



INSURANCE COVERAGE SNAPSHOT Q1 FY'24



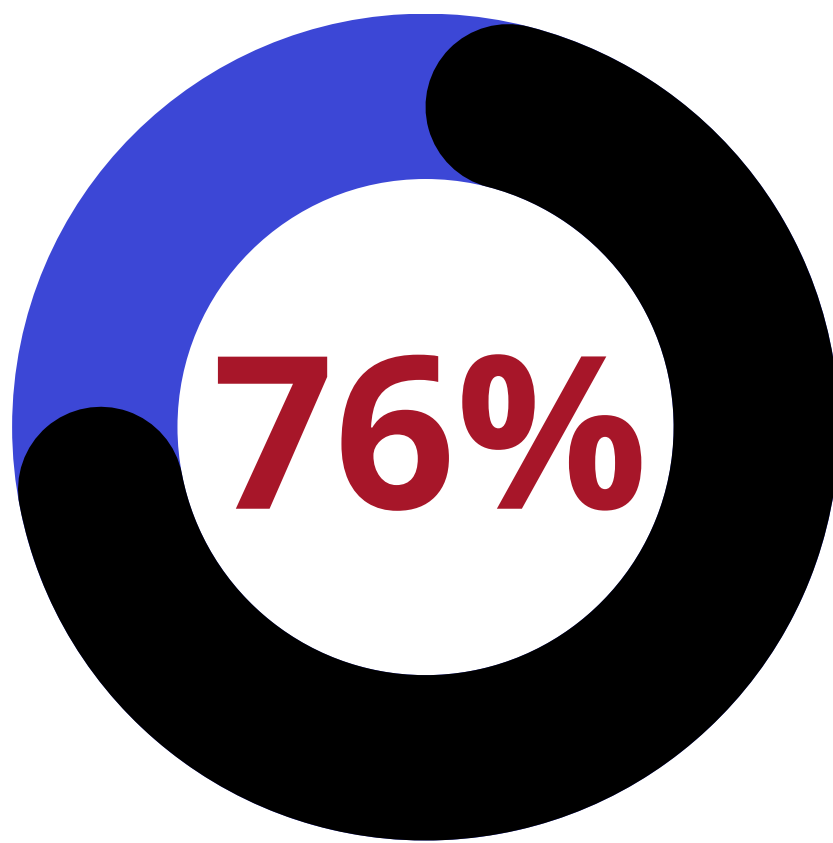
42%

Y-O-Y GROWTH

TOTAL NEW
BUSINESS(NB) SUM
ASSURED

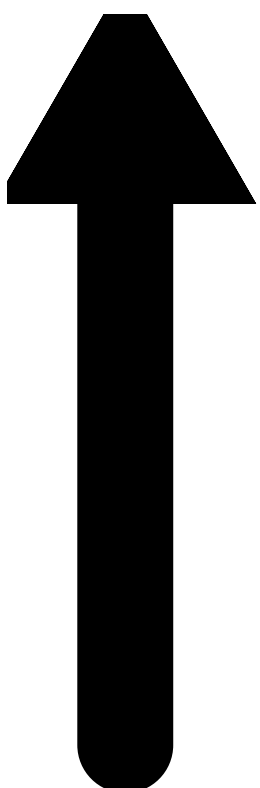
INR 20 TRILLION

GROUP BUSINESS DOMINATES LIFE INSURANCE COVERAGE



**...OF TOTAL NB SUM
ASSURED**

GROUP
Y-O-Y GROWTH
53%



INDIVIDUAL
Y-O-Y GROWTH

14%



**GROUP SUM
ASSURED UP
53%
OVER LY**

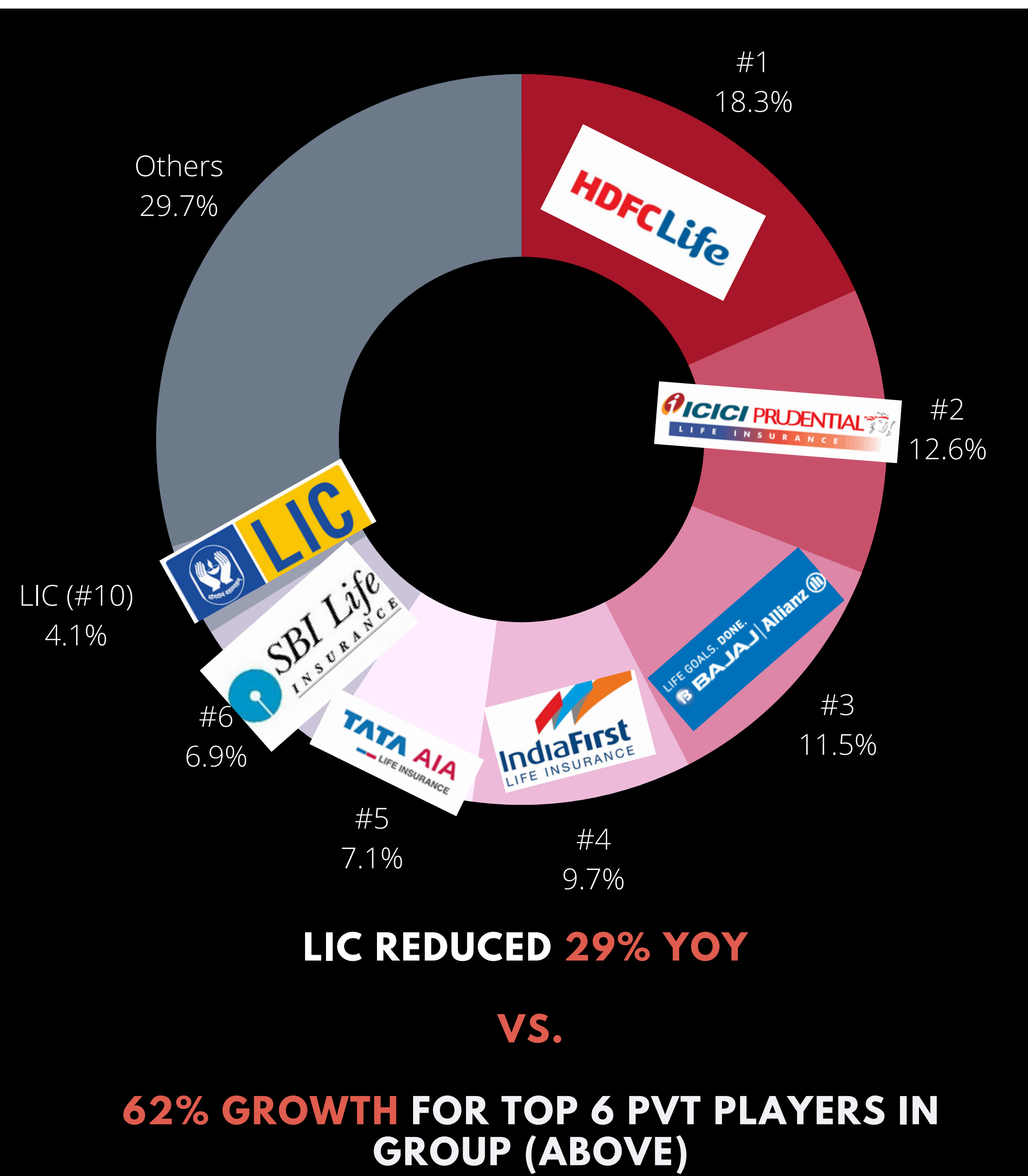
**PRIMARILY GROUP
CREDIT LIFE AND GROUP
TERM (EMPLOYER-
EMPLOYEE) COVERS**

70 MN

**NEW LIVES COVERED UNDER GROUP
SCHEMES IN Q1 FY'24**

All group products

MARKET SHARE BY GROUP NEW BIZ. SUM ASSURED



INDIVIDUAL SUM ASSURED GROWTH SLOWER @14% OVER LY

- TERM INSURANCE
- LIFE INSURANCE
COVER IN SAVINGS
PLANS

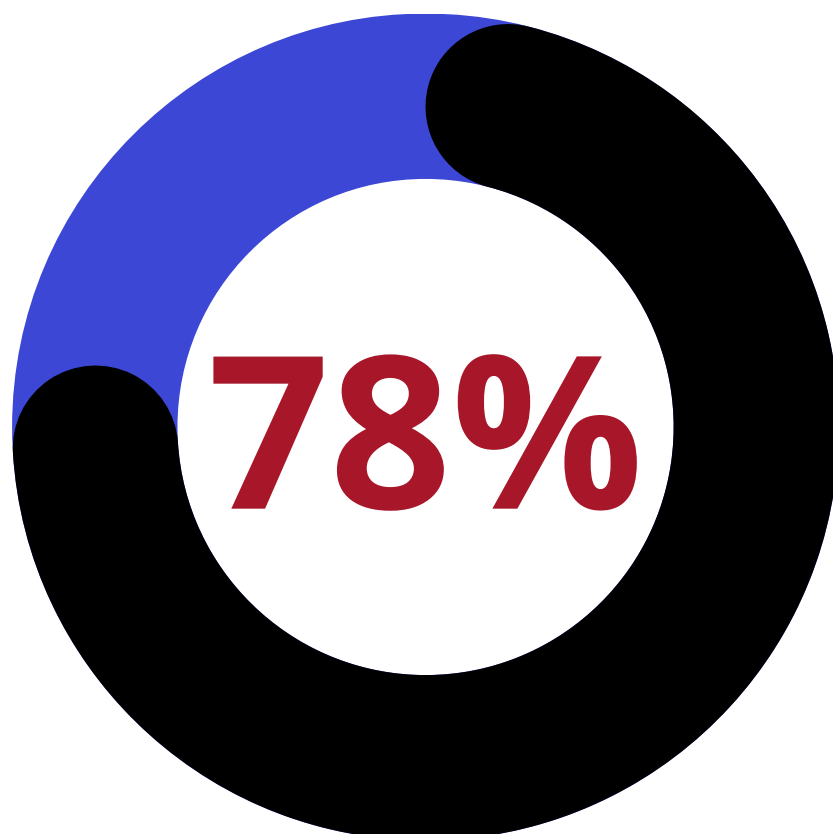
4.8 MN

NEW INDIVIDUAL POLICIES IN Q1 FY'24



LIC@16%

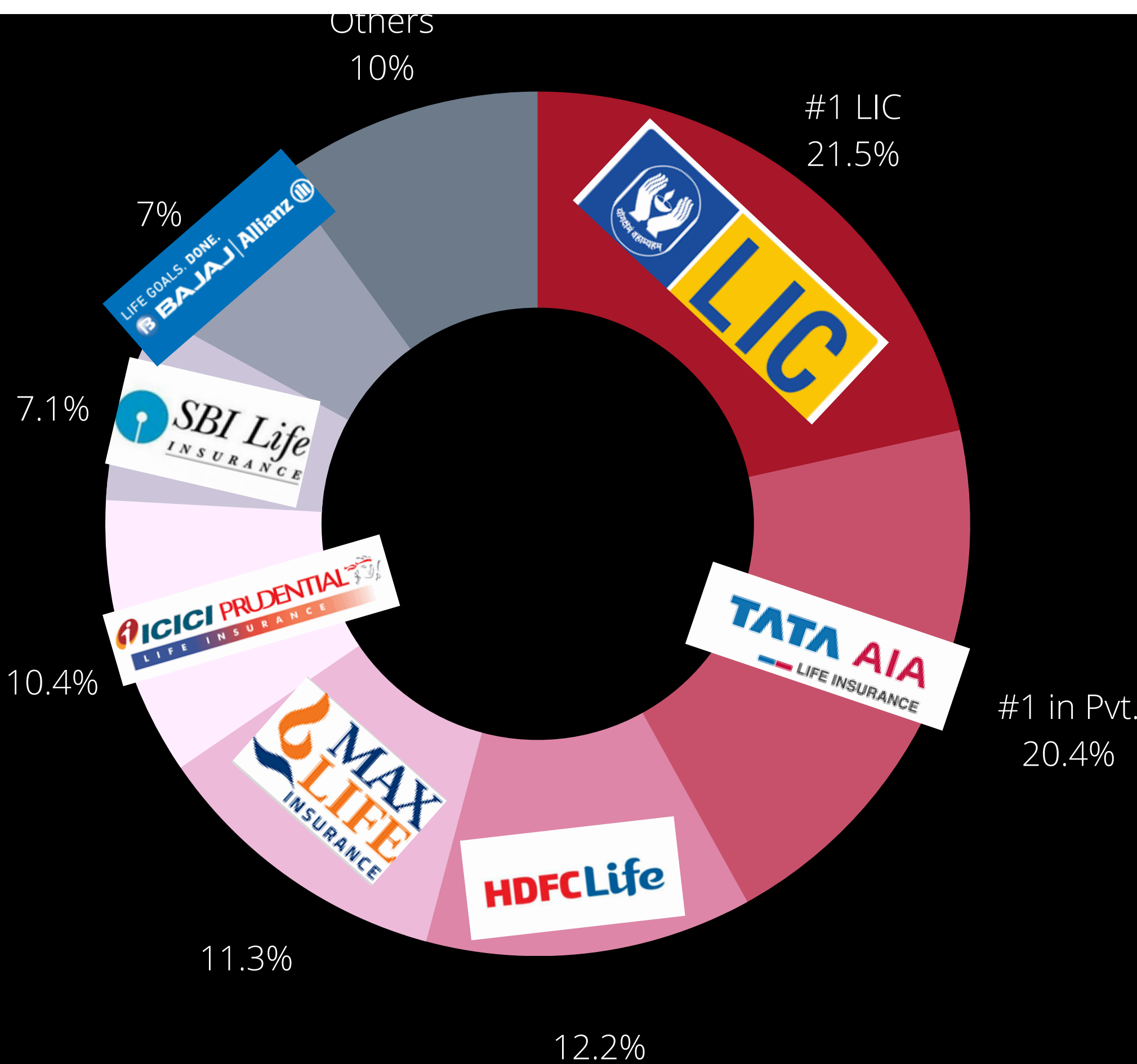
**DEGROWTH
OVER LY**



PVT.MARKET SHARE

**PRIVATE
INSURERS UP
27% Y-O-Y**

MARKET SHARE BY INDIVIDUAL (RETAIL) NEW BIZ. SUM ASSURED

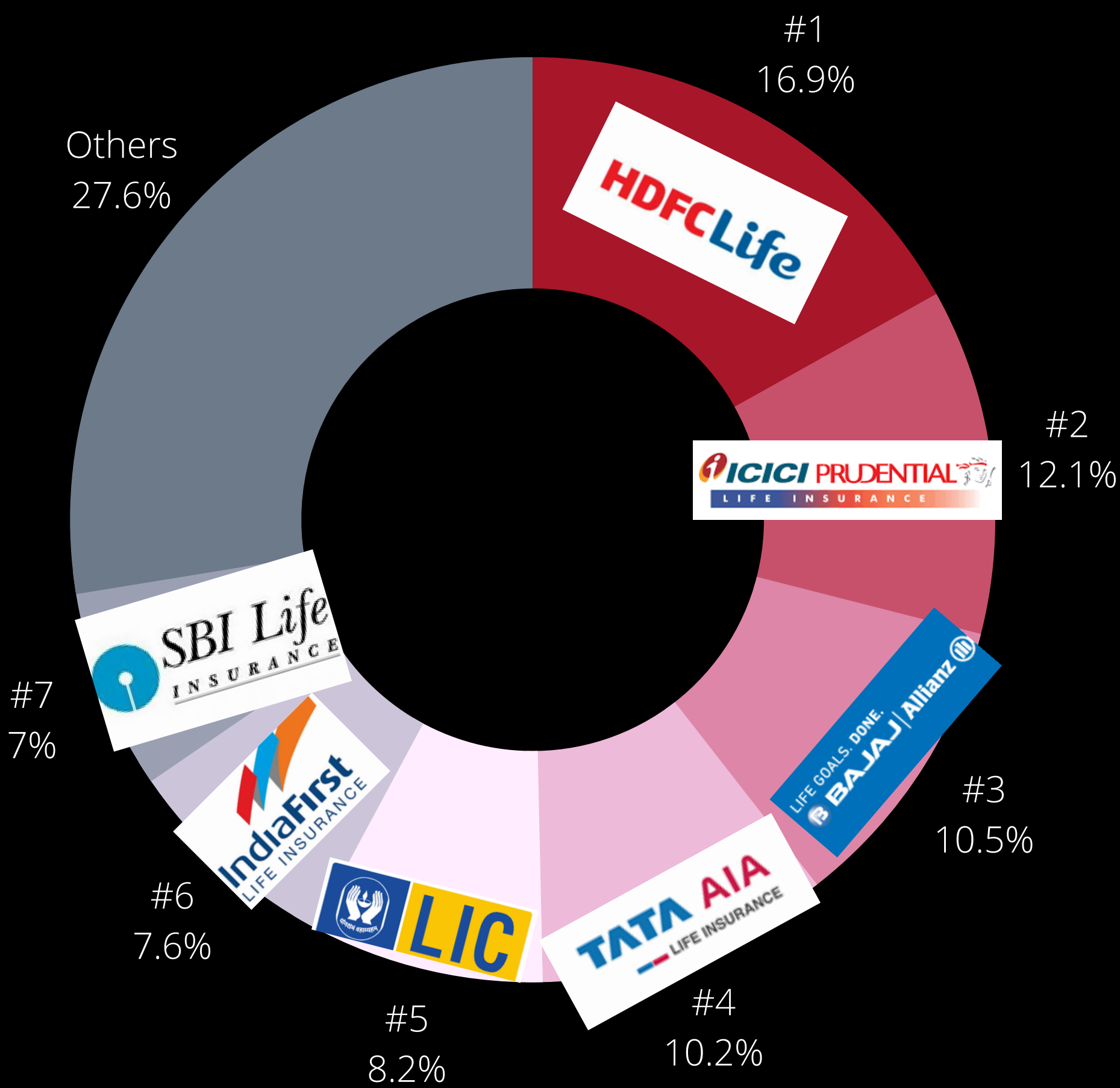


100% YOY GROWTH FOR BAJAJ LIFE,
55% FOR HDFC LIFE & **48%** FOR MAX
LIFE IN NEW BUSINESS SUM ASSURED

**POSSIBLE EARLY SIGNS OF RETAIL
PROTECTION RECOVERY FOR
INDUSTRY**

Individual New Business only

WRAPPING UP WITH TOTAL SUM ASSURED (INDIVIDUAL + GROUP)



TOP 3 RANKS BY TOTAL SUM ASSURED SAME AS GROUP BUSINESS RANKING

TATA IS A CLOSE 4TH DUE TO RETAIL PROTECTION STRENGTH

New Business only



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

REACH US @

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