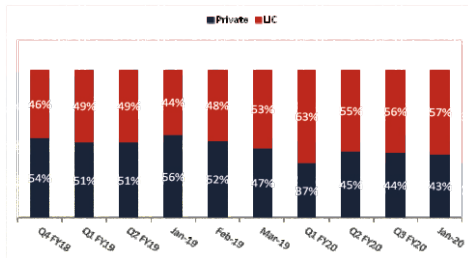
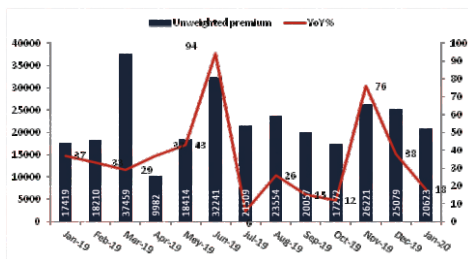


## The new business premium for the industry falls for second straight month

### Exhibit: Market share trend



### Exhibit: Trend in industry



- Total weighted received premium for the month of January'20 stood at Rs. 11047 crores implying a 46% YoY growth and a MoM degrowth of 9%.
- LIC has seen a stellar growth in the year 2019 as compared to 2018. In the calendar year LIC saw growth in total weighted premium at 92% from Rs.39106 crores in 2018 to Rs.75111 crore in 2019. The private players saw a moderated growth at 18% from Rs.44293 crore in 2018 to Rs.52192 crore in 2019.
- Individual weighted premium of the industry saw decent uptick in the growth figures for the month of January'20 at 45.8%. The growth was aided by 10.2% growth in the private sector and 98.5% growth in LIC's premium.**
- Among the new business premium in total weighted basis, SBI Life leads the pack in terms of market share as it has captured 11.3% of the market share. Other listed players like HDFC Life & ICICI Prudential Life have a current market share of 6.0% and 6.7% respectively in the month of January'20. Max Life stood at 3.9%.
- The highest growth in new business premium on total weighted basis was witnessed by LIC and Future Generali Life at 87% and 137% respectively. **Listed life insurance players saw a muted growth in the month of January'20** at HDFC Life (12%), ICICI Prudential Life (5%), SBI Life (17%) and Max Life (17%).
- SBI Life, HDFC Life and ICICI Prudential life constitute of 49% of all the policies sold by private insurers. SBI Life sold 25%, HDFC Life and ICICI Prudential Life sold 13% and 12% respectively.
- The overall policies sold in the month of January 2020 have increased by 81% on a yearly basis to 4691297 policies from 2596369 policies a year ago mostly aided by individual non-single premium growth in LIC's business.

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

Insurer	Apr-20	Apr-19	YoY %	MoM %	% of Share
Bajaj Allianz	115	105	10	-59	4.0
Bharti Axa	23	33	-29	-60	0.8
Birla Sun Life	78	76	3	-70	2.7
Canara HSBC Life	13	42	-68	-87	0.5
Edelweiss Tokio	15	10	52	-67	0.5
Exide Life	19	30	-36	-80	0.7
Future Generali	12	31	-62	-81	0.4
HDFC Standard Life	238	395	-40	-69	8.3
ICICI Prudential Life	184	475	-61	-71	6.4
IDBI Federal Life	3	9	-71	-91	0.1
Kotak Mahindra Life	67	192	-65	-86	2.3
Max Life	119	140	-15	-79	4.1
PNB Metlife	38	61	-37	-73	1.3
Reliance Nippon Life	32	94	-66	-69	1.1
SBI Life	207	452	-54	-72	7.2
Shriram Life	10	16	-40	-85	0.3
Tata AIA	141	103	36	-60	4.9
Private Total	1366	2361	-42	-73	47.7
LIC	1498	1896	-21	-61	52.3
Grand Total	2864	4257	-33	-68	

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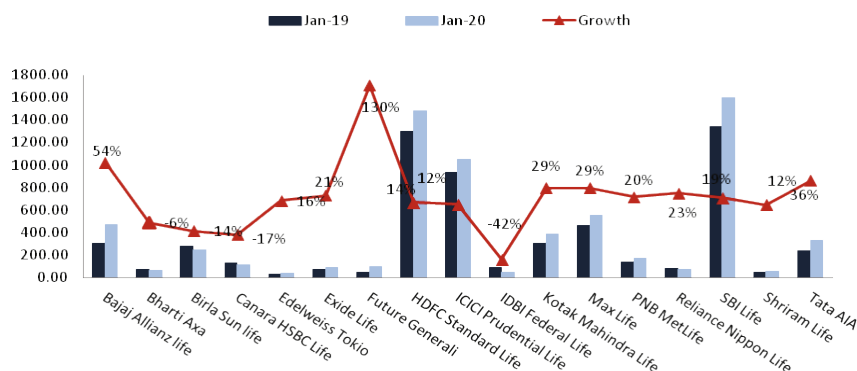
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## Exhibit: Unweighted Premium of private players

As per the unweighted premium growth future generali & Max Life saw highest growth rate at 130% and 29%.

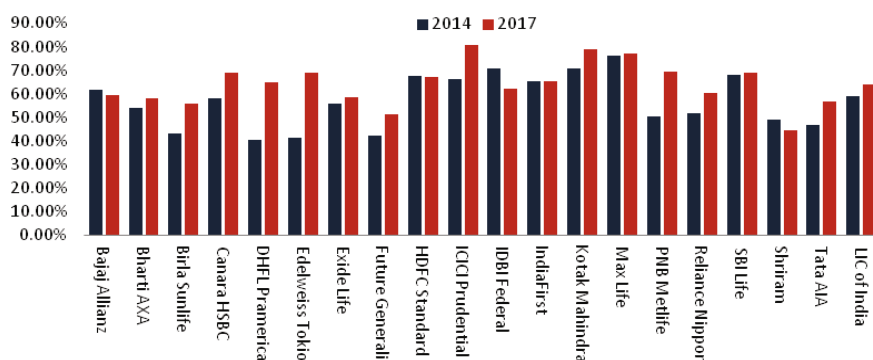


## Exhibit: New business premium on individual weighted basis

Insurer	Apr-20	Apr-19	YoY growth	Mom growth
Bajaj Allianz	73	73	0%	-69%
Bharti Axa	23	32	-28%	-60%
Birla Sun Life	50	66	-25%	-76%
Canara HSBC Life	13	26	-52%	-87%
Edelweiss Tokio	15	9	59%	-54%
Exide Life	17	27	-39%	-78%
Future Generali	11	10	13%	-77%
HDFC Standard Life	191	268	-29%	-68%
ICICI Prudential Life	155	346	-55%	-68%
IDBI Federal Life	3	8	-68%	-90%
Kotak Mahindra Life	45	53	-16%	-83%
Max Life	106	132	-20%	-81%
PNB Metlife	35	53	-33%	-73%
Reliance Nippon Life	31	89	-65%	-69%
SBI Life	105	390	-73%	-85%
Shriram Life	9	14	-40%	-86%
Tata AIA	135	99	37%	-59%
Private Total	1,054	1,764	-40%	-75%
LIC	765	1,470	-48%	-57%
Grand Total	1,819	3,234	-44%	-70%

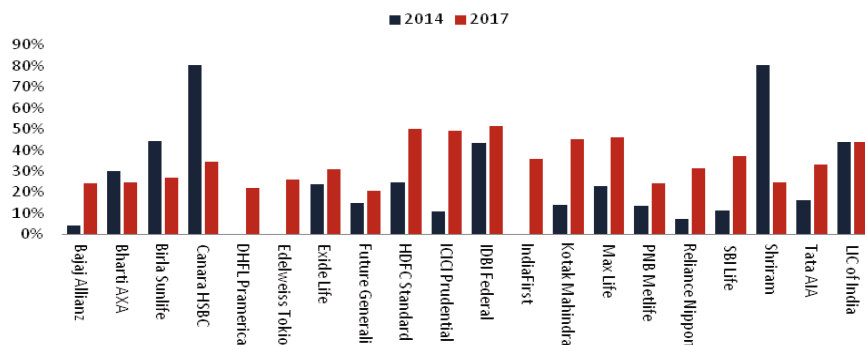
## Exhibit: Persistency Ratio of 13th month

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	Jan-19	Jan-20	YoY %
Bajaj Allianz	53364	60782	14%
Bharti Axa	41668	43187	4%
Birla Sun Life	72414	74952	4%
Canara HSBC Life	87248	86764	-1%
Edelweiss Tokio	39782	44612	12%
Exide Life	33785	44723	32%
Future Generali	50188	54087	8%
HDFC Standard Life	84064	102009	21%
ICICI Prudential Life	83867	97552	16%
IDBI Federal Life	76241	113128	48%
Kotak Mahindra Life	62623	86393	38%
Max Life	75758	90166	19%
PNB MetLife	68976	69697	1%
Reliance Nippon Life	37795	46855	24%
SBI Life	71785	81638	14%
Shriram Life	22974	16420	-29%
Tata AIA	75577	65179	-14%
LIC	25083	17456	-30%

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