

October 27, 2020

General Manager  
Listing Department  
BSE Limited,  
Phiroze Jeejeebhoy Tower,  
Dalal Street,  
Mumbai 400 001

Vice President  
Listing Department  
National Stock Exchange of India Limited  
'Exchange Plaza',  
Bandra-Kurla Complex,  
Bandra (East), Mumbai 400 051

Dear Sir/Madam,

**Subject: Investor presentation**

This is in furtherance to our letter dated October 21, 2020 with reference to the earnings call to be host by the Company.

Please find enclosed the business presentation for earnings conference call scheduled to be held on Tuesday, October 27, 2020 to discuss the performance of the Company for H1-FY2021.

The same has also been uploaded on the Company's website and can be accessed at [www.iciciprulife.com](http://www.iciciprulife.com)

Thanking you.

Yours sincerely,

**For ICICI Prudential Life Insurance Company Limited**



**Vyoma Manek**  
**Company Secretary**  
**ACS 20384**



# Performance update: H1-FY2021

October 27, 2020

# Agenda

- Company strategy and performance
- Opportunity
- Industry overview



# Risk management

## Resilient Balance Sheet

- Linked & Par (82% of liabilities) largely pass on the market performance to customers
- Non par guaranteed return book: 0.6% of liabilities; minimal ALM mismatch
- 95.8% of fixed income in sovereign or AAA; 0.7% of fixed income below AA
- Zero NPA since inception

## Insurance risks

- Mortality:
  - Experience including Covid-19 claims in line with assumptions
  - Additional reserve held for potential Covid-19 claims
- Persistency: Range-bound with improvements in some buckets
- Expense: Closer monitoring with focus on variabalisation

Solvency ratio of 205% at September 30, 2020

# Agenda

- **Company strategy and performance**
- Opportunity
- Industry overview



# Key strategic elements

Customer centricity continues to be at the core



Aspiration to double the FY2019 VNB in 3 - 4 years

# Strategic elements (1/4)

Premium growth

- Deepen penetration in under-served customer segments
- Enhance current distribution
- Create new distribution
- Augment capability in Health and Protection
- Increase focus on Pension and Annuity

₹ billion	FY2020	Q1-FY2021	Q2-FY2021	H1-FY2021
New business premium <sup>1</sup>	123.48	14.99	29.57	44.56
<i>YoY growth</i>	20.4%	(32.6%)	1.1%	(13.5%)
APE <sup>2</sup>	73.81	8.23	14.65	22.88
<i>YoY growth</i>		(44.0%)	(22.9%)	(32.1%)
<i>Linked</i>		(62.2%)	(41.5%)	(50.8%)
<i>Non-linked (savings)</i>		14.2%	45.2%	34.0%

Non-linked savings grew by 45% year on year; linked almost doubled over Q1-FY2021

# Strategic elements (2/4)

Protection  
Focus

Continue to grow both retail and group lines of  
business

₹ billion	FY2020	H1-FY2021
Protection APE	11.16	4.46
Protection mix	15.1%	19.5%
Sum assured market share <sup>1</sup>	11.8%	12.5%

Market leader based on new business sum assured



# Strategic elements (3/4)

Persistence

Improve persistency across all cohorts

Persistence <sup>1</sup>	11M-FY2020	2M-FY2021	5M-FY2021	Q-o-Q
13 <sup>th</sup> month	83.2%	81.8%	82.1%	↑ 30 bps
61 <sup>st</sup> month	56.0%	56.8%	57.5%	↑ 70 bps

₹ billion	H1-FY2020	FY2020	H1-FY2021	Y-o-Y
Retail surrender (linked)	51.41	121.31	40.80	↓ (20.6%)

Improvement in persistency; lower surrenders

# Strategic elements (4/4)

## Productivity

Continue to leverage technology for process re-engineering and to drive productivity

₹ billion	H1-FY2020	FY2020	H1-FY2021
Cost/TWRP <sup>1</sup>	16.6%	15.9%	14.3%
Cost/TWRP (savings LOB)	11.0%	10.4%	8.8%

Significant improvement in cost ratios



1. Total cost including commission/(Total premium- 90% of single premium)

# Value of New Business

₹ billion	H1-FY2020	FY2020	Q1-FY2021	Q2-FY2021	H1-FY2021
Value of New Business (VNB) <sup>1</sup>	7.09	16.05	2.01	4.01	6.02
VNB margin	21.0%	21.7%	24.4%	27.4%	26.3%
VNB growth	20.2%	20.9%	(35.0%)	0.3%	(15.1%)
APE growth	(0.4%)	(5.4%)	(44.0%)	(22.9%)	(32.1%)

VNB growth for Q2-FY2021; margin improvement to 27.4%

# Key strategic elements



# 4P: Premium

# Products available across all categories

ICICI Pru  
**FuturePerfect**  
Non-linked Insurance Plan

ICICI Pru  
**Savings Suraksha**  
Non-Linked Life Insurance Plan

ICICI Pru  
**Assured Savings Insurance Plan**  
Non linked life insurance plan

ICICI Pru  
**SIGNATURE**  
A Unit Linked Non-Participating Life Insurance Plan

ICICI Pru  
**Guaranteed Wealth Protector**  
Unit Linked Insurance Plan

ICICI Pru  
**LAKSHYA**  
A Non-linked Participating Life Insurance Plan

ICICI Pru  
**Immediate Annuity**  
Non-Linked Life Insurance Plan



ICICI Pru  
**Easy Retirement**  
Unit Linked Pension Plan

**Non-linked**

**Savings**

**Linked**

Participating with equity

Savings with guarantee; Annuity

ULIP: Suite of funds for Equity and Debt

ULIP: with capital guarantee



ICICI Pru  
**PRECIOUS LIFE**  
A non-linked non-participating term insurance plan.  
Term insurance plan for **EVERYBODY**



ICICI Pru  
**Shubh Raksha Life**  
A Non-Linked Non-Participating Group Micro Insurance Product

ICICI Pru  
**Group Term Plus**  
Group Life Cover Plan

ICICI Pru  
**Super Protect - Credit**  
(A Non-Linked Non-participating Group Life Insurance Product)

ICICI Pru  
**Super Protect - Life**  
A Non-linked Non-participating Group Term Insurance Product

**Retail**

**Protection**

**Group**

Pure term with accident cover

Critical illness, Disease specific

Pure term, Micro insurance, Credit insurance, Critical illness

# Product segments...(1/2)

Premium  
growth

- Deepen penetration in under-served customer segments
- Enhance current distribution
- Create new distribution
- Augment capability in Health and Protection
- Increase focus on Pension and Annuity

Savings segment	APE (₹ billion)		Growth (%)	
	Q1-FY2021	Q2-FY2021	Q-o-Q	Y-o-Y
Linked	3.59	7.01	95.3%	(45.0%)
Non-linked	2.01	4.40	118.9%	45.2%
Group	0.49	0.91	85.7%	139.5%
<b>Total savings APE</b>	<b>6.09</b>	<b>12.32</b>	<b>102.3%</b>	<b>(23.8%)</b>

Strong recovery in Q2-FY2021

# Product segments ...(2/2)

Premium  
growth

- Deepen penetration in under-served customer segments
- Enhance current distribution
- Create new distribution
- Augment capability in Health and Protection
- Increase focus on Pension and Annuity

Segments	APE (₹ billion)		Mix	
	FY2020	H1-FY2021	FY2020	H1-FY2021
<b>Savings</b>	<b>62.65</b>	<b>18.41</b>	<b>84.9%</b>	<b>80.5%</b>
Linked	47.72	10.60	64.7%	46.3%
Non-linked	12.46	6.42	16.9%	28.1%
Group	2.47	1.40	3.3%	6.1%
<b>Protection<sup>1</sup></b>	<b>11.16</b>	<b>4.46</b>	<b>15.1%</b>	<b>19.5%</b>
<b>Total APE</b>	<b>73.81</b>	<b>22.88</b>	<b>100.0%</b>	<b>100.0%</b>

Diversified product mix: 46% linked, 28% non-linked savings and 20% protection



# Diversified distribution

## Strategy: Build profitability

- 19 bank partnerships
- Protection and Annuity mix further increased from 10.0% in FY2020 to 17.3% in H1-FY2021

## Strategy: Create depth and add width

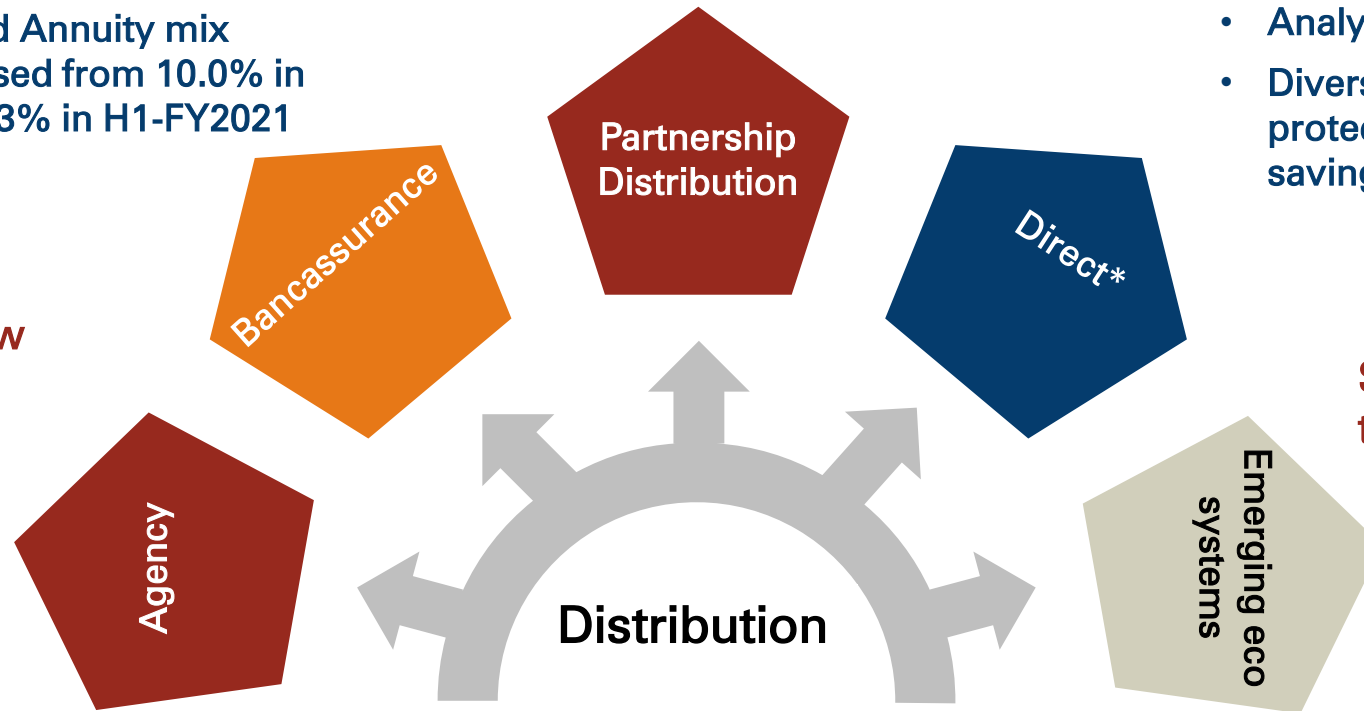
- > 600 partnerships
- Protection and non-linked savings: ~88% in H1-FY2021

## Strategy: Digital focused upsell campaigns

- Analytics driven upsell channel
- Diversified product mix with 15% protection and 35% non-linked savings

## Strategy: Invest and grow

- 7,400 agents recruited during H1-FY2021
- Diversified product mix: Savings: linked 30%, savings: non-linked 59% and Protection 11%



## Strategy: Partner with non-traditional distributors

- Tie-up with small finance banks, wallets, payment banks, aggregators etc.
- Product customization

Distribution tie-up with IndusInd Bank and NSDL payment Bank

# Distribution channels

Premium  
growth

- Deepen penetration in under-served customer segments
- Enhance current distribution
- Create new distribution
- Augment capability in Health and Protection
- Increase focus on Pension and Annuity

Channels	APE (₹ billion)				Growth(%)		Mix (%)	
	FY2020	Q1-FY2021	Q2-FY2021	H1-FY2021	Q-o-Q	FY2020	H1-FY2021	
Bancassurance	37.48	3.26	6.42	9.67	96.9%	50.8%	42.3%	
Agency	15.62	2.03	3.32	5.35	63.5%	21.2%	23.4%	
Direct	9.31	1.01	1.78	2.79	76.2%	12.6%	12.2%	
Partnership distribution	5.46	0.71	1.26	1.97	77.5%	7.4%	8.6%	
Group	5.94	1.23	1.86	3.10	51.2%	8.1%	13.5%	
<b>Total APE</b>	<b>73.81</b>	<b>8.23</b>	<b>14.65</b>	<b>22.88</b>	<b>78.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

Diversified distribution mix; sequential growth across channels

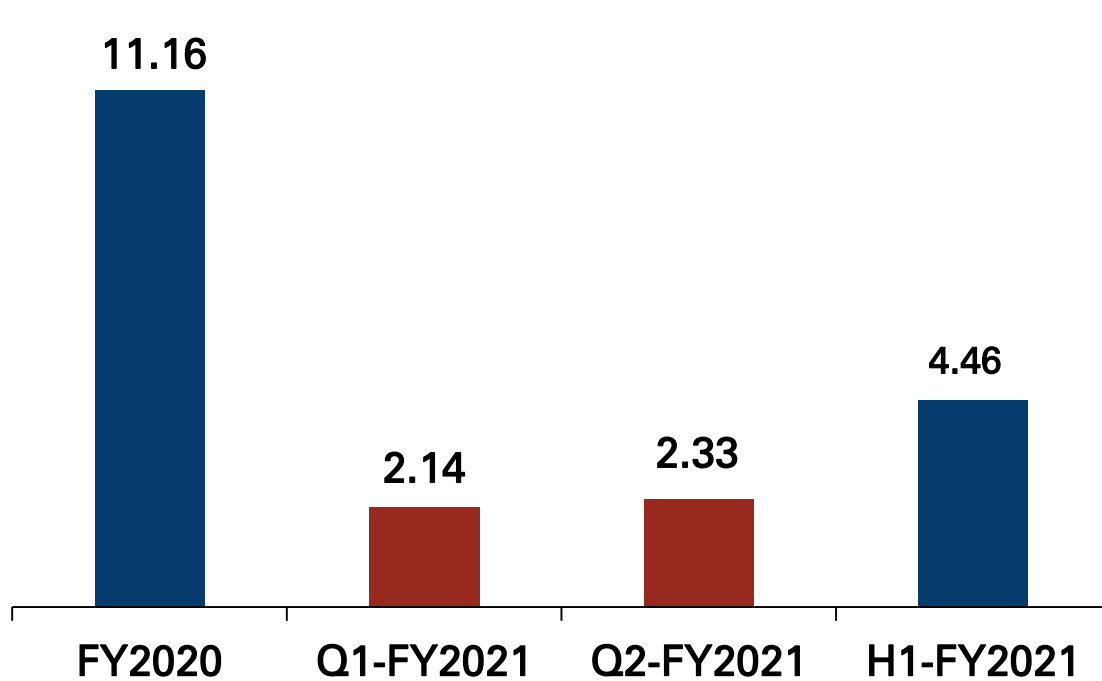
# 4P: Protection

# Protection business

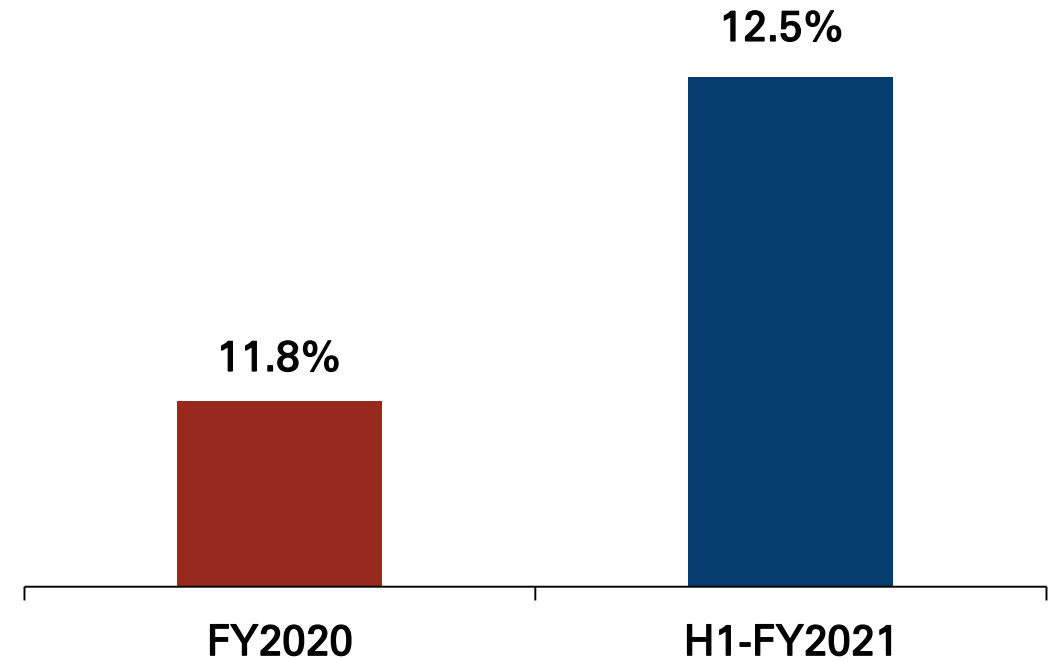
Protection  
growth

Continue to grow both retail and group lines  
of business

APE (₹ billion)



Sum assured market share<sup>1</sup>



Strong growth in group term; credit life normalises in Q2-FY2021

# 4P: Persistency

# Persistency

## Retail excluding single premium

Month	11M-FY2020	2M-FY2021	5M-FY2021
13 <sup>th</sup> month	83.2%	81.8%	82.1%
25 <sup>th</sup> month	75.1%	73.4%	73.0%
37 <sup>th</sup> month	66.7%	65.4%	65.2%
49 <sup>th</sup> month	64.6%	63.9%	63.8%
61 <sup>st</sup> month	56.0%	56.8%	57.5%

## Retail including single premium

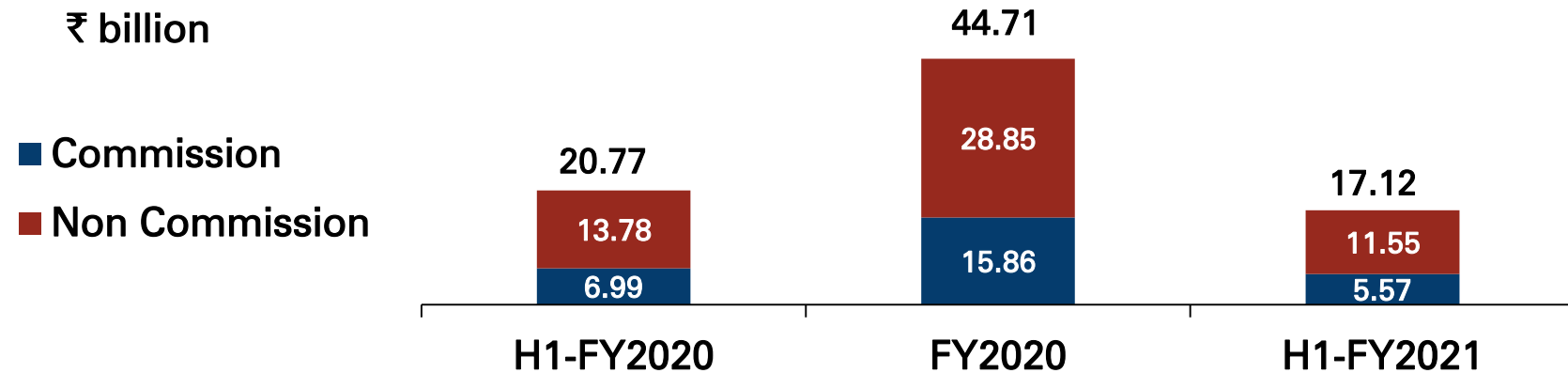
Month	11M-FY2020	2M-FY2021	5M-FY2021
13 <sup>th</sup> month	85.3%	84.1%	84.4%
25 <sup>th</sup> month	77.4%	76.3%	76.0%
37 <sup>th</sup> month	69.0%	67.8%	67.7%
49 <sup>th</sup> month	66.4%	66.2%	66.4%
61 <sup>st</sup> month	57.4%	58.2%	58.8%

Significant improvement in 61<sup>st</sup> month persistency

# 4P: Productivity

# Productivity: Cost efficiency

	H1-FY2020	FY2020	H1-FY2021
Expense ratio (excl. commission) <sup>1</sup>	11.0%	10.3%	9.6%
Commission ratio <sup>2</sup>	5.6%	5.7%	4.6%
Cost/TWRP <sup>3</sup>	16.6%	15.9%	14.3%
Cost/Average AUM <sup>4</sup>	2.5%	2.9%	2.0%
Cost/TWRP (Savings LOB)	11.0%	10.4%	8.8%



- 97% of new business applications initiated via digital platform
- 91% of service requests through self service modules



# Key technology initiatives: Q2-FY2021

## Voice bot on IVR (First in the industry)

- Offer personalised interaction with human touch
- Call transferred to agents based on the interaction (through AI)
- Policy features, fund value, nearest branch, tax certificate, WhatsApp opt in, and welcome kit

## Google Assistant for customer service

- Interaction with our bot “LiGo” using Google Assistant devices
- Insurance/policy related queries, request for policy document, premium paid certificate etc.

## Alumni bot

- Address queries of our ex-employees
- Self-service mode to address queries related to Salary / PF settlement

# VNB growth levers update (4P's)

₹ billion	FY2020	H1-FY2021	Growth
Value of New Business (VNB) <sup>1</sup>	16.05	6.02	(15.1%)
VNB margin	21.7%	26.3%	

₹ billion	FY2020	H1-FY2021	Growth
Premium growth (APE)	73.81	22.88	(32.1%)
Protection growth (APE)	11.16	4.46	(10.3%)
Persistency (13 <sup>th</sup> month) <sup>2</sup>	83.2% <sup>3</sup>	82.1%	
Persistency (61 <sup>st</sup> month) <sup>2</sup>	56.0% <sup>3</sup>	57.5%	
Productivity (Cost/TWRP: Savings) <sup>4</sup>	10.4%	8.8%	

# Financial update

# Financial metrics

₹ billion	H1-FY2020	FY2020	H1-FY2021
Profit before Tax	5.93	10.69	6.41
Policyholder (underwriting profits)	2.97	4.92	3.93
Shareholder	2.96	5.77	2.48
Profit after Tax	5.87	10.69	5.91
Solvency ratio	211%	194%	205%
AUM	1,655.12 <sup>1</sup>	1,529.68 <sup>2</sup>	1,814.92 <sup>1</sup>

- 32% year on year growth in underwriting profits
- 19% growth in AUM over March 31, 2020

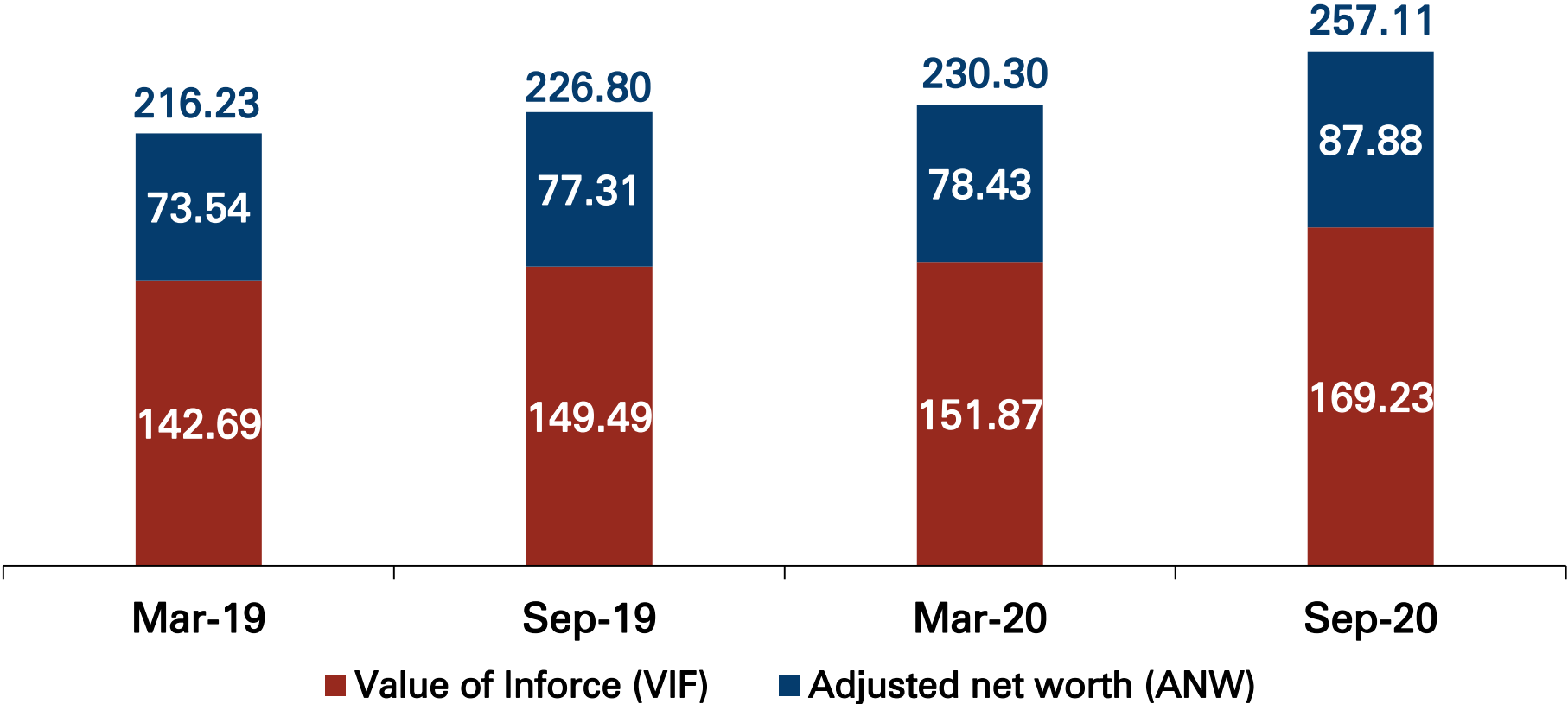


1. At September 30 of respective years
2. At March 31, 2020

Components may not add up to the totals due to rounding off

# Embedded Value (EV)<sup>1</sup>

₹ billion



Growth in EV for the half year of ₹ 26.81 billion, against full year FY2020 growth of ₹ 14.07 billion



1. As per Indian Embedded value (IEV) method

# Analysis of movement in EV<sup>1</sup>

₹ billion	FY2016	FY2017	FY2018	FY2019	FY2020
<b>Opening EV</b>	<b>137.21<sup>2</sup></b>	<b>139.39</b>	<b>161.84</b>	<b>187.88</b>	<b>216.23</b>
Unwind	12.58	12.21	13.72	15.84	17.25
Value of New Business (VNB)	4.12	6.66	12.86	13.28	16.05
Operating assumption changes	1.04 <sup>2</sup>	1.00	7.64	4.20	(2.25) <sup>3</sup>
Operating variance	4.48	3.08	2.58	4.69	1.83
Persistency variance	2.01	0.99	1.53	2.66	0.85
Mortality and morbidity variance	0.79	0.98	0.78	1.97	0.42
Expense variance	0.59	0.35	0.27	0.04	0.01
Other variance	1.09	0.76	0.00	0.02	0.56
<b>EVOP</b>	<b>22.23</b>	<b>22.95</b>	<b>36.80</b>	<b>38.01</b>	<b>32.88</b>
<b>Return on embedded value (ROEV)</b>	<b>16.2%</b>	<b>16.5%</b>	<b>22.7%</b>	<b>20.2%</b>	<b>15.2%</b>
Economic assumption change and investment variance	(5.64)	5.82	1.13	(1.22)	(14.76)
Net capital injection	(14.41)	(6.32)	(11.88)	(8.43)	(4.05)
<b>Closing EV</b>	<b>139.39</b>	<b>161.84</b>	<b>187.88</b>	<b>216.23</b>	<b>230.30</b>

# Sensitivity analysis

Scenario	% change in VNB		% change in EV	
	FY2019	FY2020	FY2019	FY2020
Increase in 100 bps in the reference rates	(4.3)	(2.4)	(2.0)	(2.5)
Decrease in 100 bps in the reference rates	4.4	2.2	2.0	2.6
10% increase in the discontinuance rates	(8.5)	(5.0)	(1.3)	(1.1)
10% decrease in the discontinuance rates	8.9	5.1	1.4	1.1
10% increase in mortality/morbidity rates	(9.4)	(9.5)	(1.4)	(1.6)
10% decrease in mortality/morbidity rates	9.4	9.6	1.4	1.7
10% increase in acquisition expenses	(13.0)	(11.6)	Nil	Nil
10% decrease in acquisition expenses	13.0	11.6	Nil	Nil
10% increase in maintenance expenses	(3.6)	(3.0)	(0.9)	(0.8)
10% decrease in maintenance expenses	3.6	3.0	0.9	0.9
Tax rates increased to 25%	(7.5)	(11.4)	(4.0)	(5.8)
10% increase in equity values	NA	0.7	NA	1.8
10% decrease in equity values	NA	(0.7)	NA	(1.8)

# Technology initiatives



# Objectives

## To be the most admired digitally enabled insurer

- Empower customers and distributors with simplified journeys and choice of platforms
- Decongest processes by leveraging ecosystems and emerging technologies
- Enable servicing anytime, anywhere
- Drive adoption through superior experience
- Establish industry leading benchmarks

Strengthen the  
core

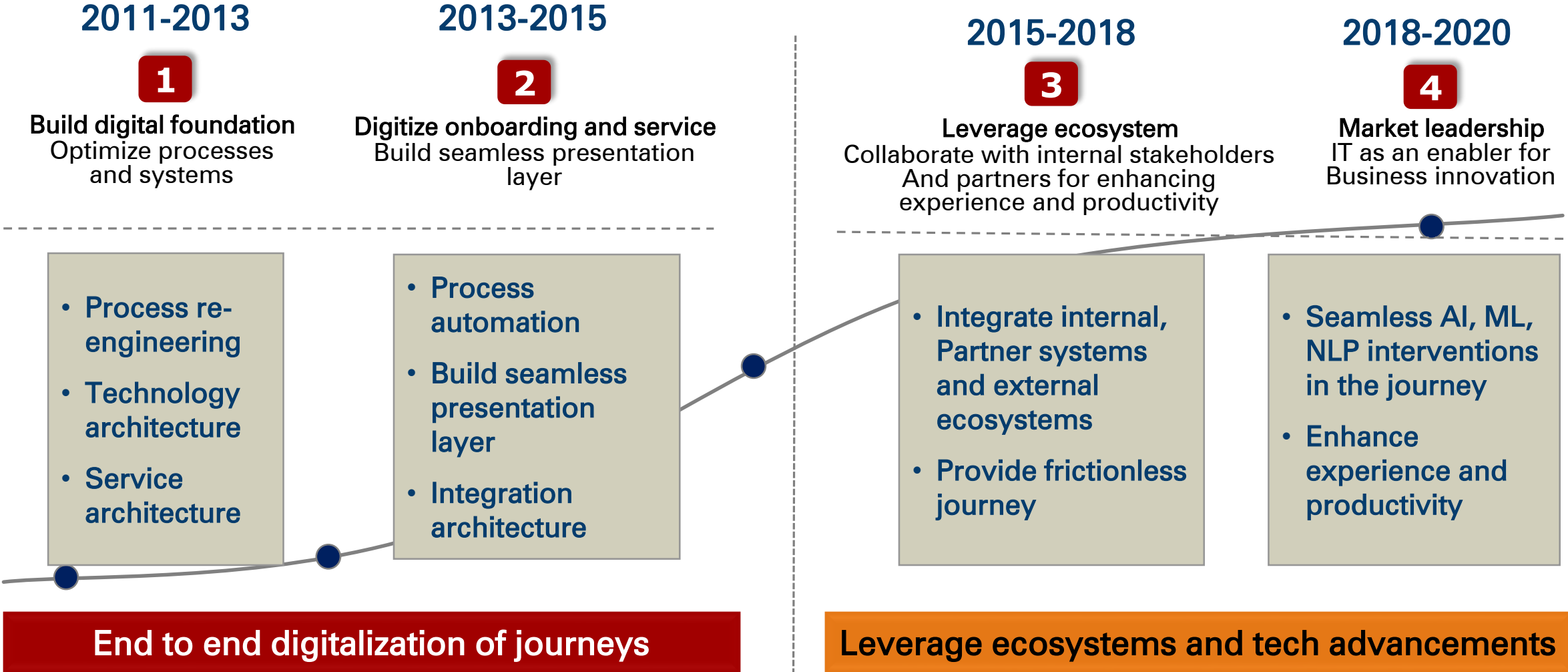


Be future ready






Support new  
growth engines

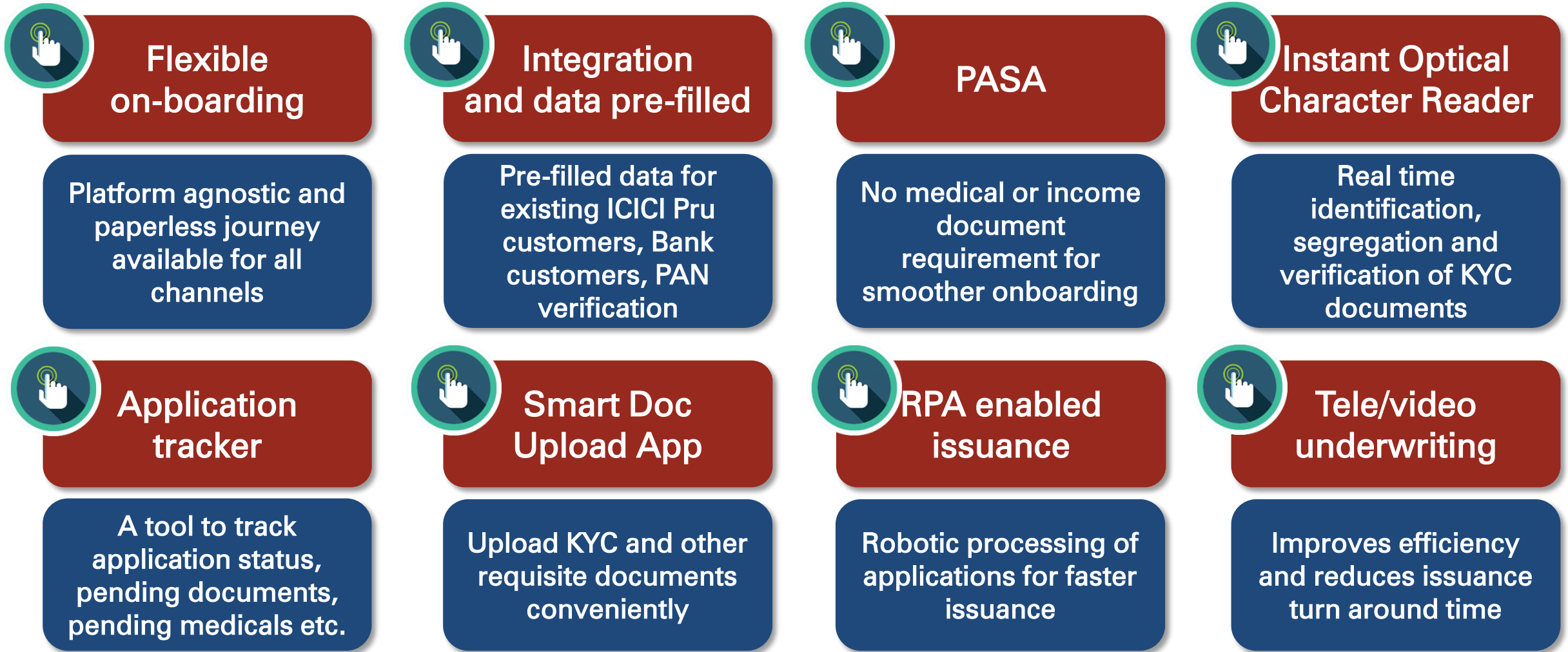
# Digital evolution path to maturity











# Presales enablers

 <b>Knowledge repository</b>	 <b>My Coach</b>	 <b>Collaboration platforms</b>	 <b>Suitability analysis</b>
On-the-go e-learning modules via exclusive Learners' Box app	AI based platform for video based library creation for sales pitches	Online meetings, joint sales calls, invite experts, share content	Product recommendations based on life stage, goal risk appetite
 <b>Opportunity Matrix</b>	 <b>Lead Management System</b>	 <b>Customer profiler</b>	 <b>Cognitive Bots</b>
Upsell triggers to approach existing customers once again for service requirement	Robust LMS enhanced with voice capability and geographical tagging	Know customer better through information available on social media platforms	24x7 query resolution using chat bots viz. Chat Buddy, PSF Guru, Tara

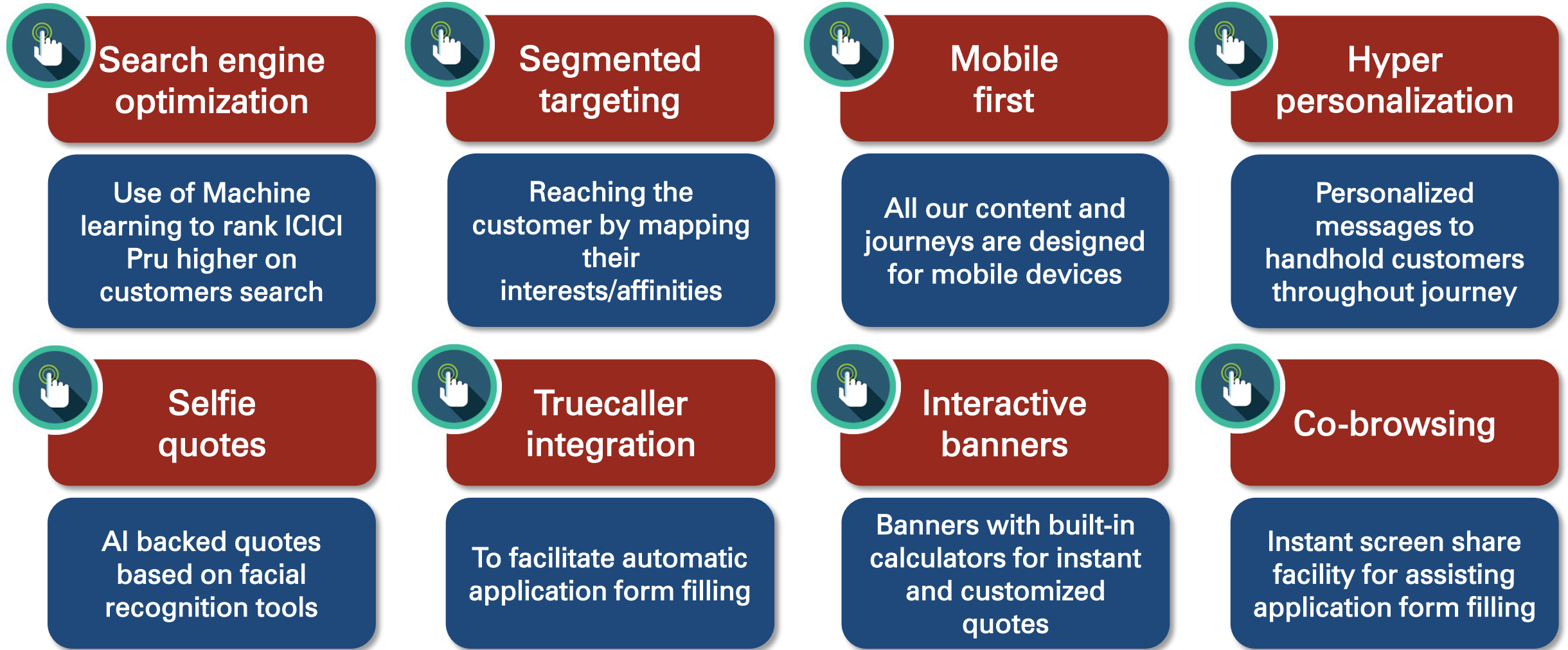
# Onboarding & issuance enablers



# Service enablers

 <b>Anytime.. ..Anywhere</b>	 <b>Flexible premium payment</b>	 <b>Intuitive and Visual IVR</b>	 <b>Customer app</b>
Exhaustive self-help options for customers Omni channel experience	All popular electronic modes of payments available for contactless payment fulfilment	Helps customers avoid IVR queues and saves 50% of the navigation time	Exclusive customer service native app with in-app nudges/notifications
 <b>Annuity service</b>	 <b>LiGo (Service Bot)</b>	 <b>WhatsApp for servicing</b>	 <b>Humanoid</b>
Simplifying journey for Annuity customers with digital life verification	Chatbot for all customers service requirements with 24x7 availability	First life insurer to get business verified account for statements and receipts	AI based conversational tool for renewal premium reminder calling

# Marketing & lead generation



# Partner integration



## Process simplification

Faster onboarding for superior experience



## Easy UI (User Interface)

AI backed quotes based on facial recognition tools



## Flexible integration

Modular integration approach to meet partner requirements



## Customer service on partner portal

Enabling customer service requests closures on partner portals



## Partner portal

For policy details, MIS, Certificate of Insurance etc.

# Analytics



## Actionable insights

Transform information architecture from a backend driven to a self-service mode



Google Big Query, Hadoop, Python

AI backed quotes based on facial recognition tools



## Data modelling

Modular integration approach to meet partner requirements



Data lake solution

Use of AI and ML to analyze structured and unstructured data



## Smart solutions

Pre-approved best offers to customer for instant issuance and better persistency



# Collaboration with customers for presales & onboarding

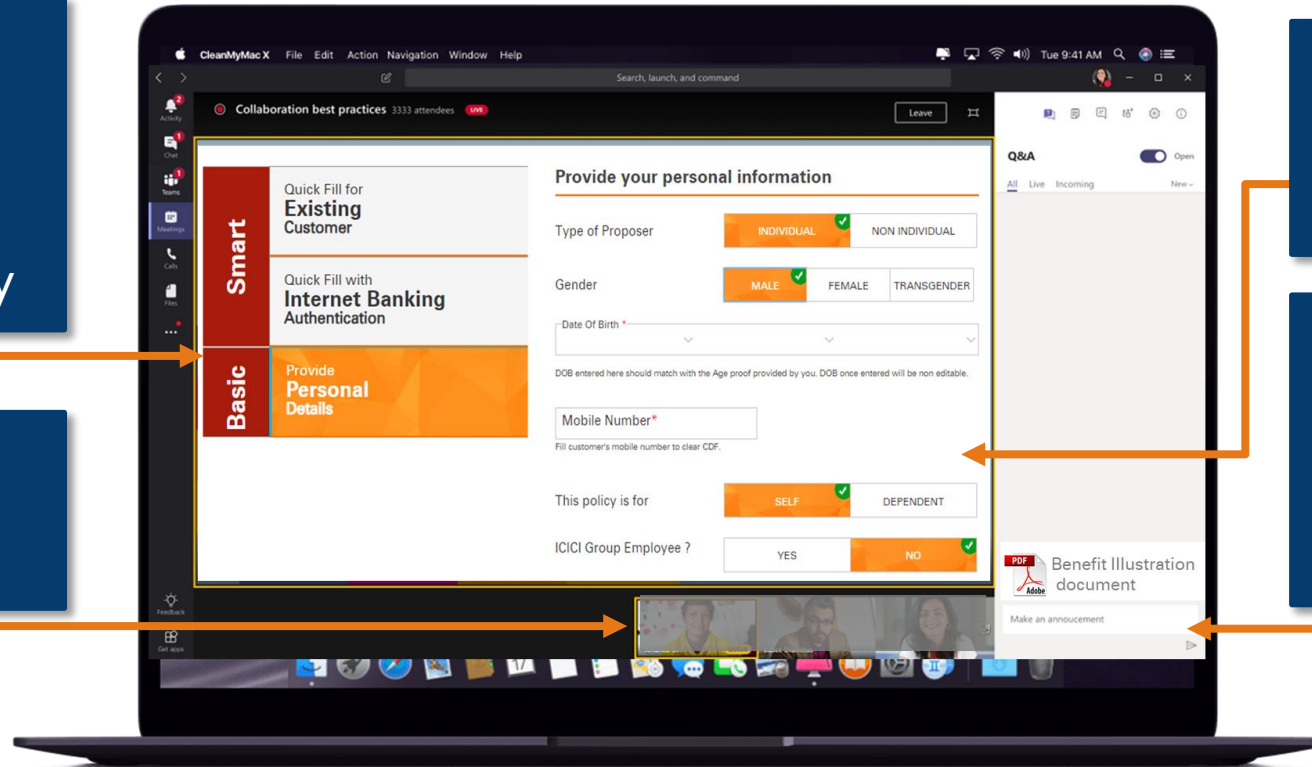
Share screen for

- Suitability analysis
- Quote generation
- Completing the onboarding journey

Customer, financial consultant and expert added on same call

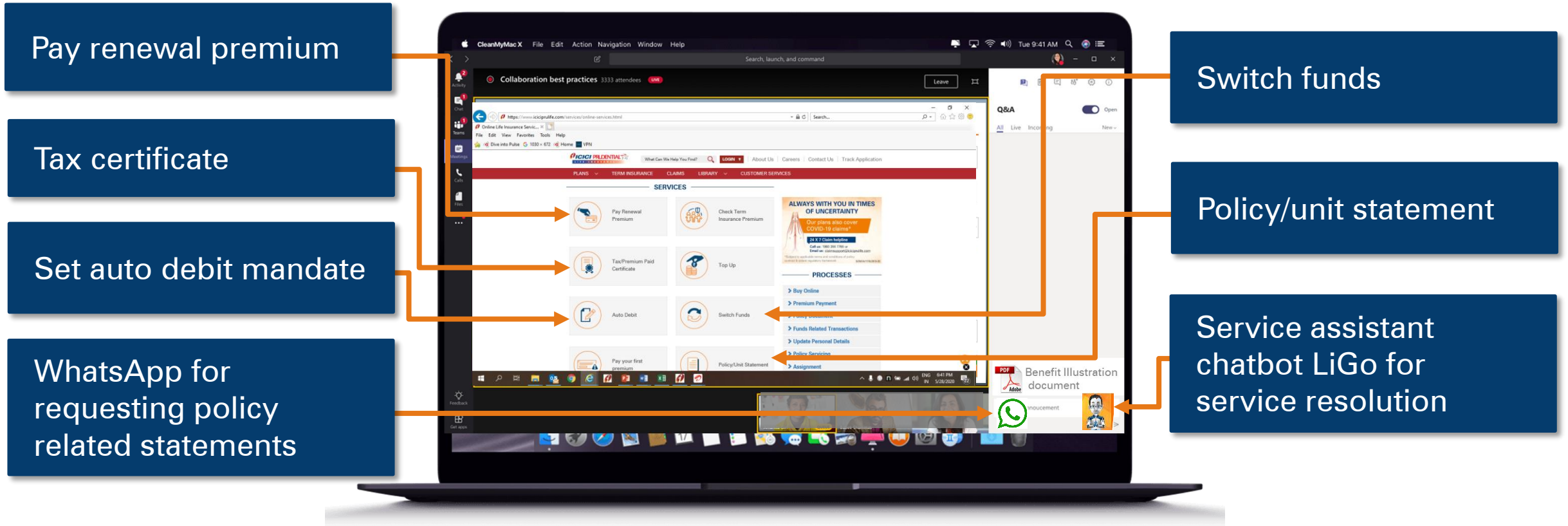
UPI/BBPS, Credit card, Debit card, Netbanking, eWallet options available

Share documents and chat with customer. Customers can also upload KYC documents/photo



Online meetings (upto 250 users) | Video/Audio call | Joint sales call | Share content Chat |  
Invite external guests, experts | Access previous meeting notes | Record sessions

# Collaboration with customers for servicing requirements



- An easy access to a variety of self-service options
- Service requirements met from the comfort of customers' homes

# Addressing stakeholders' concerns

I want to have a life cover but am **wary of meeting** someone face to face

Live video chat

Will my life insurance policy cover me against **coronavirus**?

Product feature

How do I know **fund value** of my ULIP plan & **pay renewal premium** of my policy?

Self-service options

How do I file a life **insurance claim**?

Online claim intimation

Customers are unwilling to meet face to face, how can I still **interact** with them?

Collaboration platform

Will I be able to **service** my customers during this COVID-19 scenario?

Online service options

Will my business **earnings** be affected due to the prevailing lockdown conditions?

Digital selling options

With the current travel restrictions how do I keep myself **updated** on the processes?

e-Learning modules

As a manager, how do I ensure **safety** of my team members in the current COVID-19 scenario?

Contactless meetings

How do I **train** my team members on the new products and coronavirus related advisories?

Learning videos

Due to restricted travel, how do I **communicate** with my team and conduct **joint field work**?

Live video meets & chats

How do I **track efficiency** of my team members and **service** my customers in the lockdown scenario?

Real time service support

# ESG





# Environmental initiatives

Preserving 'Mother Earth' for future generations



## Replace

- End to end digital solutions for our business activities
- 84% shareholders communicated digitally
- Video conferencing facility at 94 locations
- Live plants to improve air quality: ~31% office space



## Reduce

- 3/5 star rated ACs in all offices
- VRF AC systems (20% of usage)
- LED technology: 54% of branch lighting, 47% of backlit signage
- Managed print services & stationery tracking
- Food wastage awareness drive
- Sensor based taps & urinals
- Periodic office equipment maintenance



## Reuse & Recycle

- Sewage treatment plant and wet waste conversion into manure at head office
- No single use plastic
- E-waste disposal through government certified vendors
- Reusable glasses & plates



# Social initiatives

## Building communities and giving back to society

Business itself is social in nature: Serving long term financial and protection needs of the society

### Customer centricity



- Products across life stage needs; multi- channel reach
- Digital enablers provide 24x7 service; 87% self-help usage
- Consistent risk-adjusted returns
- Grievance redressal policy
- 13th month persistency: 85.3%
- COVID-19: Un-interrupted service including claims

### Commitment to employees



- Gender neutrality, equal opportunity, POSH policy
- Supportive policies including women centric, Whistleblower
- Learning & growth programs at all levels
- 85% of SMT served > 10 yrs
- Responsible behavior: Privacy, Anti-corruption
- ~100% WFH during COVID19

### Community service



- 3.9 mn lives insured from rural /social sector and PMJJBY<sup>5</sup>
- ICICI Academy for Skills: Trained 25,000 youth (145,400 till date)
- Rural livelihood training: 76,400 youth (275,200 till date)
- Much needed long term capital for infrastructure and housing
- COVID-19: Provision of ventilators and consumables



# Governance

Transparency in functioning with separation of supervision from execution

Awarded for Corporate Governance; scorecard by IFC, BSE limited and liAS



01

## Supervisory structure

- Diverse Board composition
- 50% IDs including Chairman
- Board committees comprise majority of IDs/ NEDs; and chaired by IDs
- Evaluation framework for Directors, Chairman, Board and its Committees
- Policy on Board diversity & criteria on appointment of Directors; regulatory norms on "Fit and proper"

02

## Compliance, Risk & IA

- Quarterly compliance certificate to the Board
- Risk policy: Investment, Insurance & Operational risk
- Risk-based IA framework
- WTDs' compensation aligned to KPI; includes malus & claw-back
- ISO 22301:2012 certification for the BCM
- Investment policy for governance & operations

03

## Ethical practices

- Framework for managing Conflict of Interest
- Guidelines for Acceptance of Gifts, Entertainment and Sponsored travels
- Policies on Anti-Money Laundering, Anti Bribery/ Corruption, Privacy policy, Whistleblowing
- Stewardship Code



IDs: Independent Directors, NEDs: Non- executive Directors, WTD: Whole time Directors  
 IA: Internal Audit; BCM: Business continuity management  
 IFC: International Finance Corporation, liAS: Institutional Investor Advisory Services

# Agenda

- Company strategy and performance
- **Opportunity**
- Industry overview

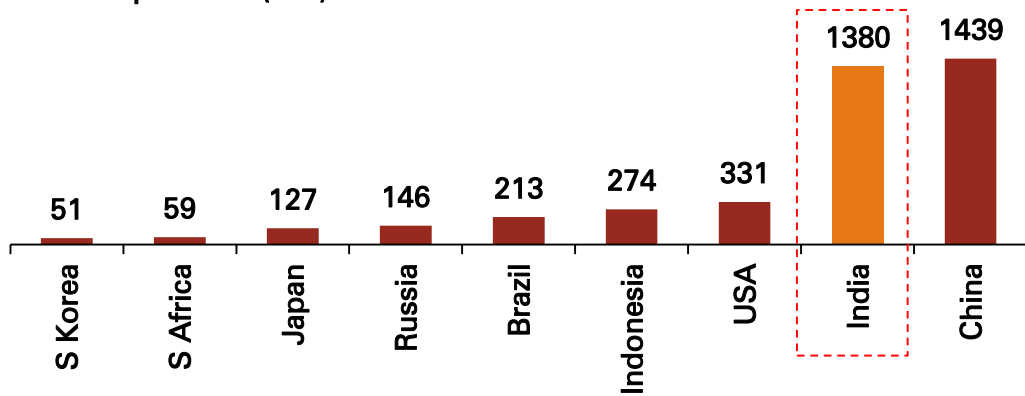




# Favorable demography

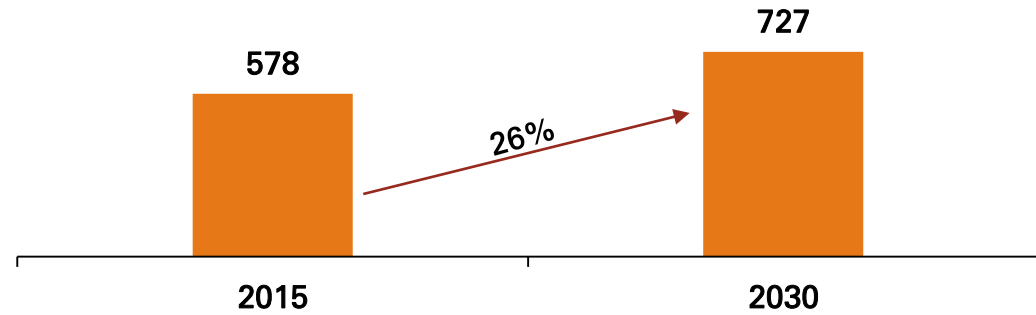
## Large and growing population base<sup>1</sup>

2020 Population (mn)

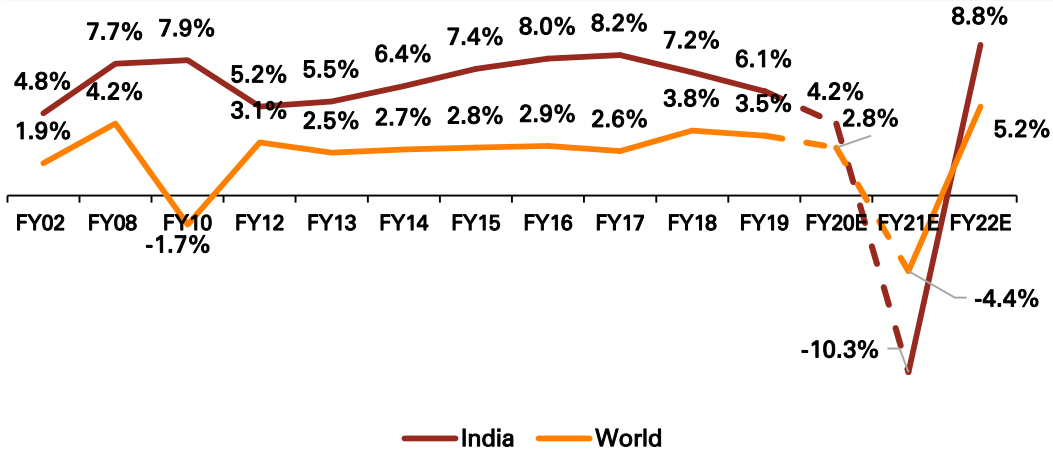


## High share of working population<sup>1</sup>

Population of age 25-59 years (in mn)

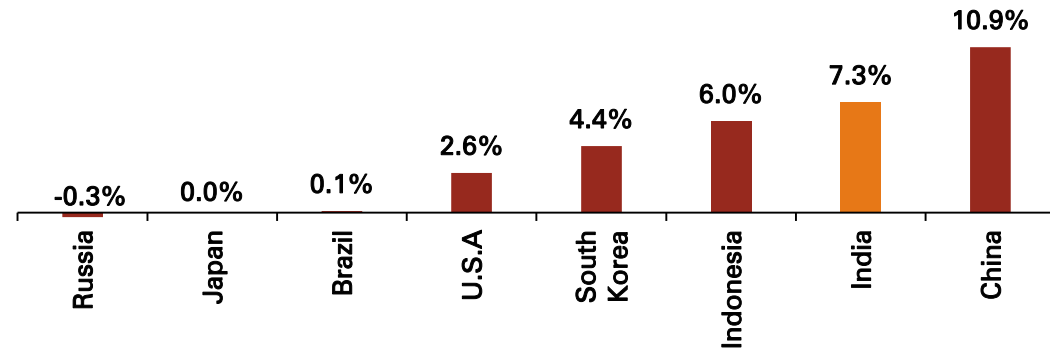


## Driving GDP growth<sup>2</sup>



## Rising affluence<sup>2</sup>

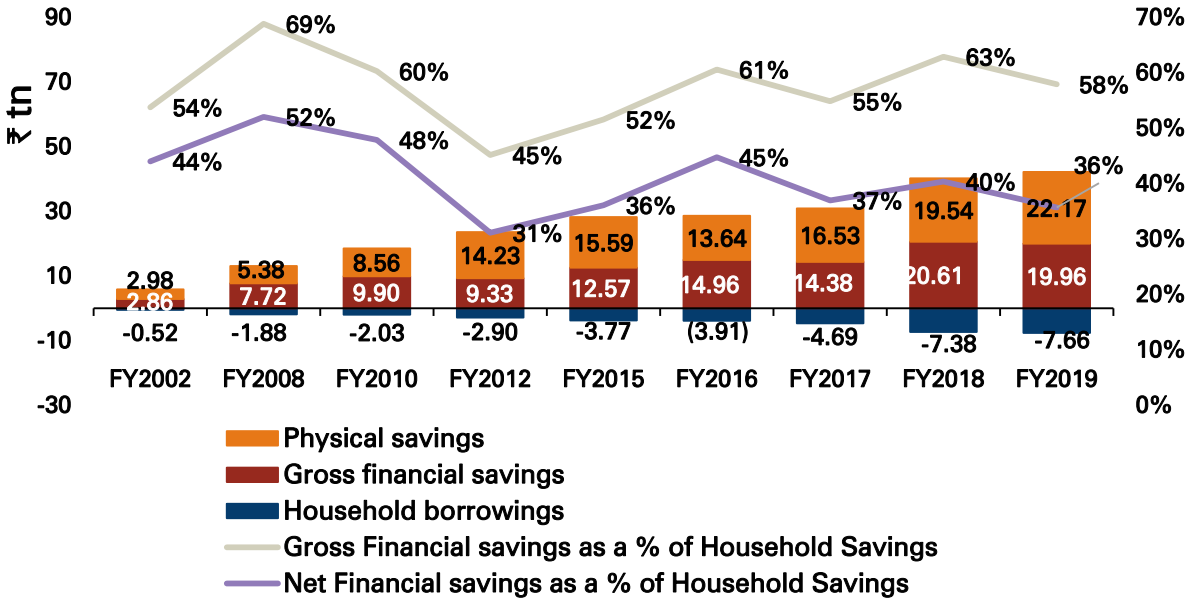
GDP per capita CAGR (FY2009-FY2019)



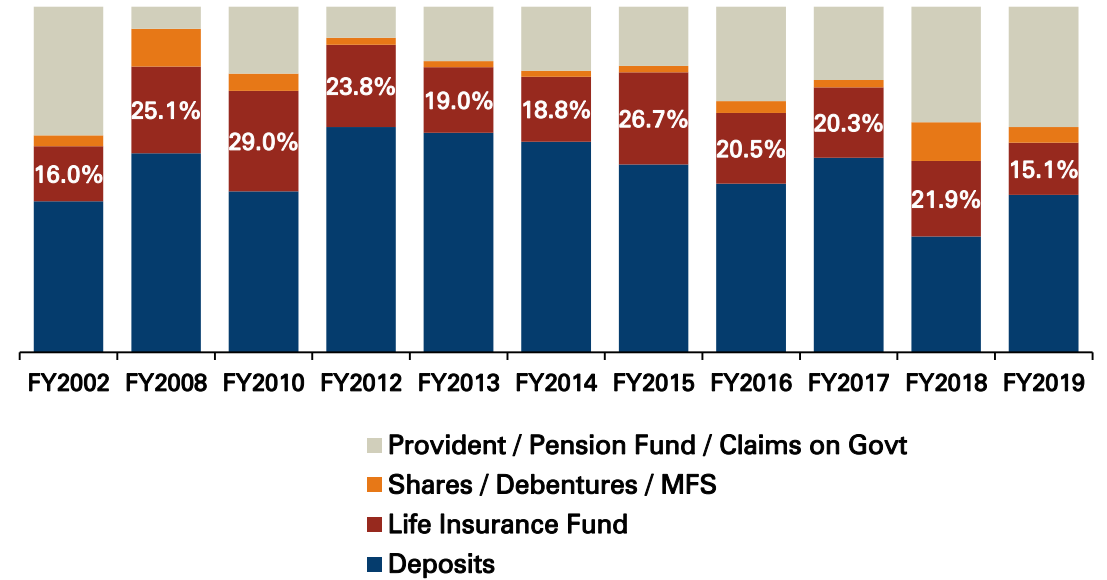
1. Source: UN population division  
 2. Source: WEO Update, October 2020

# Financialisation of savings: Opportunity for insurance

## Household savings<sup>1</sup>



## Distribution of financial savings (excluding currency)<sup>2</sup>



FY2002 FY2008 FY2010 FY2012 FY2014 FY2018 FY2019 FY2020

Life insurance premium<sup>3</sup>  
as % of GDP

2.1% 4.0% 4.1% 3.3% 2.8% 2.7% 2.7% 2.8%

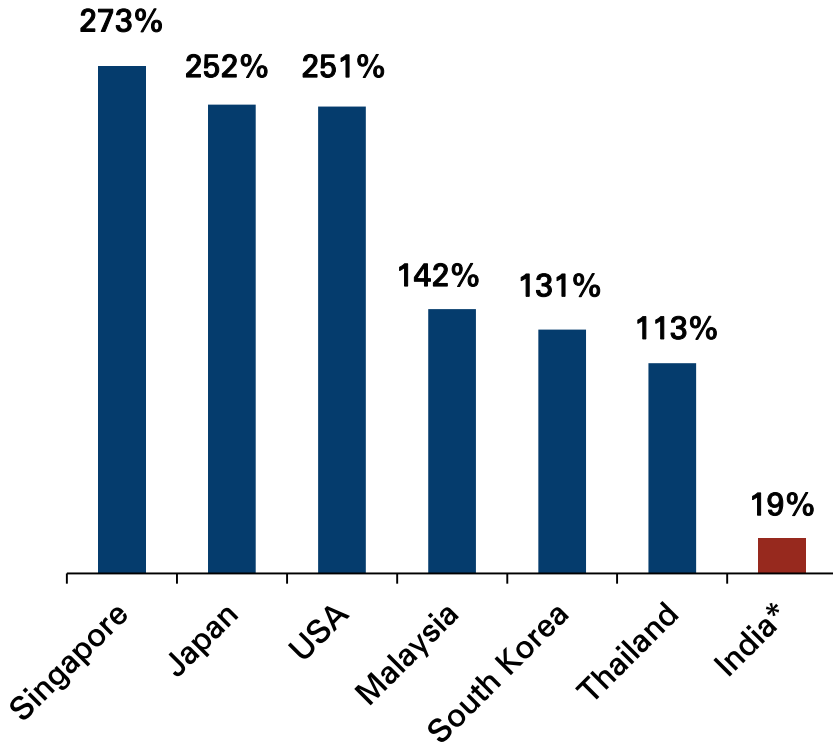
- Financialisation of savings aided by Direct Benefit Transfer, RERA and GST



1. Source: RBI and CSO  
 2. Source: RBI  
 3. Total life insurance industry premium including renewal; Source: IRDAI

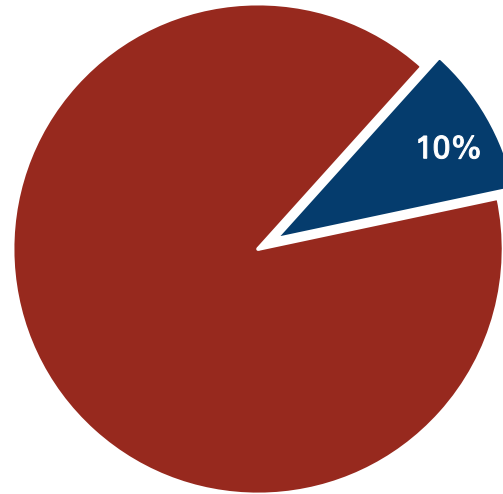
# Protection opportunity: Where we are...

Sum Assured as a % of GDP<sup>1,2</sup>



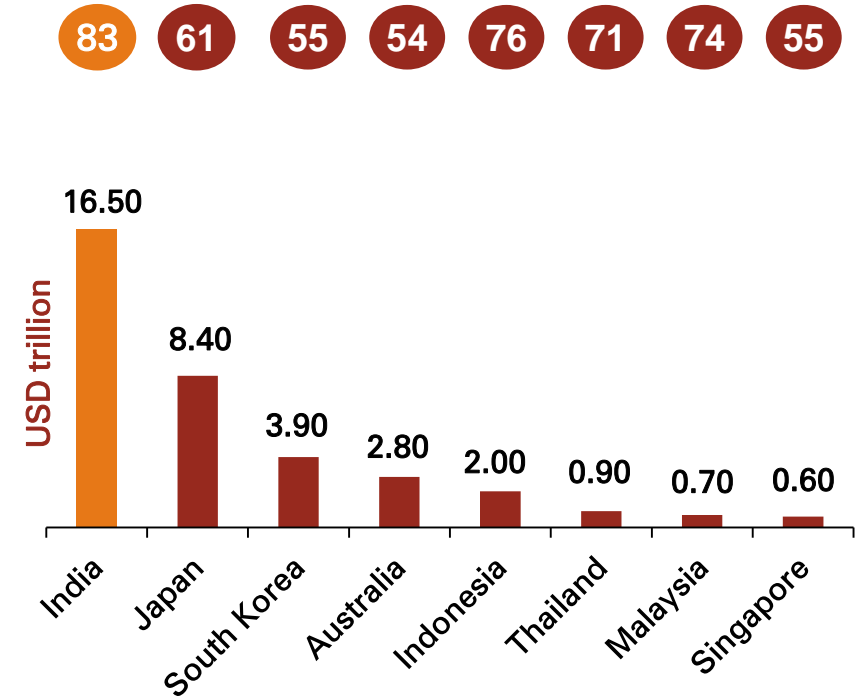
\* For retail protection sum assured (company estimates)

Addressable population<sup>#</sup> coverage<sup>3</sup> (%)



# Based on Income Tax Department data for individuals (annual income > ₹ 250,000) and company estimates

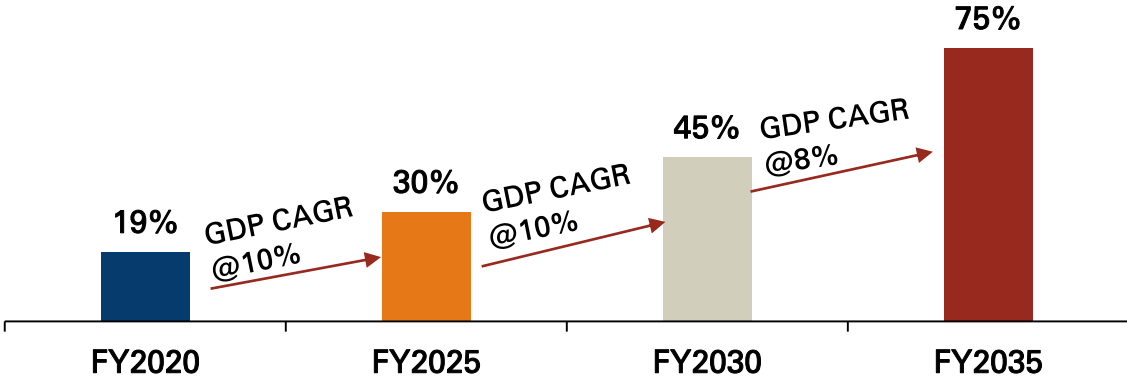
Protection gap(%)<sup>4,5</sup>



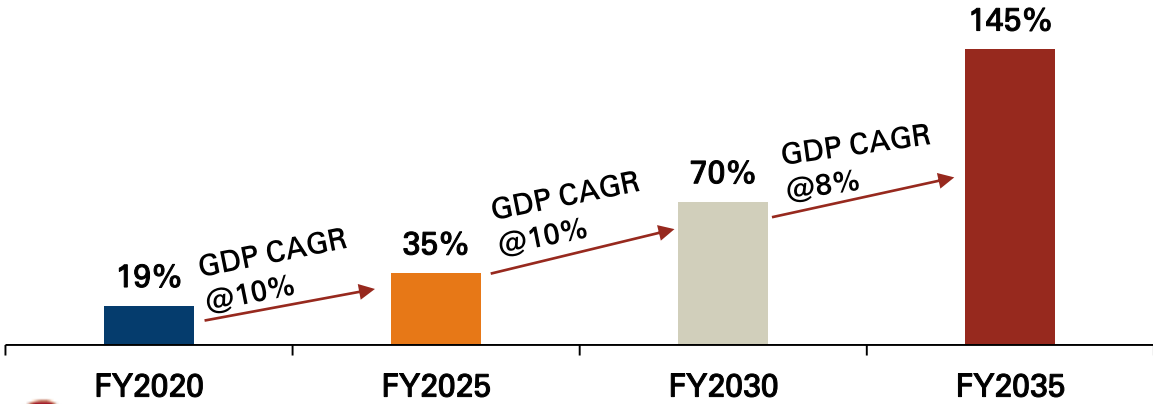
1. As of FY2020 for India (GDP Source: National Statistics Office, protection sum assured source: company estimates)
2. As of FY2018 for US, Japan, South Korea. Others as of FY2017 (Source: McKinsey estimates)
3. Addressable population coverage= Inforce no. of lives for retail protection/ No. of returns with income > ₹ 250,000
4. Protection gap (%): Ratio of protection lacking/protection needed
5. Source: Swiss Re, Closing Asia's mortality protection gap, 2020

# Opportunity: Sum assured as a % of GDP

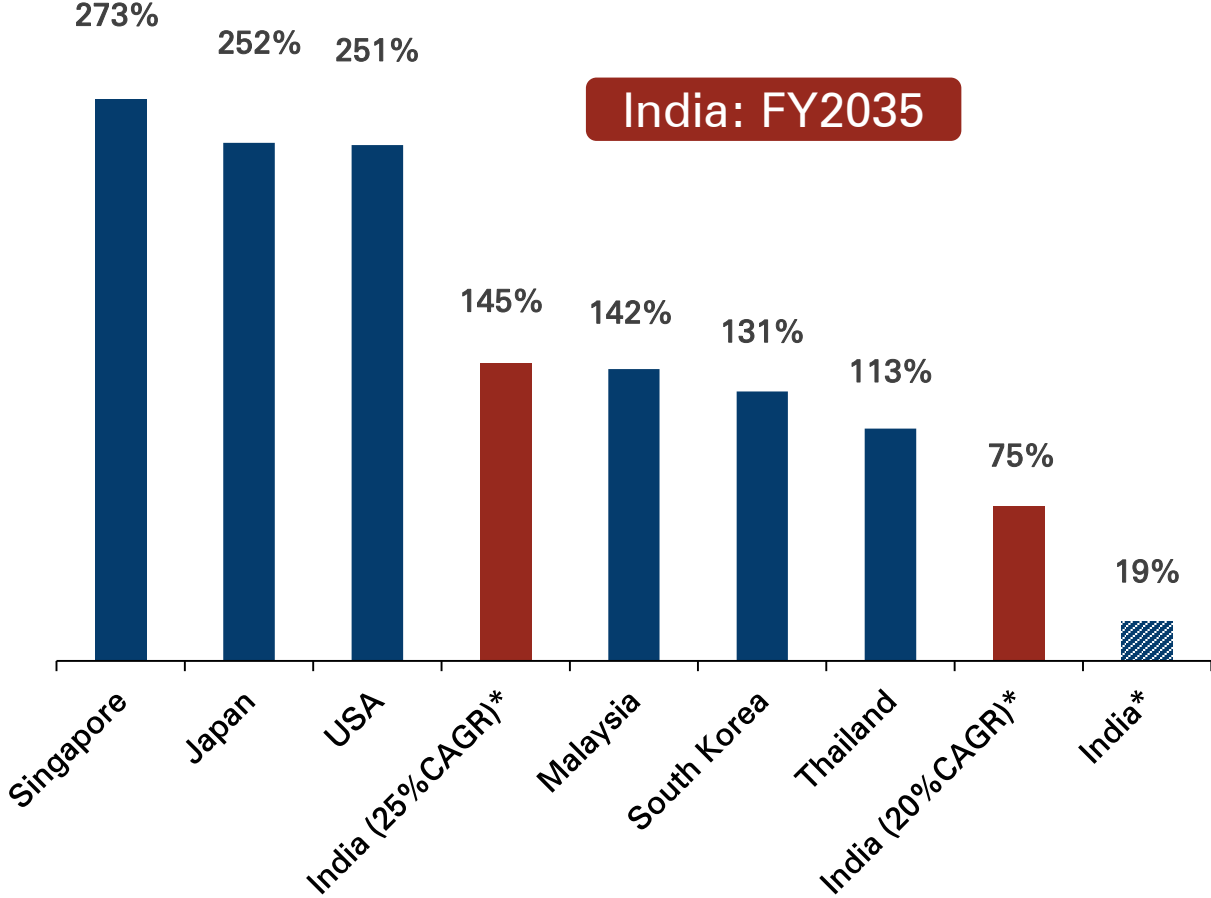
Sum Assured (SA) as a % of GDP:  
Assuming SA growth @ 20% CAGR



Sum Assured (SA) as a % of GDP:  
Assuming SA growth @ 25% CAGR



Sum Assured as a % of GDP<sup>1,2</sup>



India: FY2035

\* For retail protection sum assured (company estimates)



1. FY2020 GDP data for India (Source: National Statistics Office, protection sum assured source: company estimates)  
 2. As of FY2018 for US, Japan, South Korea. Others as of FY2017 (Source: McKinsey estimates)

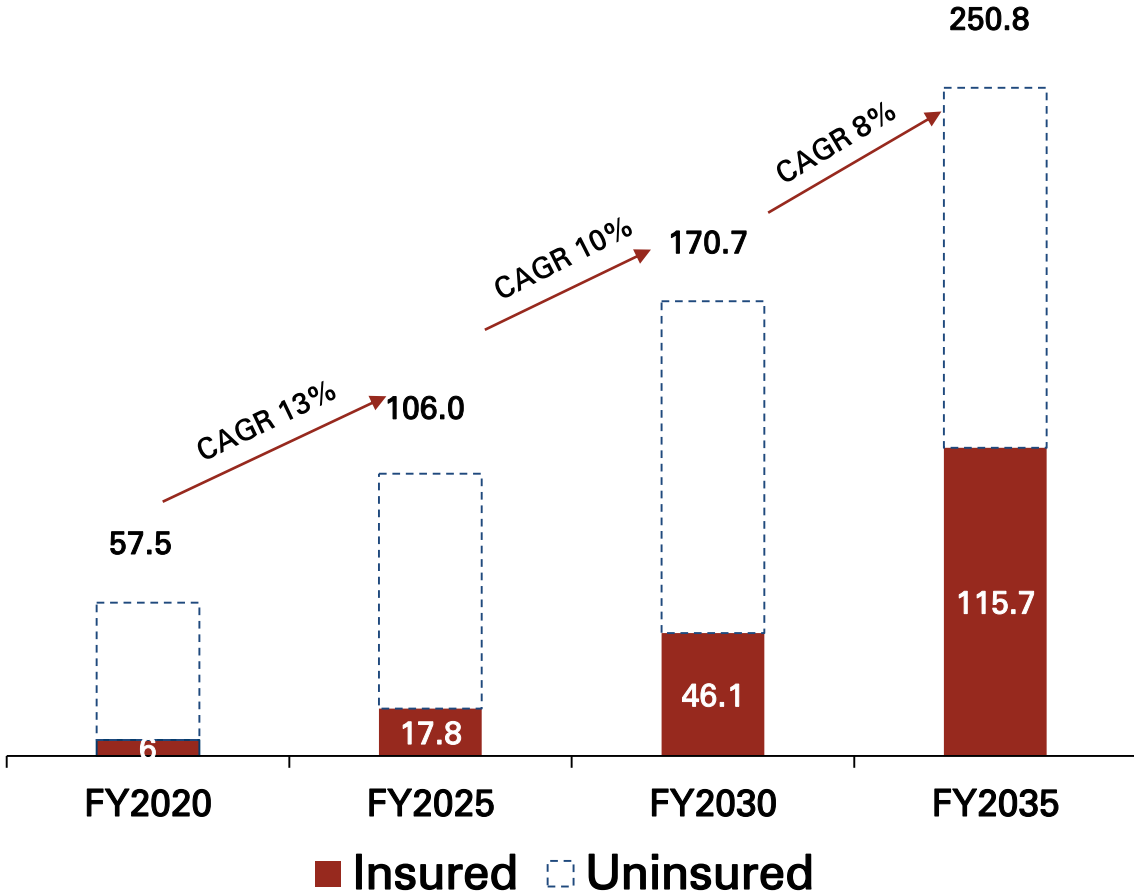
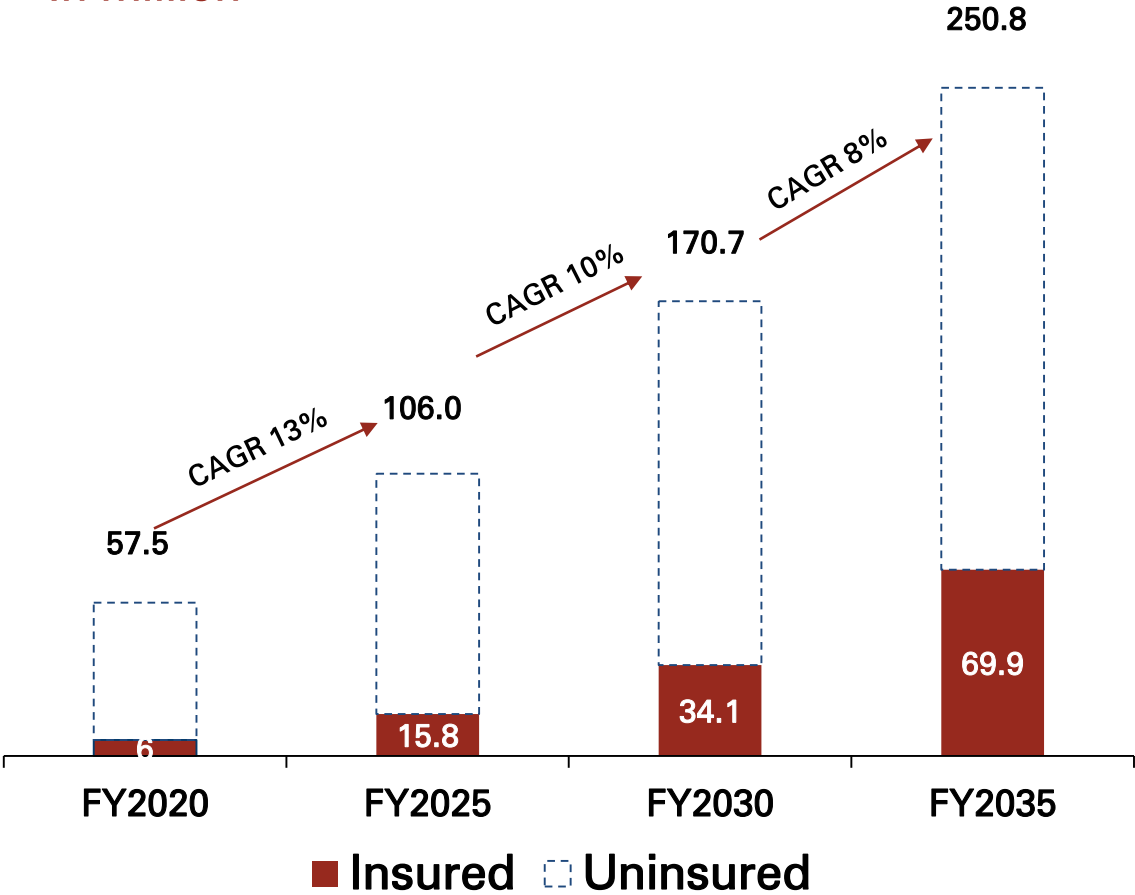
# Opportunity: Addressable population coverage (%)

With 15% CAGR in new policy count from FY2020 to FY2035

With 20% CAGR in new policy count from FY2020 to FY2035

In million

In million

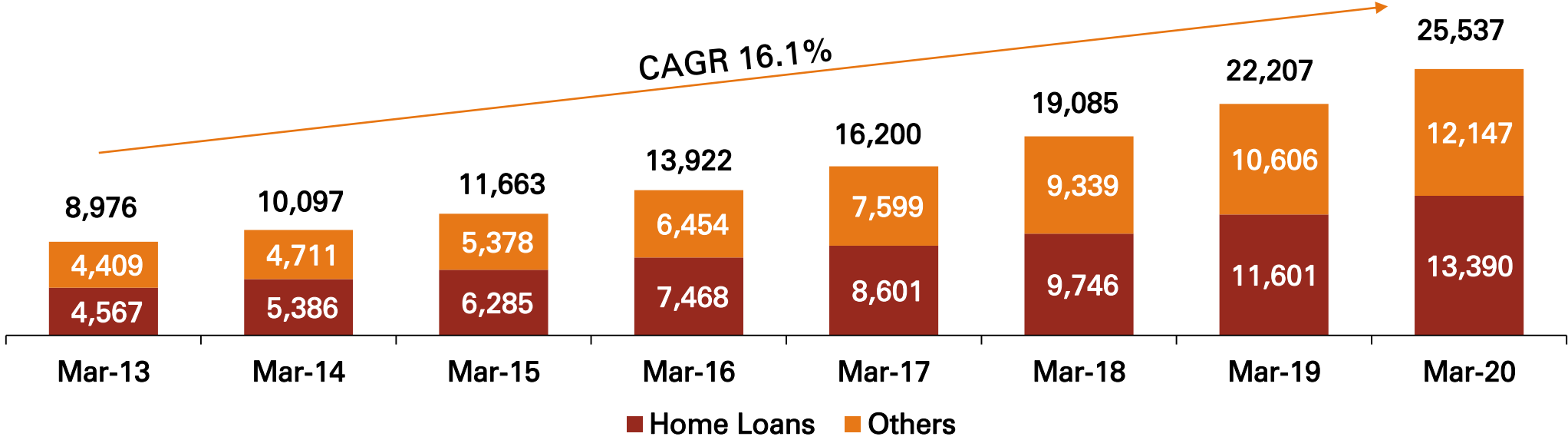


Assumed 10% lapse rate for inforce policies at each year

# Protection opportunity: Liability cover

₹ billion

Retail Credit



- Retail credit has been growing at a healthy pace
- Credit life is voluntary



Source: RBI  
 Components may not add up to the totals due to rounding off

# Protection opportunity

Gross direct premium (₹ billion)	FY2009	FY2020	CAGR
Health	66.23	516.38	20.5%
Motor	138.21	692.08	15.8%
- Motor Own Damage (OD)	87.56	265.52	10.6%
- Motor Third Party (TP)	50.65	426.56	21.4%

- Protection premium ~ ₹ 200 billion for life insurance industry in FY2020

# Agenda

- Company strategy and performance
- Opportunity
- **Industry overview**





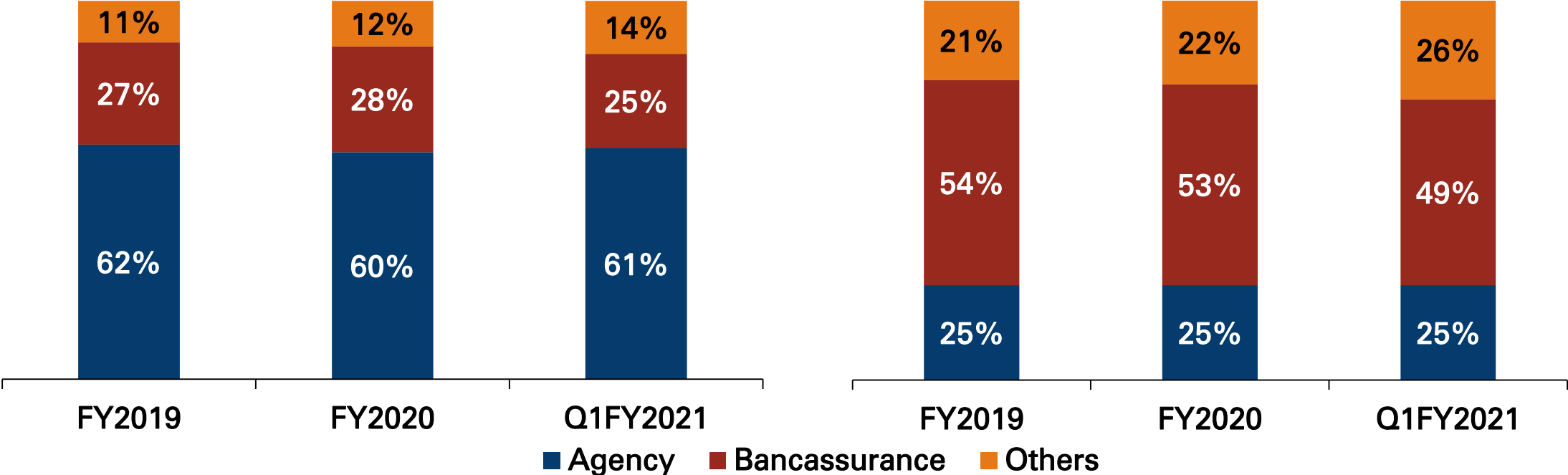
# Evolution of life insurance industry in India

	FY2002		FY2010		FY2015		FY2020
New business premium <sup>1</sup> (₹ bn)	116	21.5%	550	-5.8%	408	12.5%	735
Total premium (₹ bn)	501	3.2%	2,654	4.3%	3,281	11.6%	5,683
Penetration (as a % to GDP)	2.1%		4.1%		2.6%		2.8%
Assets under management (₹ bn)	2,304	24.0%	12,899	12.6%	23,361	10.1%	37,757
In-force sum assured <sup>2</sup> (₹ bn)	11,812*	15.5%	37,505	15.8%	78,091	17.3%	173,077
In-force sum assured (as % to GDP)	50.1%		57.9%		62.7%		85.1%

# Channel mix<sup>1</sup>

Industry

Private sector



- Given a well developed banking sector, bancassurance continues to be the largest channel for private players

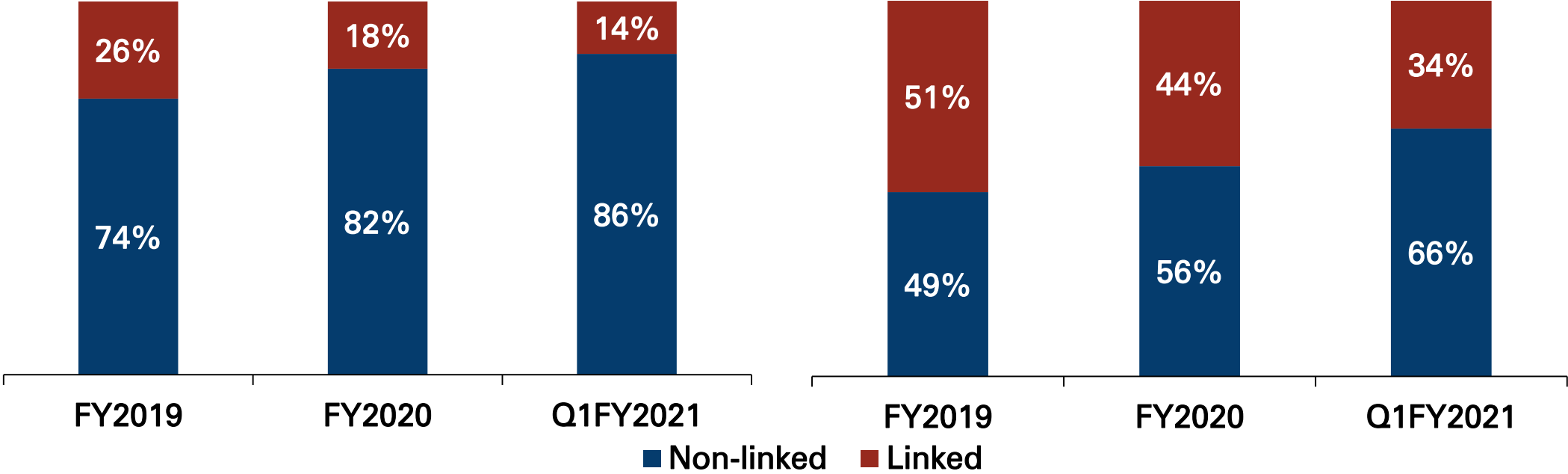


1. Individual new business premium basis  
Source: Life Insurance Council

# Product mix<sup>1</sup>

## Industry

## Private sector



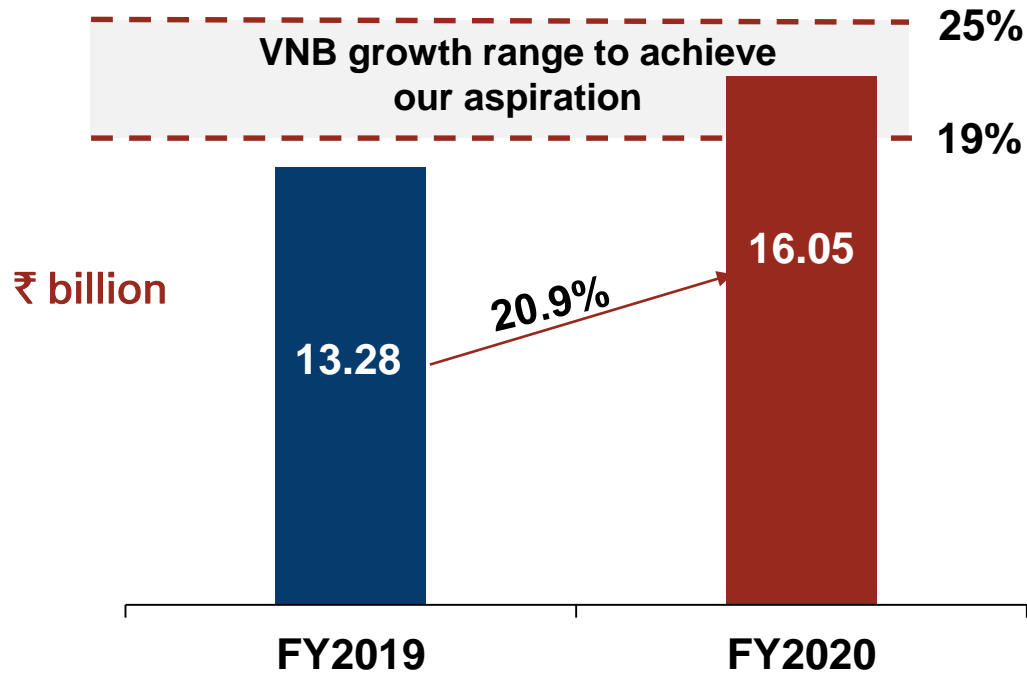
1. New business weighted premium basis;  
Source: IRDAI, Life Insurance Council

# Annexures

# VNB growth and contribution

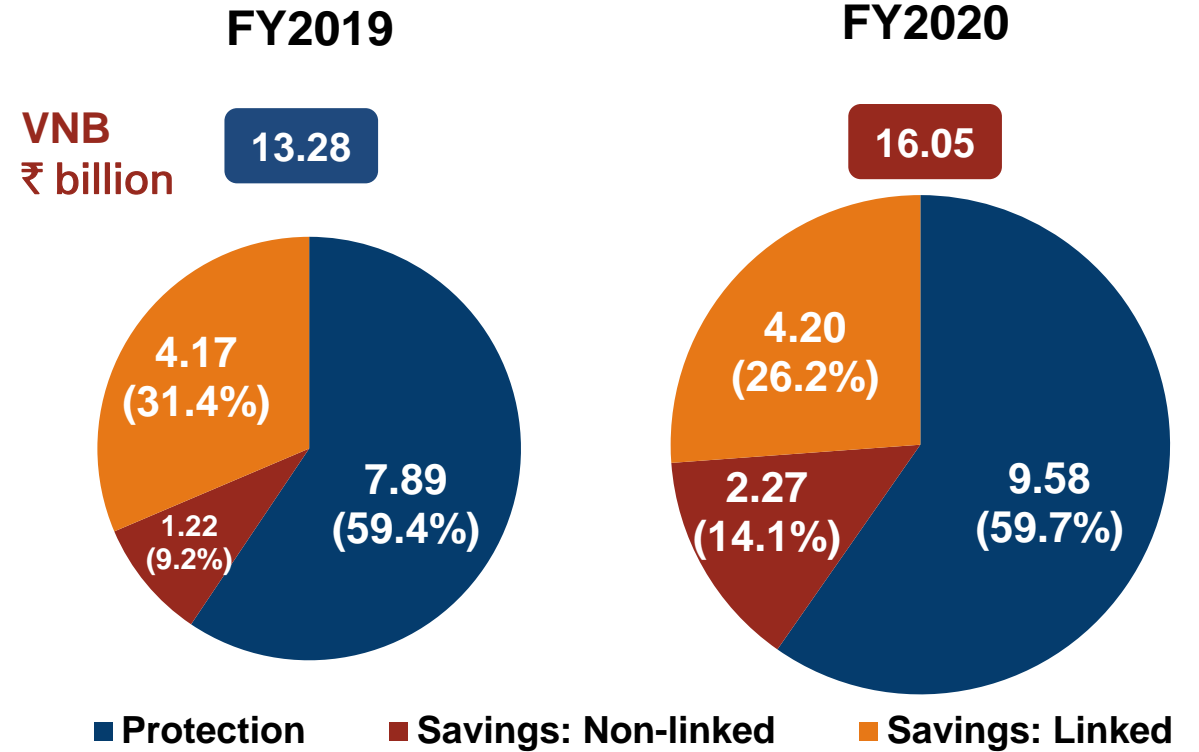
VNB Margin(%) **17.0%**

**21.7%**



VNB growth of 21%; margin 21.7%

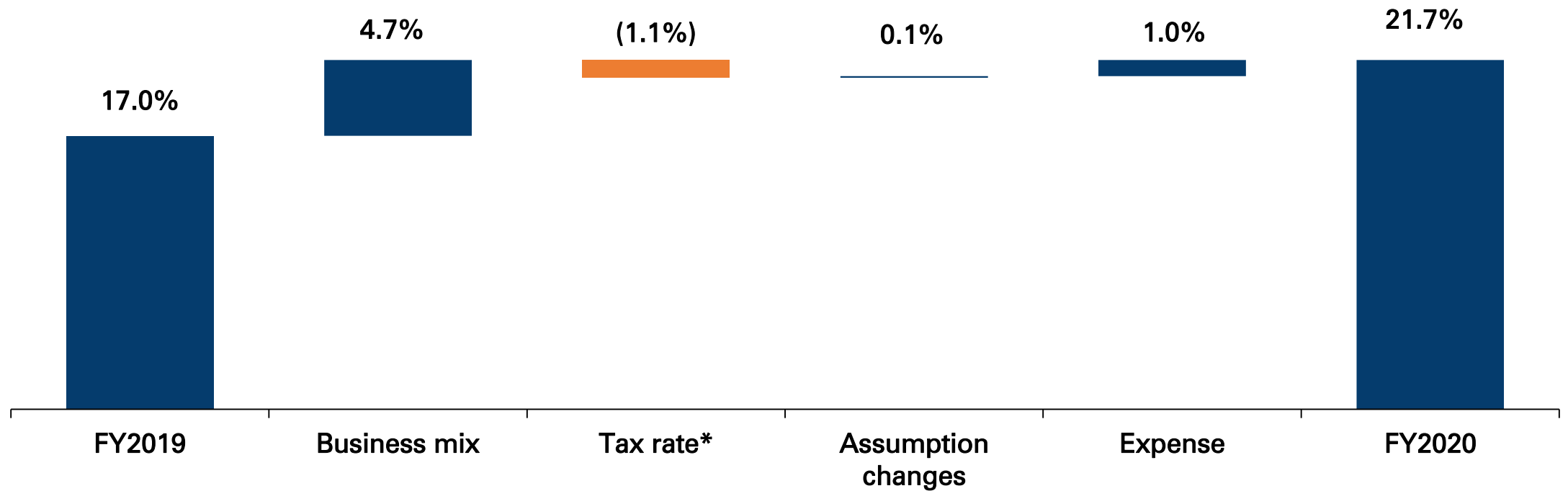
## VNB contribution\*



74% VNB from protection & non-linked savings

# Value of New Business (VNB)

₹ billion	FY2019	FY2020
VNB	13.28	16.05
VNB margin	17.0%	21.7%

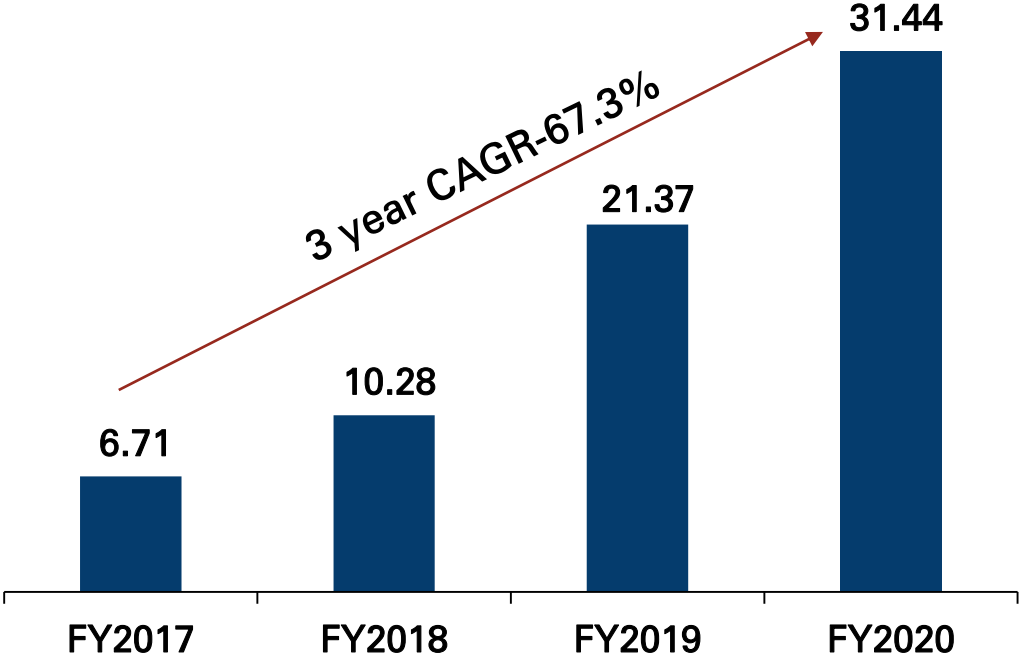


# Protection and Annuity

Protection mix<sup>1</sup>



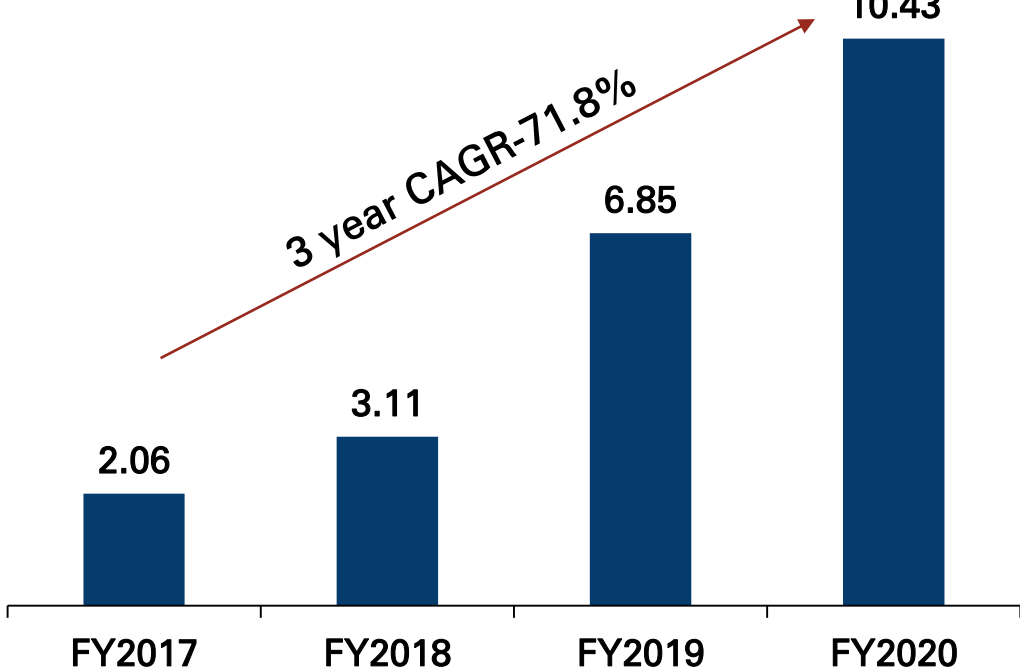
Protection new business received premium (₹ billion)



Annuity mix<sup>1</sup>



Annuity new business received premium (₹ billion)



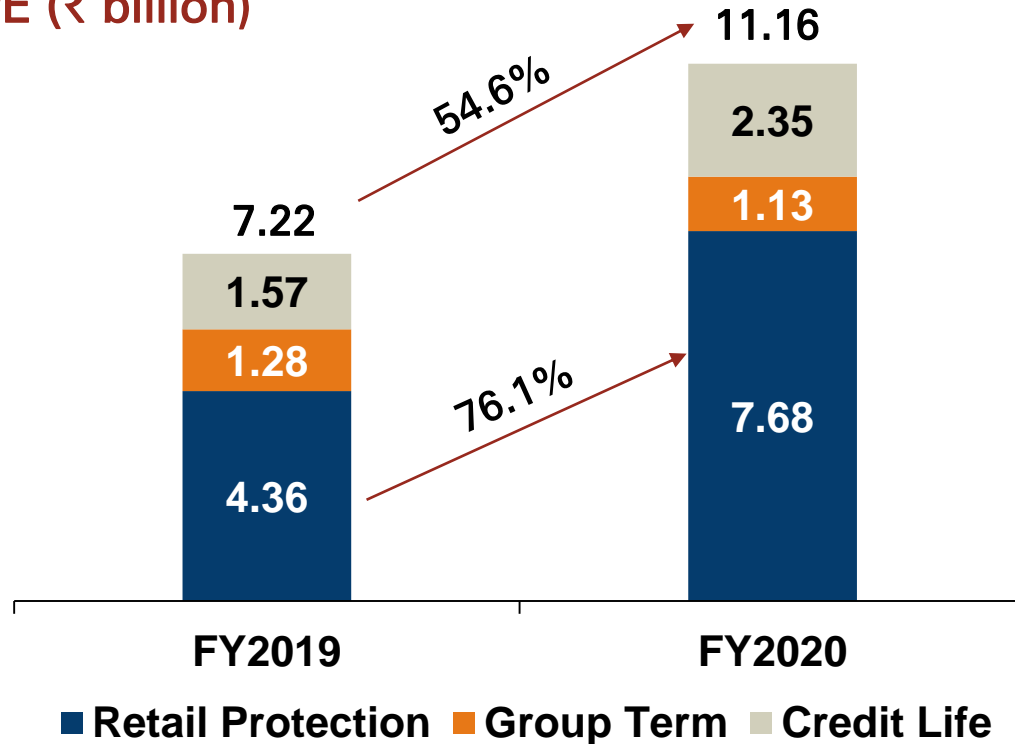
Protection and Annuity contributed over 1/3<sup>rd</sup> of new business premium



1. % of new business received premium as per financials

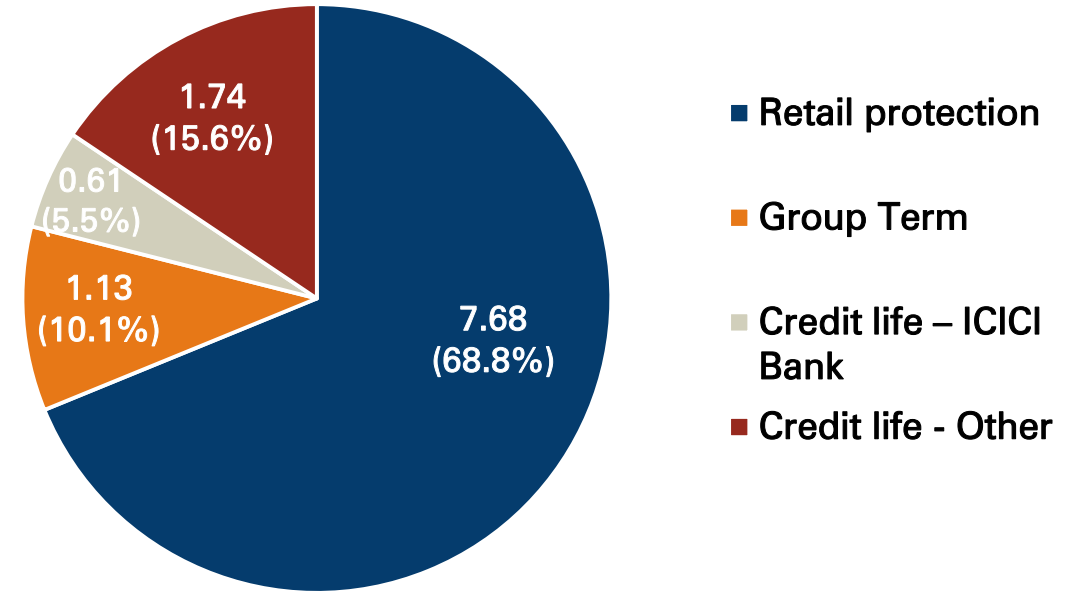
# Protection: Components

APE (₹ billion)



Protection split based on APE\* (FY2020)

₹ billion



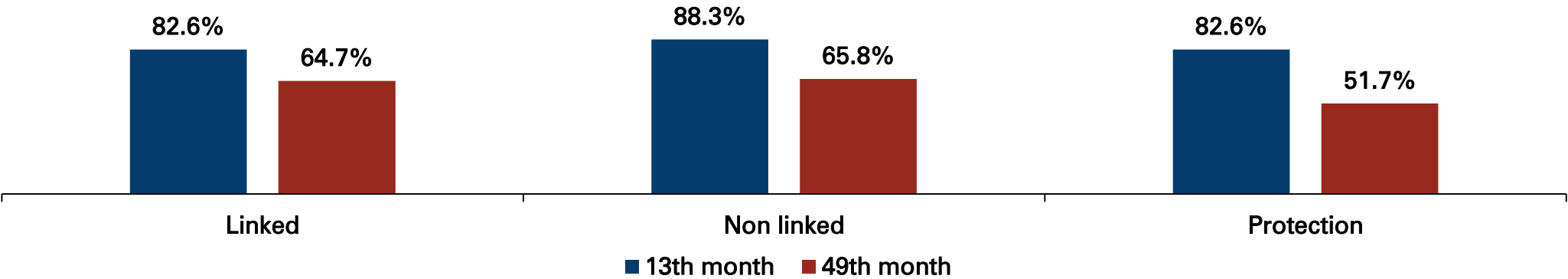
Retail protection is ~70% of protection APE

Credit life through third party contributes ~16% of protection APE

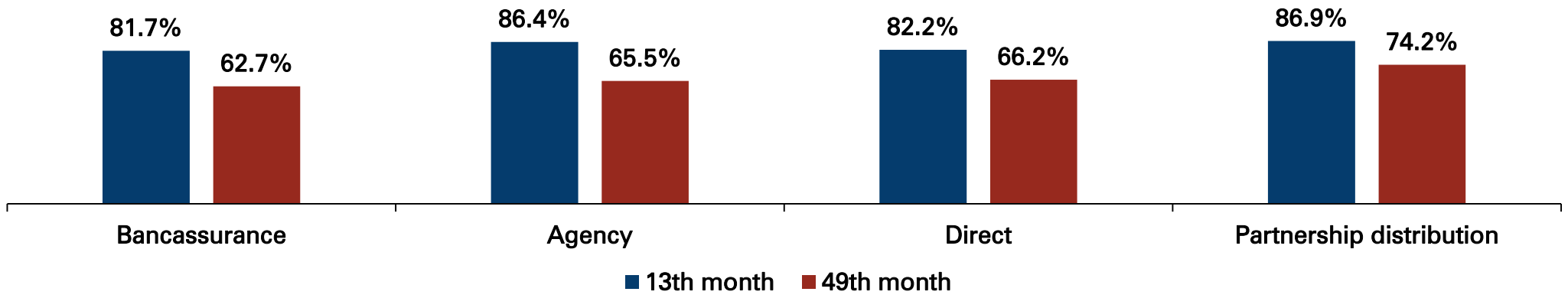


# Retail persistency excluding single premium<sup>1</sup>

## Persistency across product categories



## Persistency across channel categories



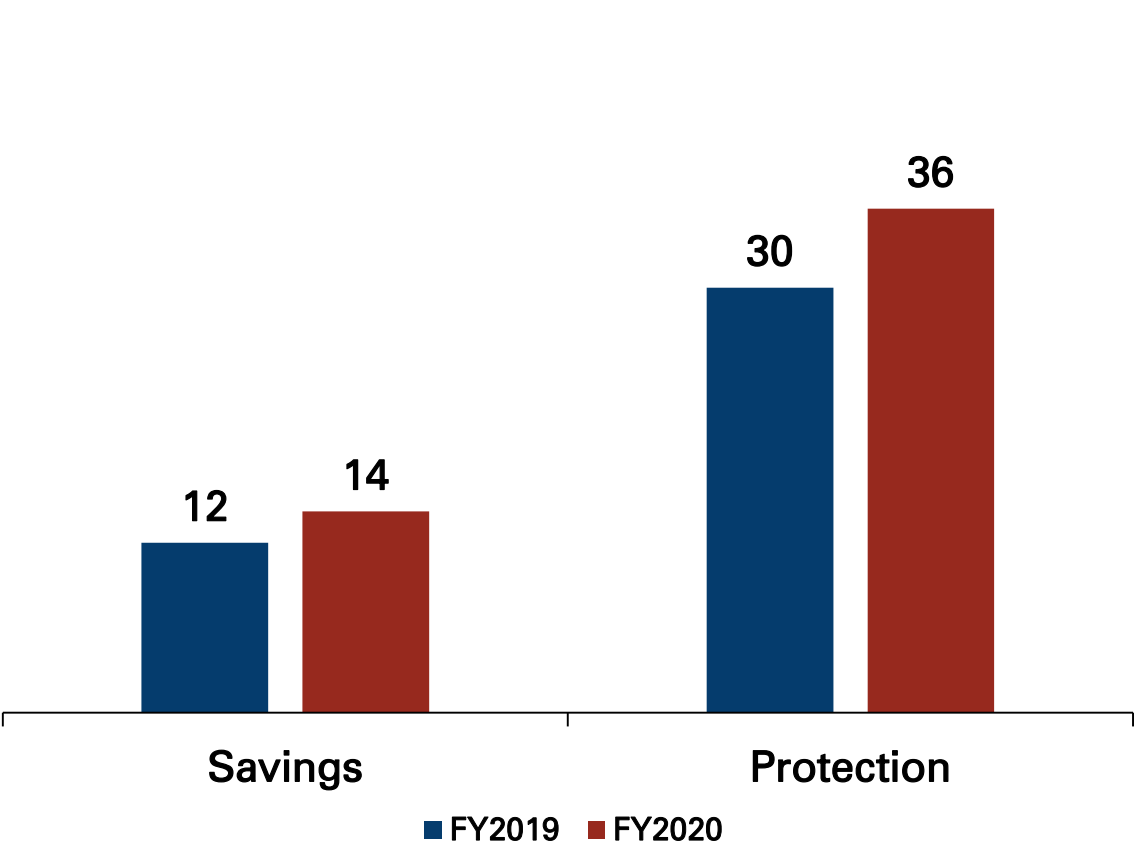
1. 11M-FY2020 persistency  
As per IRDA circular dated January 23,2014; excluding group and single premium policies

# Average APE by product categories

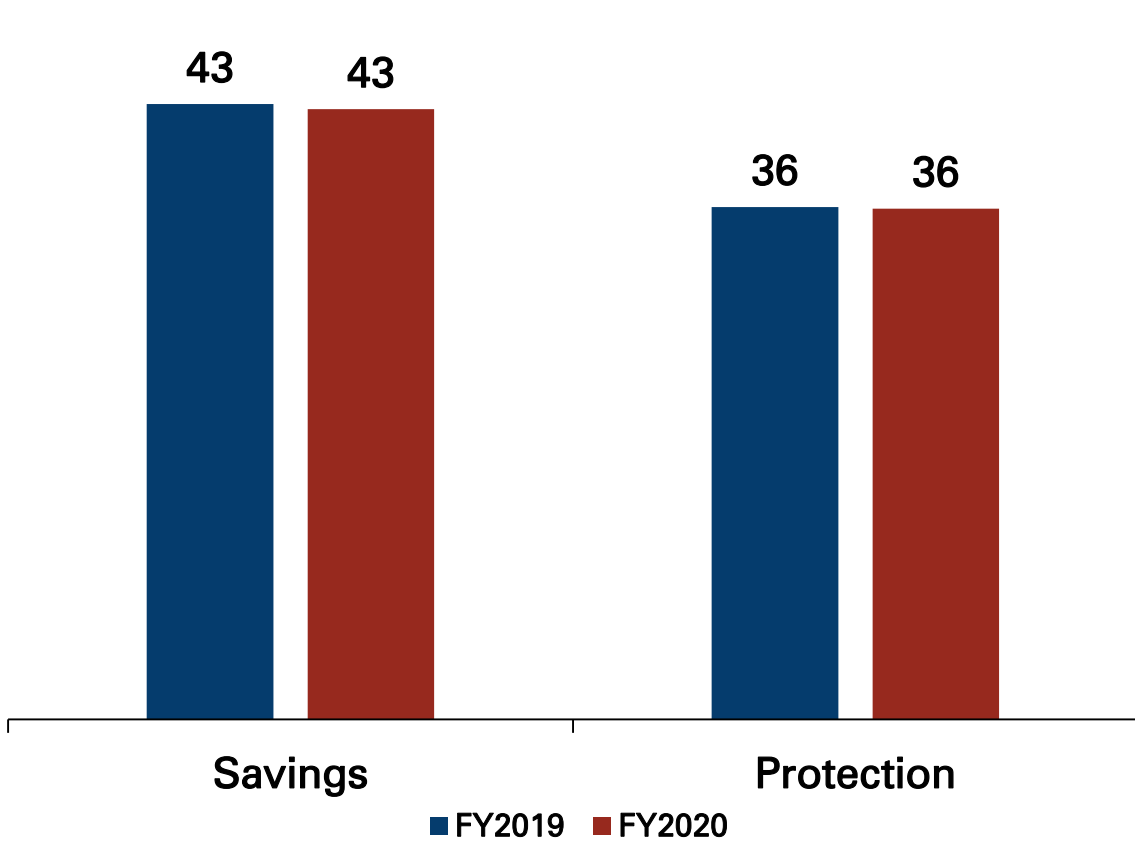
Average retail APE per policy (₹)	FY2018	FY2019	FY2020
ULIP	180,746	159,329	183,109
Par	62,379	60,308	64,285
Non Par	54,187	76,468	109,410
Protection	9,123	12,048	23,115
<b>Total</b>	<b>90,620</b>	<b>83,309</b>	<b>88,648</b>

# Policy term and customer age\*

Average policy term (years)



Average customer age (years)



\* For FY2020; protection excludes credit life

# Channel wise product mix<sup>1</sup>

Channel category	Product category	FY2018	FY2019	FY2020
Bancassurance	ULIP	89.8%	93.4%	86.8%
	Par	7.3%	2.1%	2.2%
	Non par	0.1%	0.6%	1.8%
	Protection	2.7%	3.9%	9.3%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Agency	ULIP	81.8%	75.3%	49.9%
	Par	13.5%	18.1%	32.5%
	Non par	0.4%	0.5%	7.3%
	Protection	4.3%	6.1%	10.3%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Direct	ULIP	88.0%	79.3%	66.7%
	Par	4.3%	5.3%	10.7%
	Non par	2.4%	6.4%	11.0%
	Protection	5.3%	9.1%	11.6%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Partnership distribution	ULIP	36.8%	28.2%	21.8%
	Par	49.9%	49.5%	39.9%
	Non par	0.5%	0.6%	10.4%
	Protection	12.8%	21.8%	27.8%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

# Product wise channel mix<sup>1</sup>

Product category	Channel category	FY2018	FY2019	FY2020
ULIP	Bancassurance	57.4%	65.5%	68.2%
	Agency	25.4%	20.5%	16.3%
	Direct	14.5%	12.0%	13.0%
	Partnership distribution	2.7%	2.1%	2.5%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Par	Bancassurance	35.4%	13.8%	9.0%
	Agency	31.5%	45.4%	56.0%
	Direct	5.3%	7.4%	11.0%
	Partnership distribution	27.7%	33.3%	24.0%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Non par	Bancassurance	15.9%	27.4%	19.4%
	Agency	24.5%	8.0%	33.7%
	Direct	52.8%	62.0%	30.1%
	Partnership distribution	6.8%	2.6%	16.8%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Protection	Bancassurance	35.2%	36.9%	45.2%
	Agency	27.6%	22.8%	20.9%
	Direct	17.9%	18.7%	14.0%
	Partnership distribution	19.3%	21.7%	19.8%
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

# Embedded value

# Embedded value

₹ billion	FY2018	FY2019	FY2020
Value of In force (VIF)	117.64	142.69	151.87
Adjusted Net worth	70.24	73.54	78.43
<b>Embedded value<sup>1</sup></b>	<b>187.88</b>	<b>216.23</b>	<b>230.30</b>
Return on Embedded Value (ROEV)	22.7%	20.2%	15.2%
EV growth-pre dividend	23.4%	19.6%	8.4%
EV growth-post dividend	16.1%	15.1%	6.5%
VNB as % of opening EV	7.9%	7.1%	7.4%
Operating assumption changes as % of opening EV	4.7%	2.2%	(1.0%)
Operating variance as % of opening EV	1.6%	2.5%	0.8%

# EV methodology

- EV results prepared based on the Indian Embedded Value (IEV) methodology and principles as set out in Actuarial Practice Standard 10 (APS10) issued by the Institute of Actuaries of India (IAI)
- EV consists of Adjusted Net Worth (ANW) and Value of in-force covered business (VIF)
  - ANW is market value of assets attributable to shareholders, consisting of
    - Required capital
    - Free surplus
  - Value of in-force covered business (VIF) is
    - Present value of future profits; adjusted for
    - Time value of financial options and guarantees;
    - Frictional costs of required capital; and
    - Cost of residual non-hedgeable risks



# Components of ANW

- Required capital (RC)
  - The level of required capital is set equal to the amount required to be held to meet supervisory requirements.
  - It is net of the funds for future appropriation (FFAs)
- Free surplus (FS)
  - Market value of any assets allocated to, but not required to support, the in-force covered business

# Components of VIF (1/2)

- Present value of future profits (PVFP)
  - Present value of projected distributable profits to shareholders arising from in-force covered business
  - Projection carried out using 'best estimate' non-economic assumptions and market consistent economic assumptions
  - Distributable profits are determined by reference to statutory liabilities
- Frictional Cost of required capital (FC)
  - FCs represent investment management expenses and taxation costs associated with holding the Required capital
  - Investment costs reflected as an explicit reduction to the gross investment return

# Components of VIF (2/2)

- Time value of financial options and guarantees (TVFOG)
  - Represents additional cost to shareholders that may arise from the embedded financial options and guarantees
  - Stochastic approach is adopted with methods and assumptions consistent with the underlying embedded value
- Cost of residual non-hedgeable risk (CRNHR)
  - An allowance for risks to shareholder value to the extent not already allowed for in the TVFOG or the PVFP
  - Allowance for asymmetric risks of operational, catastrophe mortality/morbidity and mass lapsation risk
  - Determined using a cost-of-capital approach
  - Allowance for diversification benefits among the non-hedgeable risks, other than the operational risk

# Components of EV movement (1/2)

- Expected return on existing business (unwind)
  - Expected investment income at opening reference rate on VIF and ANW
  - Expected excess 'real world' investment return over the opening reference rate on VIF and ANW
- Operating assumption changes
  - Impact of the update of non-economic assumptions both on best estimate and statutory bases to those adopted in the closing EV
- Value of new business
  - Additional value to shareholders created through new business during the period

# Components of EV movement (2/2)

- Operating experience variance
  - Captures impact of any deviation of actual experience from assumed in the opening EV during the inter-valuation period
- Economic assumption changes and Investment variance
  - Impact of the update of the reference rate yield curve, inflation and valuation economic assumptions from opening EV to closing EV
  - Captures the difference between the actual investment return and the expected 'real world' assumed return
- Net capital injection
  - Reflects any capital injected less any dividends paid out

# Key assumptions underlying EV (1/2)

- Discount rate and Fund earning rates
  - Set equal to reference rates which is proxy for risk free rates
  - Reference rates derived on the basis of zero coupon yield curve published by the Clearing Corporation of India Limited
- Expenses and commission
  - Based on the Company's actual expenses during FY2020 with no anticipation for productivity gains or cost efficiencies
  - Commission rates are based on the actual commission payable to the distributors

# Key assumptions underlying EV (2/2)

- Mortality and morbidity
  - Based on company's experience with an allowance for future improvements in respect of annuities
- Persistency
  - Based on company's experience
- Taxation
  - Taxation costs reflect the reduction in costs due to dividend income being tax exempt subject to maximum of dividend declared and distributed<sup>1</sup>

# Economic assumptions underlying EV

Tenor (years)	References Rates		
	March 31, 2019	March 31, 2020	September 30, 2020
1	6.66%	4.83%	3.97%
5	7.83%	7.43%	7.15%
10	8.35%	7.32%	7.74%
15	8.35%	7.17%	7.44%
20	8.22%	7.14%	7.11%
25	8.11%	7.14%	6.90%
30	8.05%	7.14%	6.79%



# Glossary

- **Annualized Premium Equivalent (APE)** – Annualized Premium Equivalent (APE) is the sum of the annualized first year premiums on regular premium policies, and ten percent of single premiums, from both individual and group customers
- **Assets under management (AUM)** - AUM refers to the carrying value of investments managed by the company and includes loans against policies and net current assets pertaining to investments
- **Embedded Value (EV)** - Embedded Value (EV) represents the present value of shareholders' interests in the earnings distributable from the assets allocated to the business after sufficient allowance for the aggregate risks in the business
- **Embedded Value Operating Profit (EVOP)** - Embedded Value Operating Profit (EVOP) is a measure of the increase in the EV during any given period due to matters that can be influenced by management
- **Retail Weighted Received Premium (RWRP)** - Premiums actually received by the insurers under individual products and weighted at the rate of ten percent for single premiums
- **Total weighted received premium (TWRP)** - Measure of premiums received on both retail and group products and is the sum of first year and renewal premiums on regular premium policies and ten percent of single premiums received during any given period
- **Persistency Ratio** - Persistency ratio is the percentage of policies that have not lapsed and is expressed as 13th month, 49th month persistency etc. depicting the persistency level at 13th month (2nd year) and 49th month (5th year) respectively, after issuance of contract

# Safe harbor

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'would', 'indicating', 'expected to' etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion in business, the impact of any acquisitions, technological implementation and changes, the actual growth in demand for insurance products and services, investment income, cash flow projections, our exposure to market risks, policies and actions of regulatory authorities; impact of competition; experience with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the impact of changes in capital, solvency or accounting standards, tax and other legislations and regulations in the jurisdictions as well as other risks detailed in the reports filed by ICICI Bank Limited, our holding company, with the United States Securities and Exchange Commission. ICICI Prudential Life Insurance undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



**Thank you**