

# TICKET-SIZE ANALYSIS OF LIFE INSURERS 9M FY'23

Source: Public Disclosures of life insurers

# LIFE INSURANCE AVG. TICKET SIZE HAS BEEN GOING UP...

# 11%

HIGHER AVERAGE TICKET  
SIZES VS. LAST YEAR (9M  
FY'23)

**10% UP @**



INR 18 K

Vs.

INR 79 K

**7% UP @ PVT. PLAYERS**

Individual New Business only

**But, that's just part of the  
picture...**



**LET'S LOOK INTO  
VARIOUS TICKET SIZ  
(PREMIUM) BANDS &  
SEE WHAT IS  
CONTRIBUTING TO  
NEW BUSINESS  
GROWTH**



# WE LOOK AT THE TOP 6 PVT. LIFE INSURERS

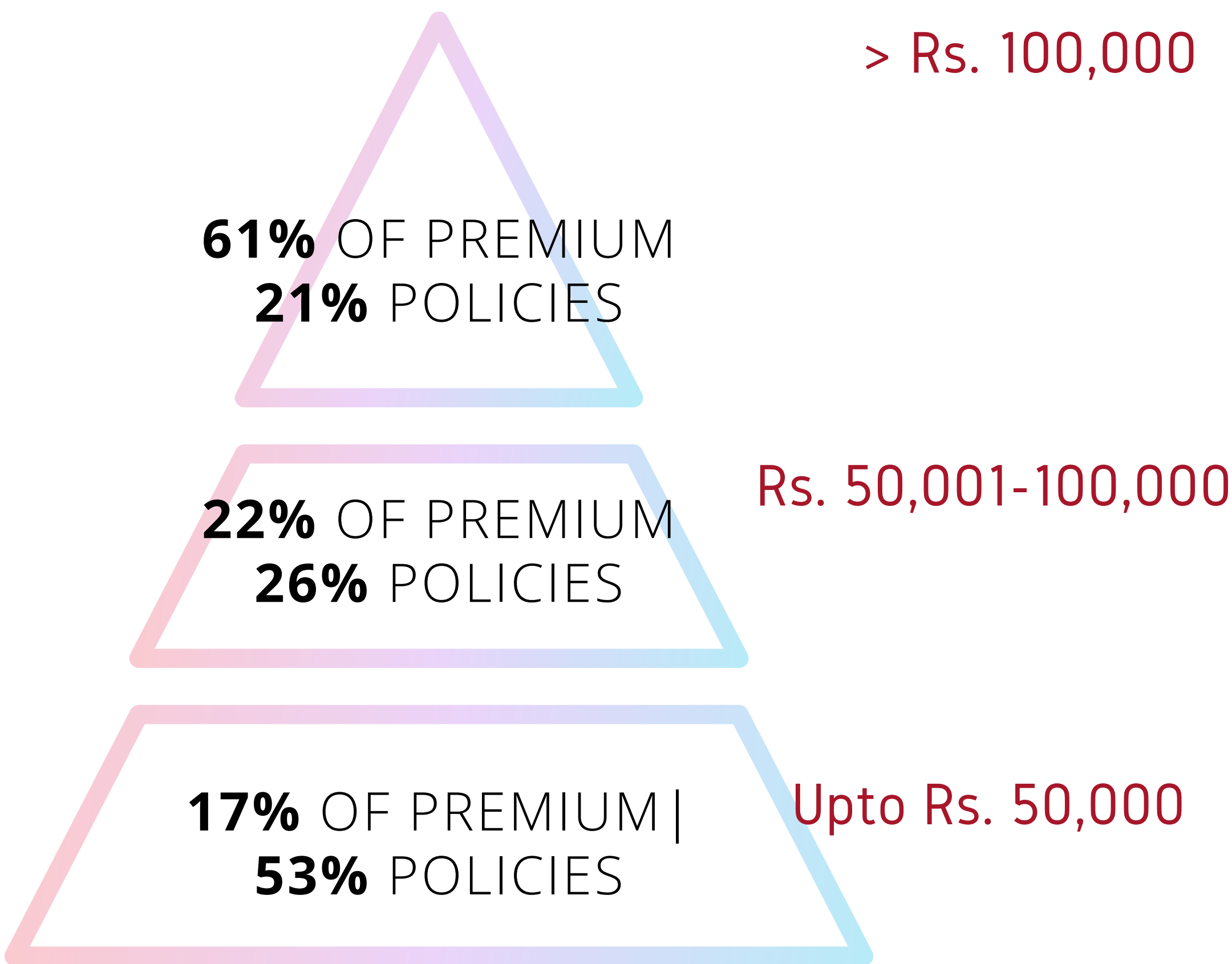
[76% OF ANNUALISED NEW  
BUSINESS PREMIUM IN  
INDIVIDUAL/RETAIL  
AMONG PVT. PLAYERS]



LIFE GOALS. DONE.



# 3 BROAD ANNUAL PREMIUM RANGES FOR THIS ANALYSIS



**Let's look at each of the segments individually...**

Individual non-single premium new business only

# UPTO 50,000 SEGMENT **FLAT** **@2%** OVER LY

TYPICAL PRODUCTS...

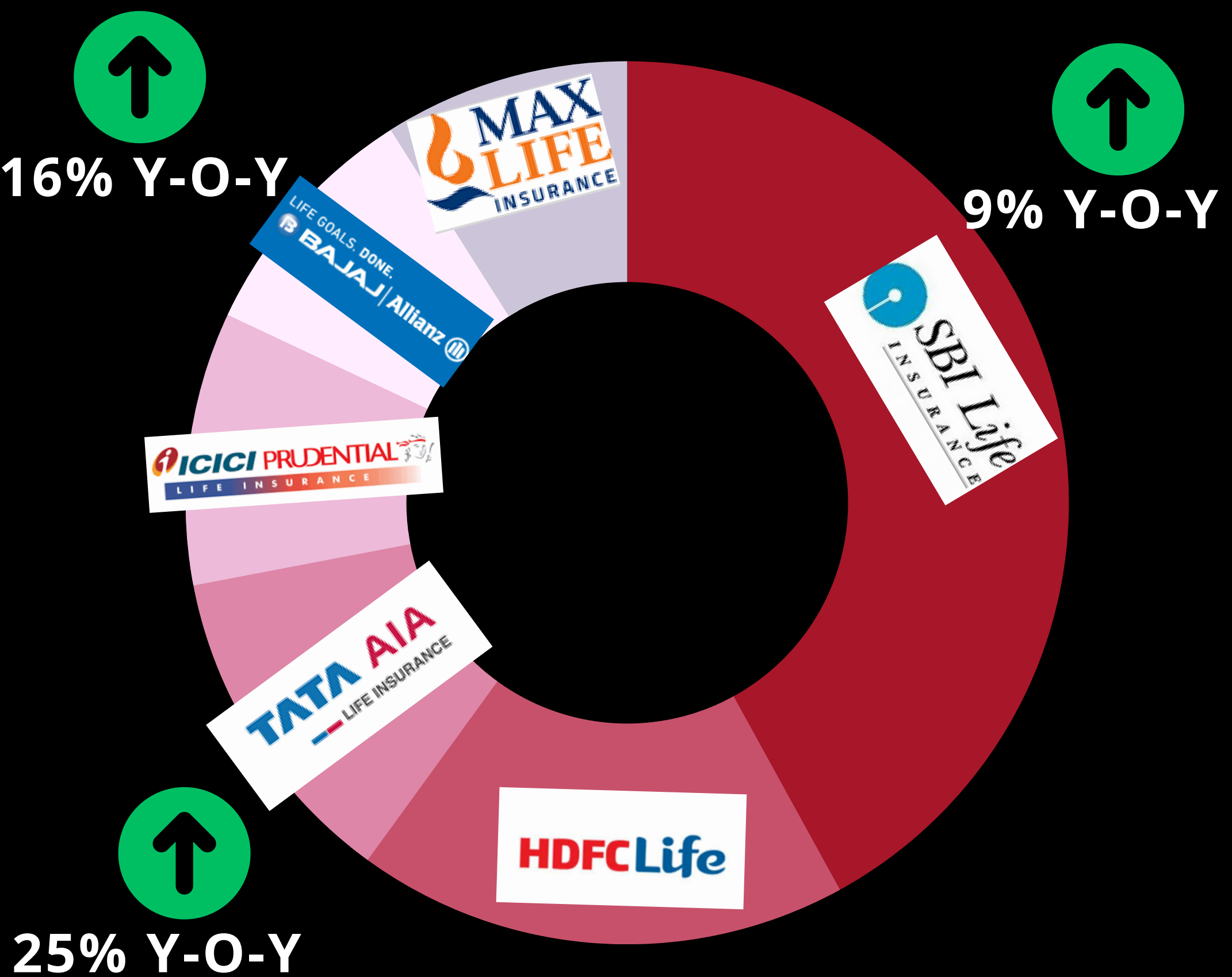
- TERM INSURANCE
- LOW TICKET SAVINGS/  
RURAL PLANS
- HEALTH PLANS OF LIFE  
INSURERS

## 2 MN

NEW INDIVIDUAL POLICIES IN 9M FY'23  
FOR TOP 6 PVT. INSURERS

# MARKET SHARE & GROWTH: TOP PVT. INSURERS

(UPTO RS. 50,000)



- DEGROWTH IN THIS SEGMENT FOR HDFC LIFE, ICICI PRU & MAX LIFE
- LINKED TO RETAIL TERM BUSINESS DEGROWING/SLOWING DOWN

Individual non-single premium new business only



**50,001-100,000  
SEGMENT UP  
20%**

**OVER LY**

(27% BY POLICY  
COUNT)

TYPICAL PRODUCTS...

- MOSTLY TRADITIONAL SAVINGS PLANS
- LOWER TICKET ULIPS
- TERM WITH RETURN OF PREMIUM

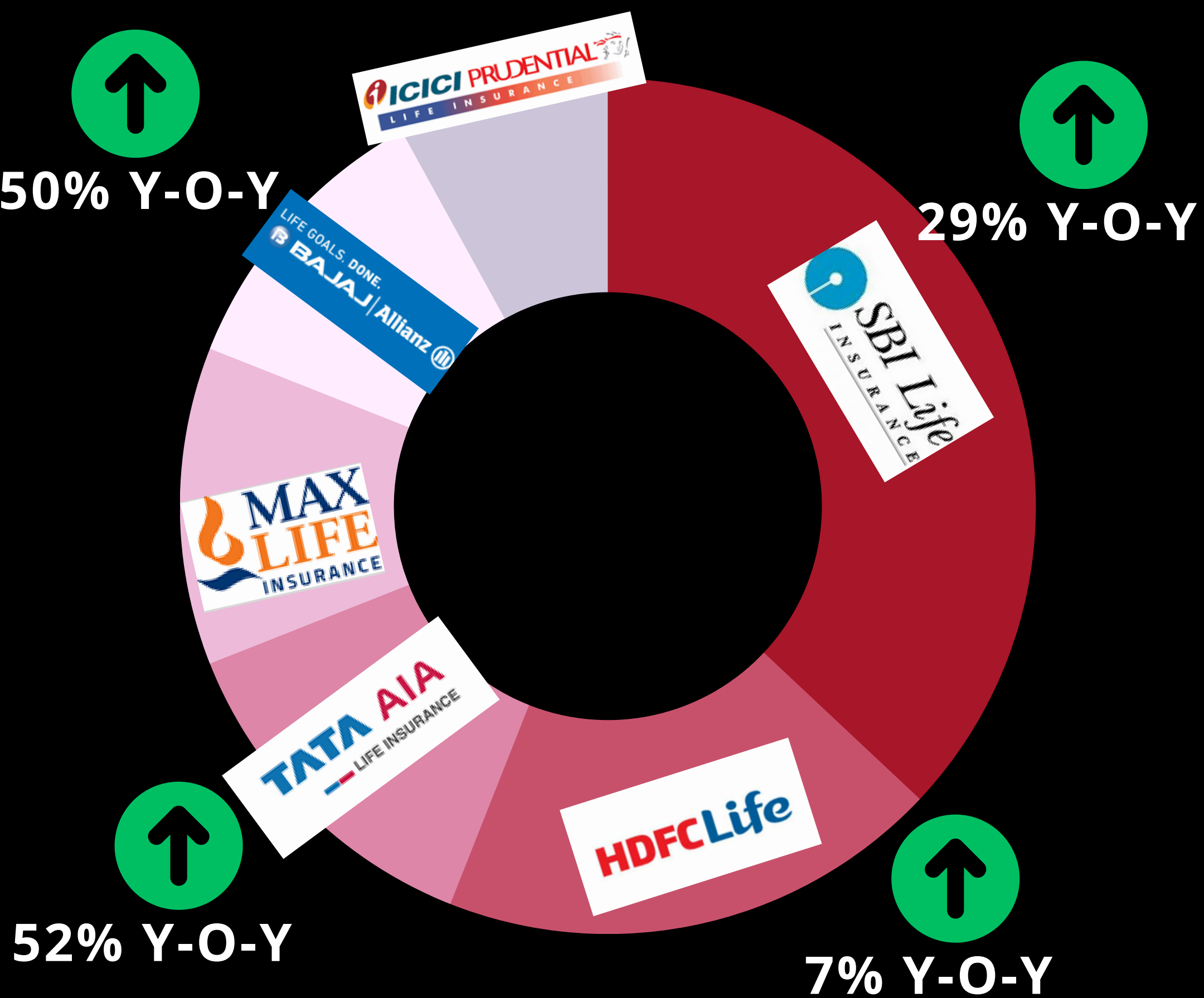
**1 MN**

NEW INDIVIDUAL POLICIES IN 9M FY'23  
FOR TOP 6 PVT. INSURERS



# MARKET SHARE & GROWTH: TOP PVT. INSURERS

(RS.50,001-100,000)



- DEGROWTH IN THIS SEGMENT FOR ICICI PRU & MAX LIFE
- PART OF UPTO 50,000 SEGMENT LIKELY TO HAVE MOVED HERE WITH EFFECTIVE UPSELLING

Individual non-single premium new business only

**> 100,000  
SEGMENT UP  
23%  
OVER LY**

(29% BY POLICY  
COUNT)

TYPICAL PRODUCTS...

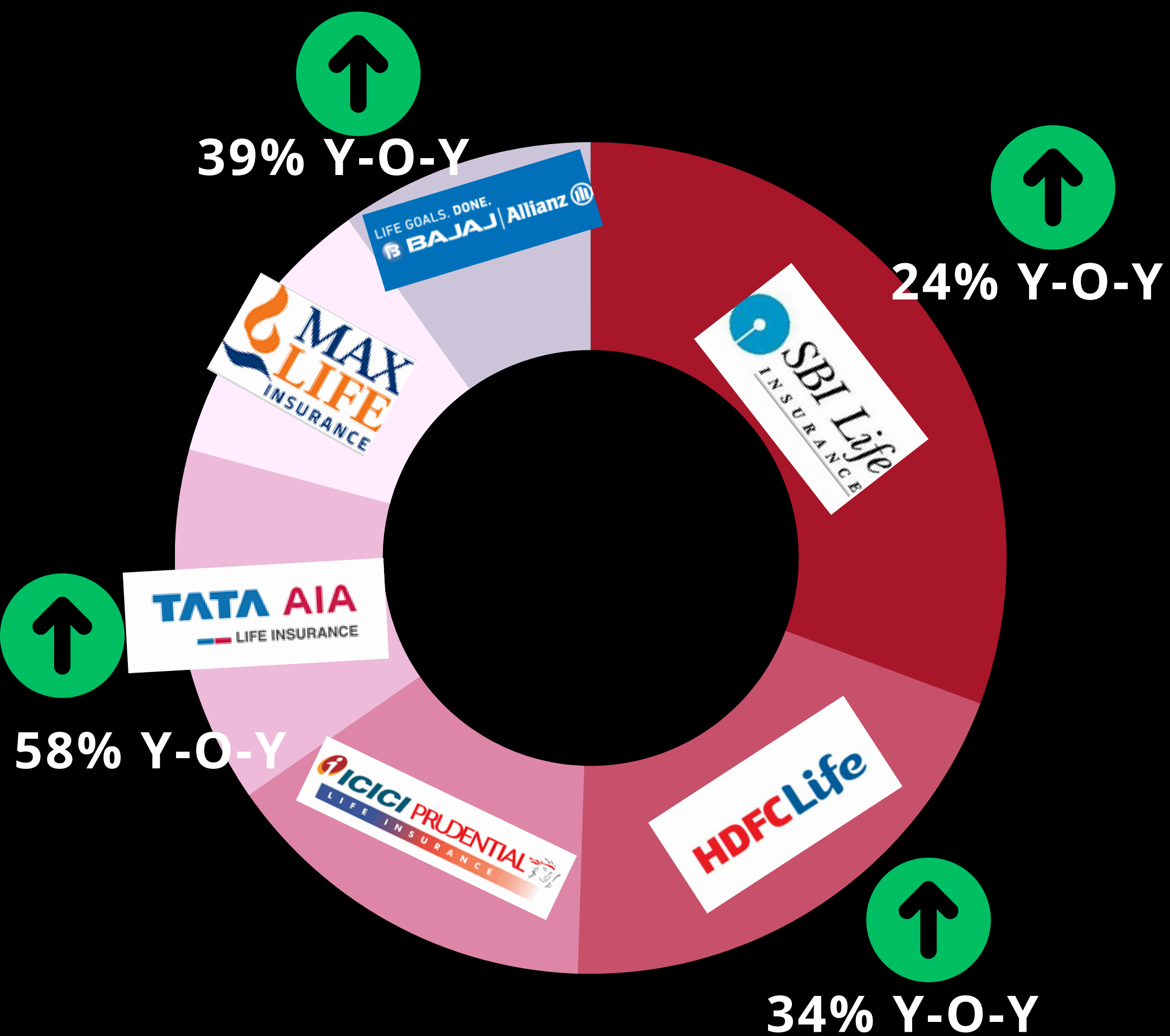
- ALMOST ALL ULIPS
- NON-PAR PLANS  
(HIGHER PREMIUM  
BANDS WHICH HAVE  
BETTER RATES)

**0.8 MN**

NEW INDIVIDUAL POLICIES IN 9M FY'23  
FOR TOP 6 PVT. INSURERS

# MARKET SHARE & GROWTH: TOP PVT. INSURERS

(>RS. 100,000)



**MOST OF THE GROWTH COMING FROM NON-PAR SEGMENT (GUARANTEED BENEFIT PRODUCTS)**

THIS SEGMENT IS LIKELY TO BE AFFECTED IN NEXT FY DUE TO PROPOSED TAX CHANGES BEYOND COMBINED ANNUAL PREMIUM OF RS. 500,000

Individual non-single premium new business only

# WHAT CAN WE INFER ?

- LOW TICKET SEGMENT (<50K) IS SEEING LIMITED GROWTH DUE TO LOWER FOCUS / RETAIL TERM BUSINESS SLOWDOWN
- TOP PVT. INSURERS HAVE GROWN RELATIVELY BETTER IN >1 LAC SEGMENT WITH GUARANTEED PRODUCTS BEING KEY DRIVERS. THIS SEGMENT IS LIKELY TO BE IMPACTED IN NEXT FY
- HEAVY COMPETITION IN HIGH TICKET SEGMENT LIKELY TO LEAD TO BETTER PRODUCT PROPOSITIONS FOR CUSTOMERS (WE ARE ALREADY SEEING THIS!), THOUGH MARGINS WOULD BE COMPROMISED.
- OTHER RISK: TOO MUCH UPSELLING COULD LEAD TO LOWER PERSISTENCY AS CUSTOMERS MAY NOT HAVE ABILITY TO PAY HIGH REGULAR PREMIUMS



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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