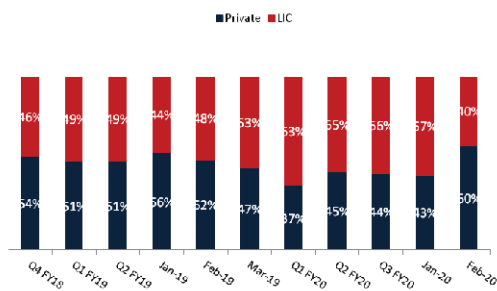
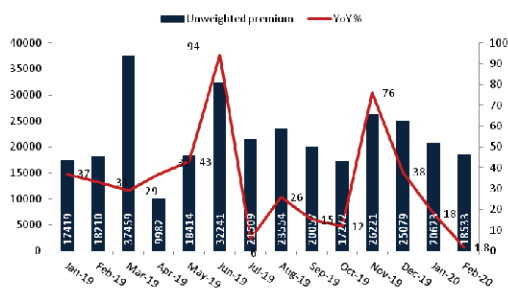


## Exhibit: Market share trend



## Exhibit: Trend in industry



## Private players maintain edge over LIC in total WRP

- Total weighted received premium for the month of February'20 stood at Rs.8932 crores implying a 14% YoY growth and a MoM degrowth of 19%.
- LIC after witnessing a total growth of 92% in the year of 2019 saw degrowth for the month of February at -5.5% YoY. The Private players in the month of February saw a decent uptick in the growth at 31.8% in the total weighted received premium.
- **Individual weighted premium of the industry saw a minor degrowth to the tune of 1% as the individual premium for the month of February'20 stood at 6049 crores as compared to 6088 crores in February'19.**
- Among the new business premium in total weighted basis, ICICI Prudential Life saw the highest growth and witnessed a market share of 20% in February. Other listed players like HDFC Life & SBI Life have a current market share of 7.2% and 7.5% respectively in the month of February. Max Life stood at 4.9%.
- The highest growth in new business premium on total weighted basis was witnessed by ICICI Prudential Life & Tata AIA at 136% and 55% respectively. **Listed life insurance players saw a muted growth in the month of February'20** at HDFC Life (15%), SBI Life (-5%) and Max Life (3%).
- SBI Life, HDFC Life and ICICI Prudential life constitute of 43% of all the policies sold by private insurers. SBI Life sold 18%, HDFC Life and ICICI Prudential Life sold 13% and 12% respectively.
- The overall policies sold in the month of February 20 have decreased by 30% on a yearly basis to 1776291 policies from 2537161 policies a year ago mostly affected by a fall in group single premium
- For the month of February the market share between the Private players and LIC stood at 60:40. from 43:57 a month ago.

## Exhibit : New business premium on total weighted basis

Insurer	Feb-20	Feb-19	YoY %	MoM %	% of Share
Bajaj Allianz	226	177	28	0	2.5
Bharti Axa	54	53	2	-1	0.6
Birla Sun Life	180	164	10	4	2.0
Canara HSBC Life	91	98	-8	-6	1.0
Edelweiss Tokio	37	37	0	4	0.4
Exide Life	92	64	44	21	1.0
Future Generali	45	60	-25	-52	0.5
HDFC Standard Life	646	517	25	-3	7.2
ICICI Prudential Life	1783	755	136	141	20.0
IDBI Federal Life	23	44	-47	-13	0.3
Kotak Mahindra Life	288	267	8	26	3.2
Max Life	435	423	3	0	4.9
PNB Metlife	135	127	6	0	1.5
Reliance Nippon Life	90	113	-20	24	1.0
SBI Life	671	703	-5	-46	7.5
Shriram Life	44	38	17	13	0.5
Tata AIA	319	208	53	11	3.6
Private Total	5381	4083	32	12	60.2
LIC	3551	3757	-5	-43	39.8
Grand Total	8932	7840	14	-19	

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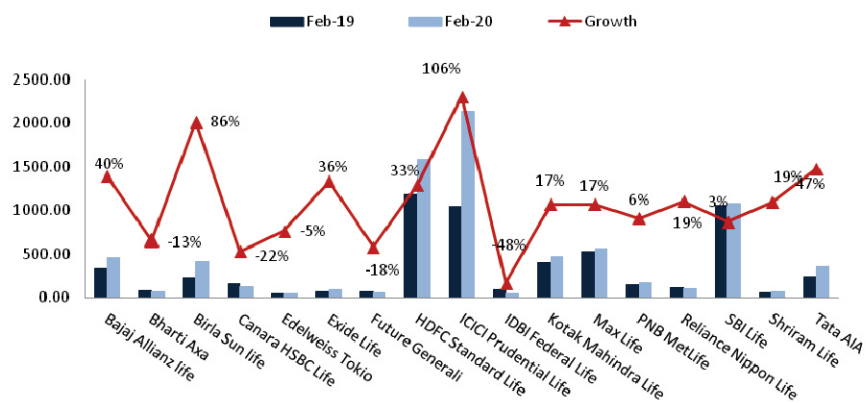
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### Exhibit: Unweighted Premium of private players

As per the unweighted premium growth ICICI Prudential Life and Birla Sunlife saw highest growth at 106% & 86% respectively.

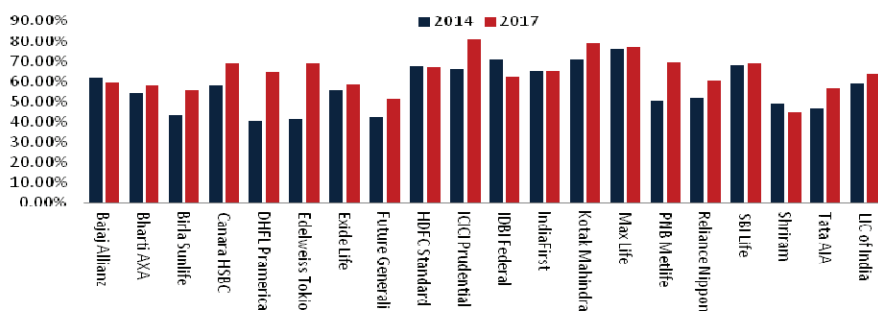


### Exhibit: New business premium on individual weighted basis

Insurer	Feb-20	Feb-19	YoY growth %	MoM growth %
Bajaj Allianz	187	151	24	2
Bharti Axa	52	50	3	-1
Birla Sun Life	146	149	-2	-6
Canara HSBC Life	89	90	-1	-5
Edelweiss Tokio	38	36	4	8
Exide Life	67	59	13	1
Future Generali	41	42	-2	33
HDFC Standard Life	533	414	29	-6
ICICI Prudential Life	587	688	-15	-6
IDBI Federal Life	22	43	-49	-13
Kotak Mahindra Life	172	174	-1	7
Max Life	415	411	1	-1
PNB Metlife	128	120	7	1
Reliance Nippon Life	82	78	4	15
SBI Life	617	649	-5	-48
Shriram Life	42	34	22	14
Tata AIA	304	206	48	13
Private Total	3,725	3,582	4	-20
LIC	2,325	2,507	-7	37
Grand Total	6,050	6,089	-1	-36

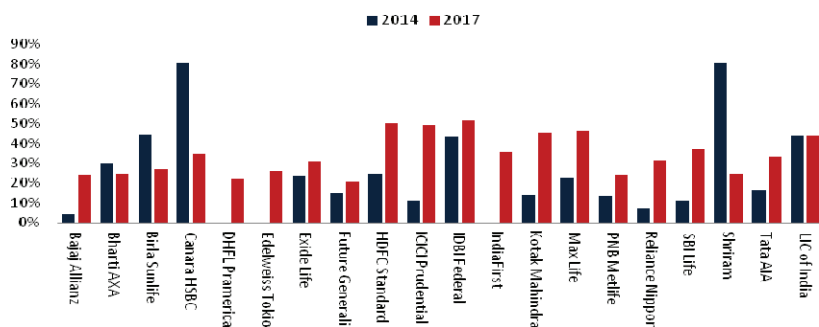
### Exhibit: Persistency Ratio of 13<sup>th</sup> month

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	Jan-19	Jan-20	YoY %
Bajaj Allianz	51798	61138	18
Bharti Axa	26383	38672	47
Birla Sun Life	63752	68926	8
Canara HSBC Life	70079	85428	22
Edelweiss Tokio	38180	39947	5
Exide Life	35609	42111	18
Future Generali	60293	60089	0
HDFC Standard Life	77050	96579	25
ICICI Prudential Life	103808	100800	-3
IDBI Federal Life	81674	95498	17
Kotak Mahindra Life	64000	82773	29
Max Life	80651	91054	13
PNB Metlife	63739	71336	12
Reliance Nippon Life	40478	49448	22
SBI Life	57852	63164	9
Shriram Life	18057	16774	-7
Tata AIA	61921	57903	-6
LIC	23418	27389	17

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