 58    | 0.9        |
| SBI Life              | 1580   | 1336   | 18    | 64    | 12.9       |
| Shriram Life          | 59     | 50     | 17    | 45    | 0.5        |
| Tata AIA              | 348    | 279    | 25    | 48    | 2.9        |
| Private Total         | 5812   | 4904   | 19    | 31    | 47.6       |
| LIC                   | 6389   | 3185   | 101   | -28   | 52.4       |
| Grand Total           | 12201  | 8090   | 51    | -8    |            |

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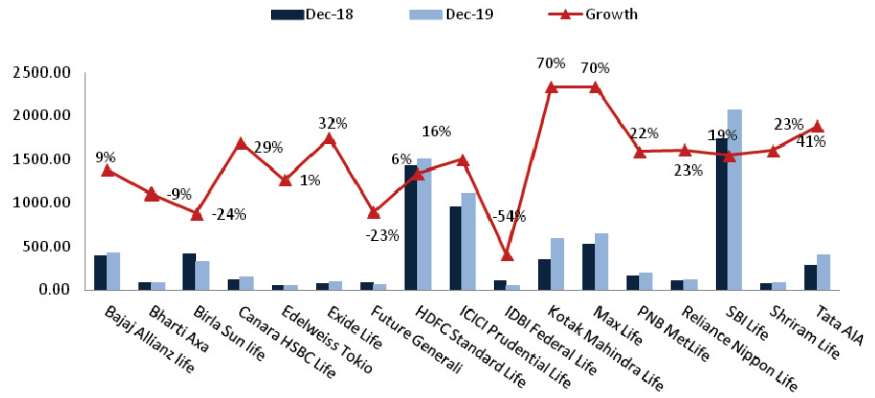
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### Exhibit : Unweighted Premium of private players

As per the unweighted premium growth Kotak Life & Max Life saw highest growth rate at 70% whereas IDBI Life and Future Generali saw a degrowth by 54% and 23% respectively.

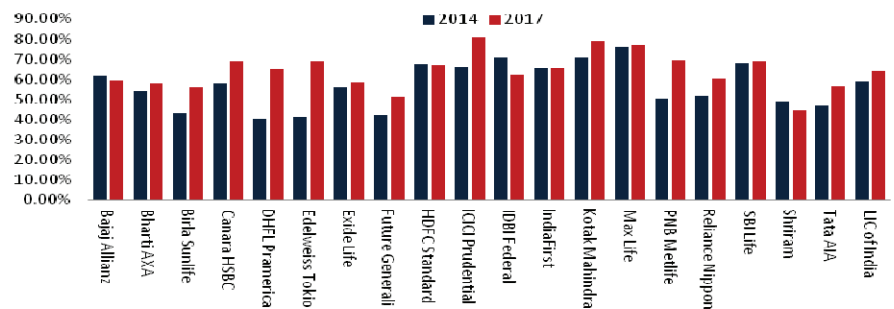


### Exhibit : New business premium on individual weighted basis

| Insurer               | Dec-19 | Dec-18 | YoY growth % | MoM growth % |
|-----------------------|--------|--------|--------------|--------------|
| Bajaj Allianz         | 191    | 183    | 4            | 4            |
| Bharti Axa            | 62     | 57     | 10           | 23           |
| Birla Sun Life        | 203    | 235    | -14          | 13           |
| Canara HSBC Life      | 133    | 89     | 49           | 72           |
| Edelweiss Tokio       | 38     | 34     | 12           | 46           |
| Exide Life            | 72     | 60     | 20           | 23           |
| Future Generali       | 43     | 40     | 9            | 39           |
| HDFC Standard Life    | 681    | 465    | 46           | 50           |
| ICICI Prudential Life | 742    | 687    | 8            | 22           |
| IDBI Federal Life     | 23     | 44     | -49          | -6           |
| Kotak Mahindra Life   | 220    | 178    | 23           | 60           |
| Max Life              | 465    | 378    | 23           | 50           |
| PNB Metlife           | 155    | 140    | 11           | 40           |
| Reliance Nippon Life  | 102    | 95     | 7            | 62           |
| SBI Life              | 1,511  | 1,289  | 17           | 67           |
| Shriram Life          | 56     | 46     | 21           | 48           |
| Tata AIA              | 339    | 276    | 23           | 48           |
| Private Total         | 5,244  | 4,475  | 17           | 44           |
| LIC                   | 2,845  | 2,523  | 13           | -36          |
| Grand Total           | 8,089  | 6,997  | 16           | 0            |

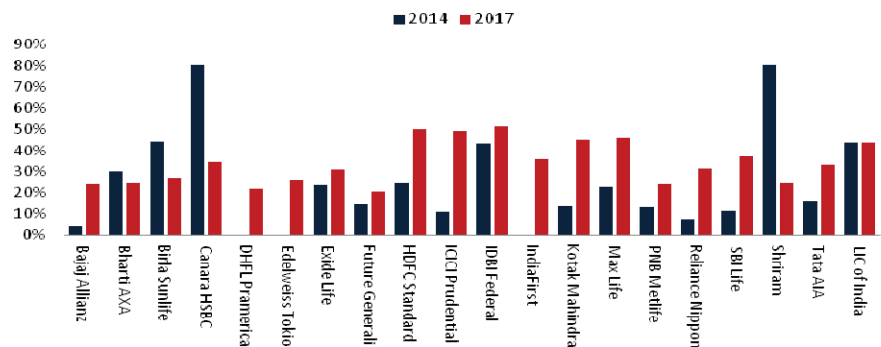
### Exhibit : Persistency Ratio of 13<sup>th</sup> month

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 61<sup>st</sup> 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               | Dec-18 | Dec-19 | YoY % |
|-----------------------|--------|--------|-------|
| Bajaj Allianz         | 60678  | 66436  | 9     |
| Bharti Axa            | 40224  | 41982  | 4     |
| Birla Sun Life        | 80117  | 79401  | -1    |
| Canara HSBC Life      | 66371  | 62021  | -7    |
| Edelweiss Tokio       | 48705  | 43964  | -10   |
| Exide Life            | 34934  | 43501  | 25    |
| Future Generali       | 58483  | 69367  | 19    |
| HDFC Standard Life    | 83623  | 108439 | 30    |
| ICICI Prudential Life | 89437  | 106091 | 19    |
| IDBI Federal Life     | 64625  | 97216  | 50    |
| Kotak Mahindra Life   | 55636  | 78436  | 41    |
| Max Life              | 79245  | 94370  | 19    |
| PNB Metlife           | 65609  | 76293  | 16    |
| Reliance Nippon Life  | 41920  | 55932  | 33    |
| SBI Life              | 75096  | 85120  | 13    |
| Shriram Life          | 26730  | 21577  | -19   |
| Tata AIA              | 73739  | 68719  | -7    |
| LIC                   | 26995  | 20956  | -22   |

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