

LIFE INSURANCE IN INDIA

**FULL YEAR
(FY'23)
NEW
BUSINESS
UPDATE**



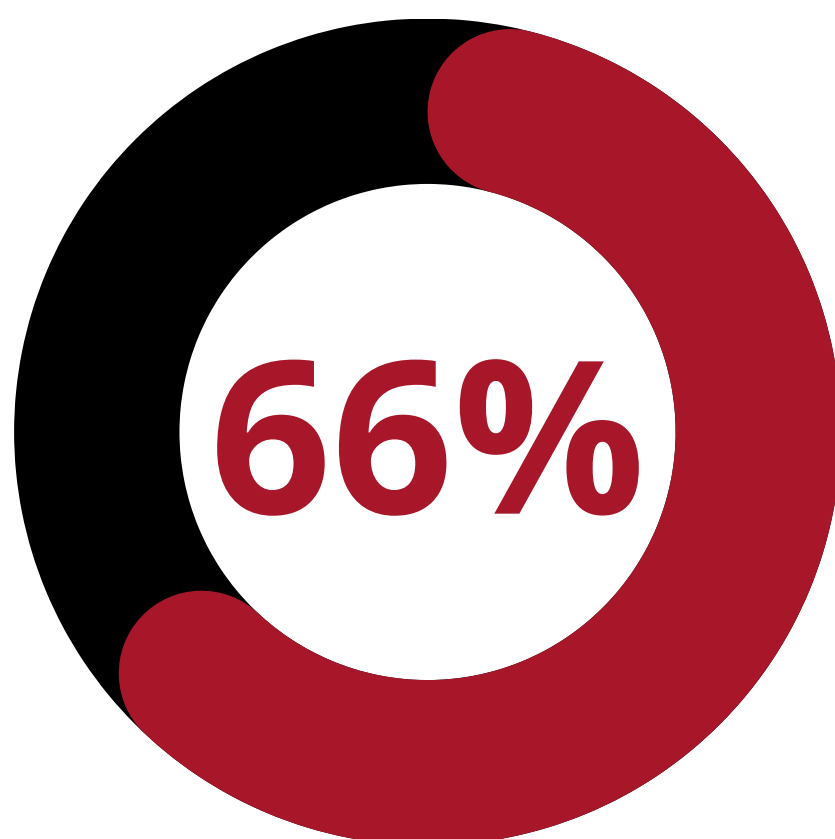
19%

Y-O-Y GROWTH

IN INDIVIDUAL WEIGHTED
NEW BUSINESS PREMIUM

INR 1040 BN

**PRIVATE
CO'S UP
24% Y-O-Y**



PVT.MARKET SHARE



**STEADY WITH
9% GROWTH**

FASTEST GROWING IN FY'23



@59% - Fastest
growing life insurer
in the industry



2nd in Y-o-Y growth
@ 41%



3rd fastest @ 37%

**7 of the Top 10 Pvt. insurers grew at
> 20% Y-o-Y**

By Individual Weighted New Business Premium

Q4 MEGA GROWTH (24% Y-O-Y) **AIDED BY FIRESALE OF HIGH VALUE TRADITIONAL SAVINGS PLANS**



PVT. INSURERS

35%

5%

By Individual Weighted New Business Premium

FASTEST GROWING IN Q4 FY'23



@73% - Highest
growth in Q4



2nd Fastest in Q4 @
58%



3rd fastest @ 56%

**7 of the Top 10 Pvt. insurers grew at
>= 30% Y-o-Y**

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

**POLICY
COUNTS DOWN**

2%

**OVER FULL
YEAR FY'22**

FELL BY 12% Y-O-Y IN Q4

28 MN

NEW RETAIL POLICIES SOLD IN FY'23

Individual New Business only

HIGHLIGHTS ON POLICY COUNT



6% Y-o-Y de-
growth for FY'23
in policy count

17% fall in Q4



Largest Pvt.
player @ 14%
growth

Retail policy counts of large pvt.
insurers like ICICI Pru and Max Life
reduced over previous year

21%

HIGHER AVERAGE TICKET
SIZES VS. LAST YEAR !

16% UP @



INR 17 K

Vs.

INR 85 K

14% UP @ PVT. PLAYERS

Individual New Business only

AVG. RETAIL TICKET SIZE CROSSING 1 LAC!

FY'22

FY'23

98 K



124 K

97 K



112 K

84 K



109 K

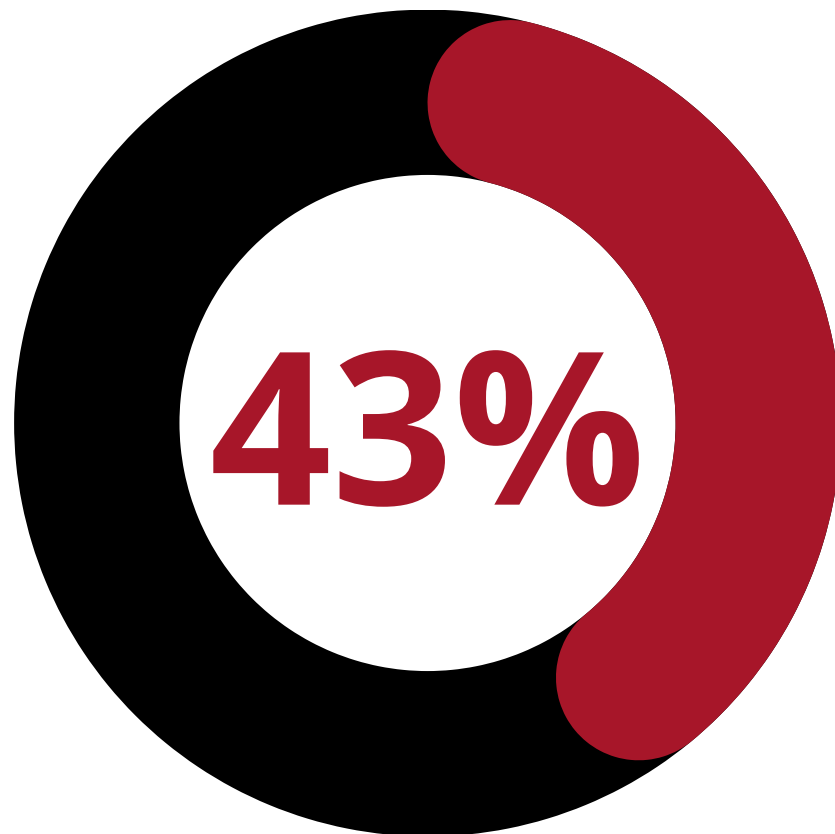
Q4 AVG. TICKET SIZES BOOSTED BY FIRE SALE OF HIGH TICKET TRADITIONAL SAVINGS POLICIES

	Q4 FY'23	Y-o-Y
ABSLI	1,50,279	45%
Tata AIA	1,37,327	55%
ICICI Pru	1,36,733	32%
HDFC Life	1,25,524	41%
Max Life	1,13,326	28%
Bajaj	97,339	21%
Kotak	89,450	34%
PNB MetLife	89,238	7%
SBI Life	64,745	4%
IndiaFirst	55,988	6%
LIC	16,300	27%

INSURERS WITH PSU BANKS AS PARENTS &
MAJOR DISTRIBUTORS SAW LIMITED IMPACT
OF THE FIRE SALE WHICH TAKES AWAY TAX
BENEFITS OF SOME PRODUCTS FROM 1ST
APRIL 2023

RETAIL SINGLE PREMIUM CATEGORY TRAILED NON- SINGLE PREMIUM

@14% Y-O-Y FOR PVT. PLAYERS
(LOWER THAN NON-SINGLE
PREMIUM @24%)



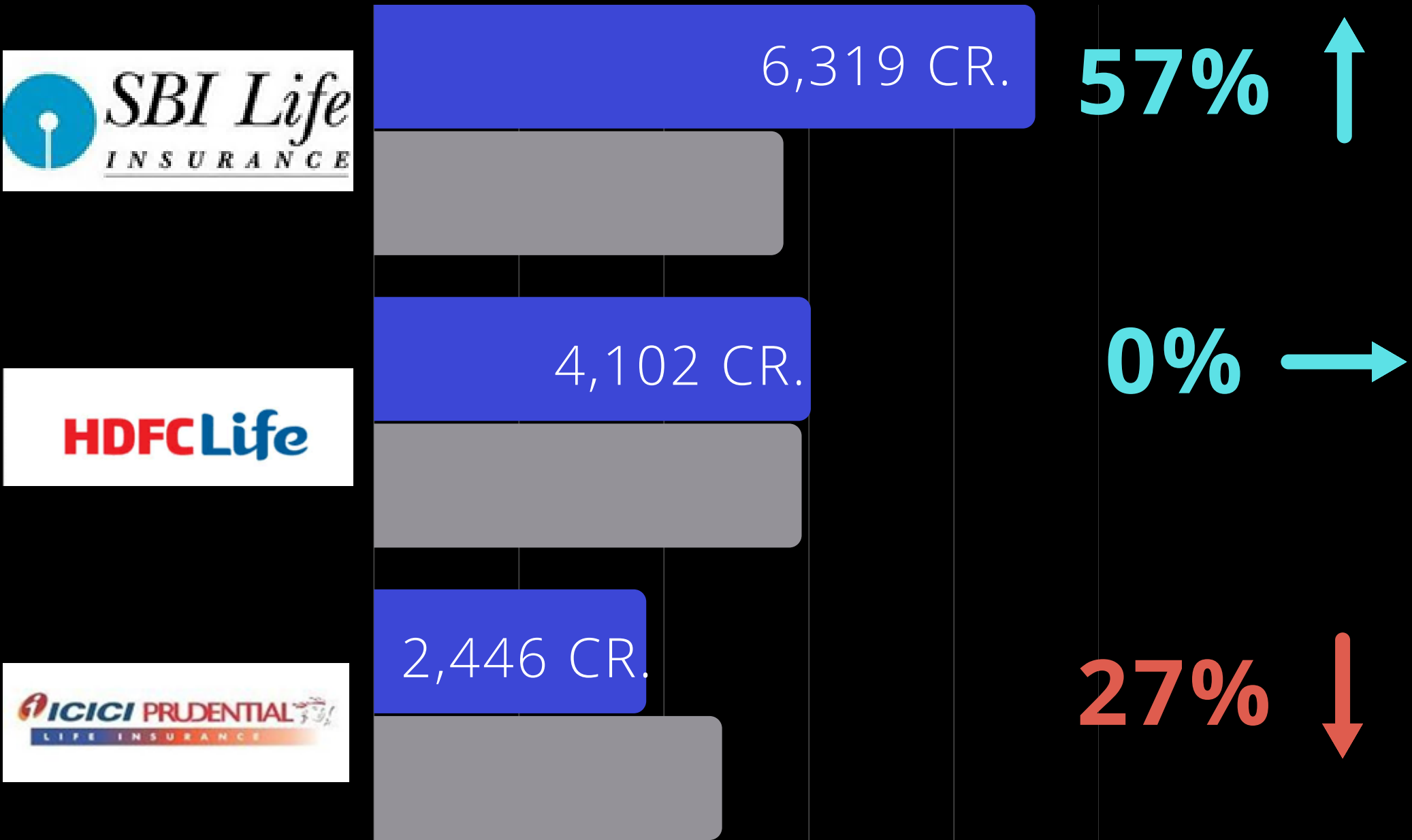
PVT.MARKET SHARE



@3% Y-O-Y GROWTH VS.
10% GROWTH IN NON-
SINGLE PREMIUM

LARGE PVT. INSURERS DOMINATE SINGLE PREMIUM CATEGORY

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



2/3RD PVT MARKET SHARE FOR TOP
3 IN SINGLE PREMIUM

VS.

49% MARKET SHARE IN OVERALL
RETAIL APE

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



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 @

info@valuenable.in

[+91-97696-23603](tel:+919769623603)

www.valuenable.in