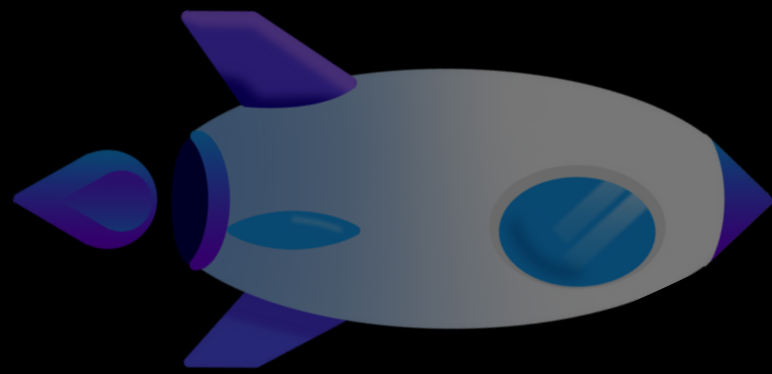


LIFE INSURANCE IN INDIA

Q1FY'24
**NEW
BUSINESS
UPDATE**



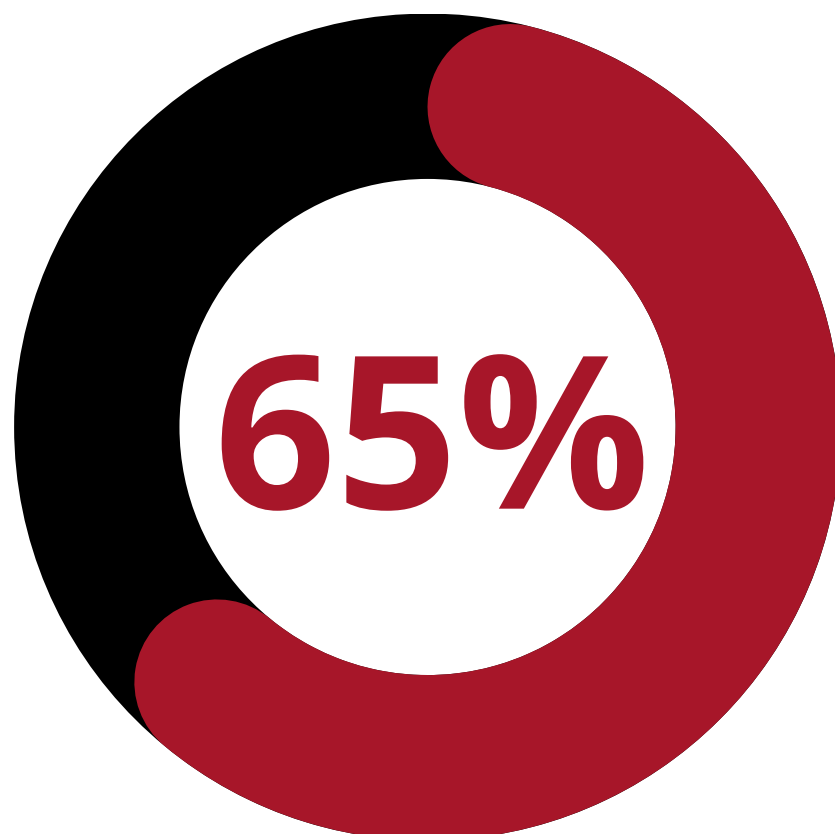
2%

Y-O-Y GROWTH

IN INDIVIDUAL WEIGHTED
NEW BUSINESS PREMIUM

INR 179 BN

**PRIVATE
CO'S UP 8%
Y-O-Y**









PVT.MARKET SHARE

...  **LIC 6%**

DEGROWTH

**TOP 6 (OUT OF 24
ACTIVE) PVT. INSURERS
HAVE 3/4TH OF PVT.
MARKET SHARE**

	Market Share	YoY Growth
	23.0%	3%
	16.4%	12%
	10.5%	20%
	9.1%	-4%
	8.8%	15%
	8.6%	5%

**Top 6 growth rate same as overall pvt.
life insurance growth rate**

NEXT 6 HAVE 17% OF PVT. MARKET SHARE | MIXED BAG IN Q1 GROWTH

	Market Share	YoY Growth
Aditya Birla Life	4.7%	32%
PNB MetLife	3.4%	28%
Kotak Life	2.8%	-2%
IndiaFirst Life	2.5%	-4%
Reliance Nippon Life	2.2%	14%
Star Union Da-Ichi Life	1.9%	0%

Next 6 growth rate 13% vs. 8% for pvt. life insurers in Q1 FY'24

POLICY COUNTS DOWN

8%

Y-O-Y

AFTER BEING FLAT IN FY'23

4.8 MN

NEW RETAIL POLICIES SOLD IN Q1 FY'24

Individual New Business only

HIGHLIGHTS ON POLICY COUNT



13% Y-o-Y de-
growth for Q1
FY'24 in policy
count

PVT. INSURERS

- OVERALL 4% Y-O-Y GROWTH
- TOP 6 POLICY COUNT GREW AT 5% VS. 3% FOR NEXT 6
- BAJAJ LIFE & ADITYA BIRLA LIFE SHOWED STRONG GROWTH IN POLICY COUNT

SLIGHTLY HIGHER
AVERAGE TICKET SIZES
VS. Q1 LAST YEAR

7% UP @



INR 20 K

Vs.

INR 74 K

4% UP @ PVT. PLAYERS

Individual New Business only

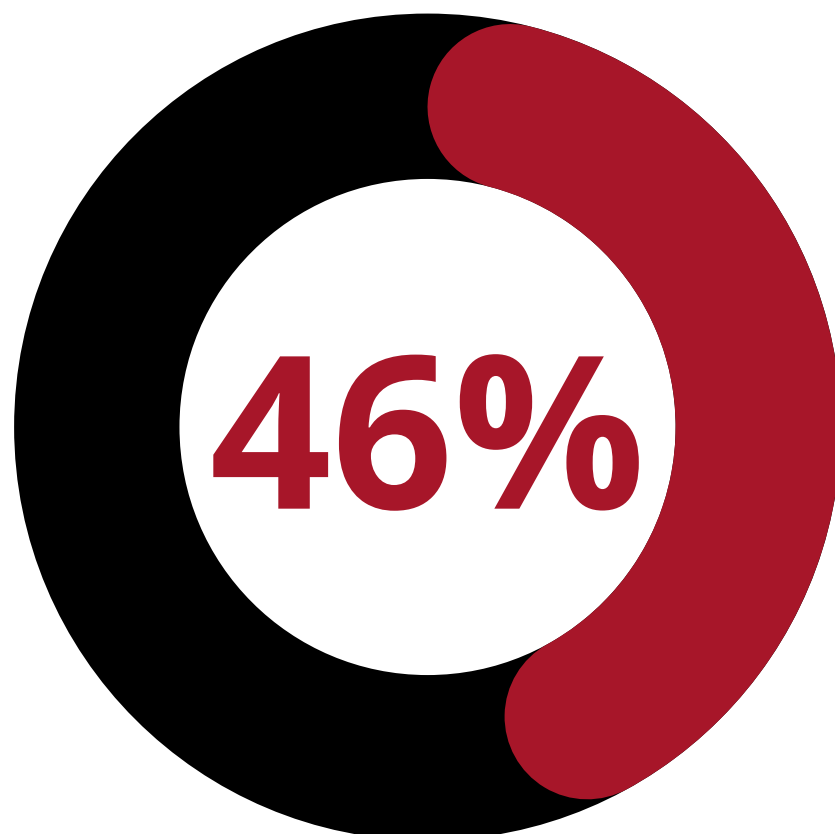
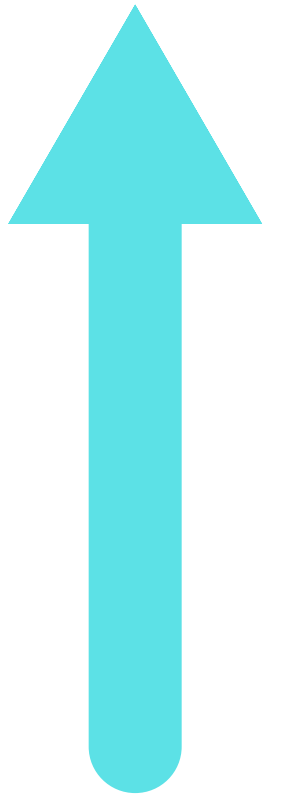
AVG. TICKET SIZE INCREASE PROVING DIFFICULT FOR PVT. INSURERS | POSSIBLE CONSEQUENCE OF HIGH TICKET FIRE SALE IN PREVIOUS QUARTER

	Previous quarter (Q4 FY'23)	Current quarter (Q1 FY24)	Growth over same quarter (Q1) FY'23
ABSLI	1,50,279	97,938	4%
Tata AIA	1,37,327	89,715	12%
ICICI Pru	1,36,733	92,508	1%
HDFC Life	1,25,524	91,764	3%
Max Life	1,13,326	83,156	- 1%
Bajaj	97,339	71,393	-3%
Kotak	89,450	66,176	14%
SBI Life	64,745	63,657	2%
LIC	16,300	19,674	7%

AVG. TICKET SIZE IS EXPECTED TO VARY
SIGNIFICANTLY BETWEEN Q1 AND Q4, HOWEVER
MUTED Y-O-Y INCREASE IN THE METRIC IS
NOTEWORTHY

RETAIL SINGLE PREMIUM CATEGORY GROWING AT SIMILAR PACE AS NON- SINGLE PREMIUM

@9% Y-O-Y FOR PVT. PLAYERS
VS. 8% IN NON-SINGLE
PREMIUM



PVT.MARKET SHARE

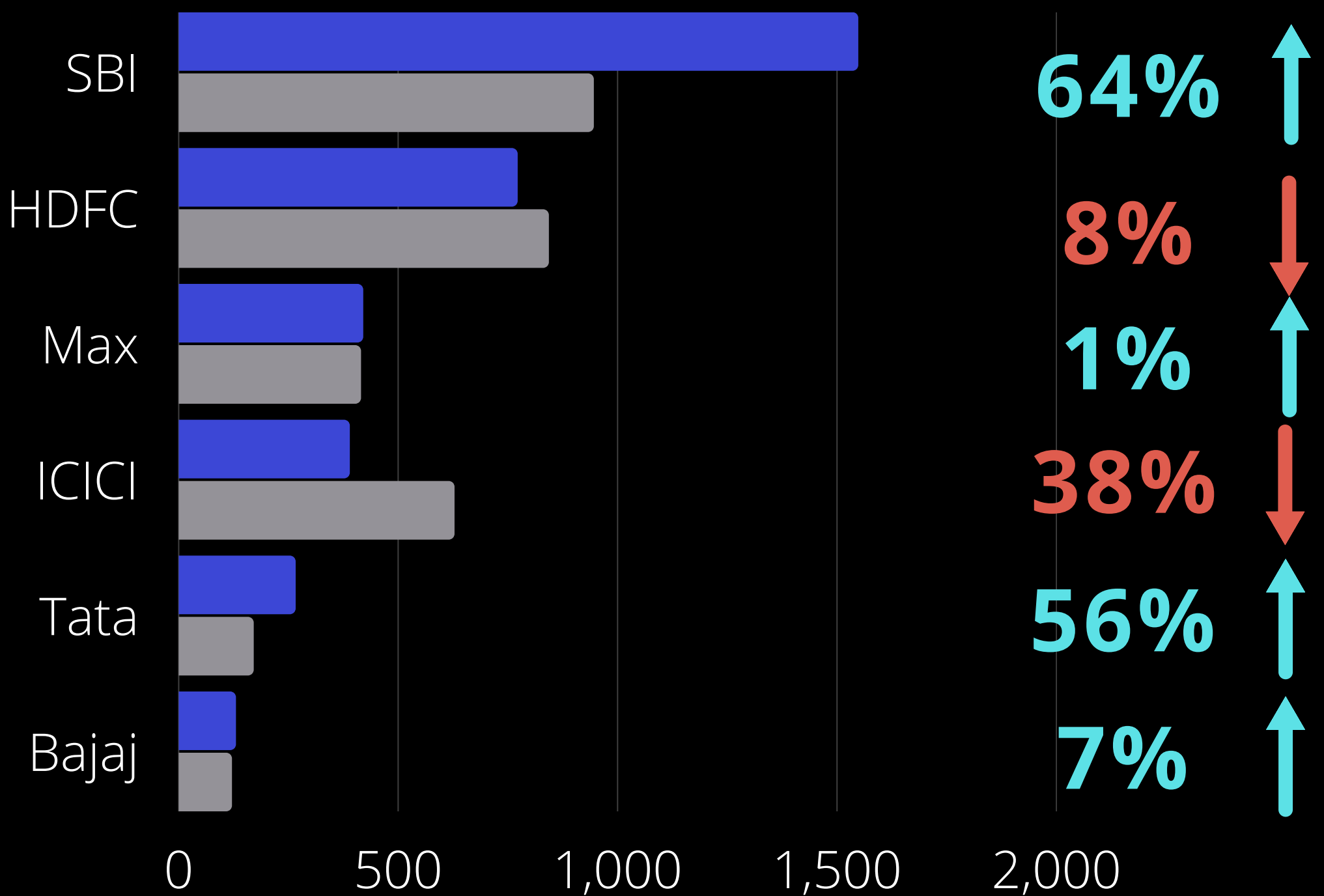


1% DE-GROWTH VS. 7% DE-
GROWTH IN NON-SINGLE
PREMIUM



LARGE PVT. INSURERS DOMINATE SINGLE PREMIUM CATEGORY

SINGLE PREMIUM BUSINESS IS ALMOST ENTIRELY
ANNUITY/PSEUDO-ANNUITY BUSINESS



**90% PVT MARKET SHARE FOR TOP 6
IN SINGLE PREMIUM**

VS.

**76% MARKET SHARE IN OVERALL
RETAIL APE**

- By Individual New Business Premium
- HDFC Life figures clubbed with Exide Life

NEWLY REGISTERED LIFE INSURERS IN THEIR 1ST QUARTER

Acko Life

No business registered
in Q1 as per disclosures

Credit Access Life

- No individual business so far
- 1.9 Cr. of group single premium business recorded (5 schemes)

Go Digit Life

- No individual business so far
- INR 2 lac of group one-year renewable business recorded in June (1 scheme)



WHAT IS SOLD AS NEW POLICY
TODAY IS "EXISTING" POLICY
TOMORROW AND THAT IS WHERE WE
COME IN!

WE ARE WORKING WITH LIFE
INSURERS IN INDIA, WITH OUR
PLATFORM DESIGNED TO IMPROVE
THEIR CUSTOMER RETENTION
METRICS

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