

ICICI Prudential Life Insurance

Margins were a positive surprise

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Rating	Buy
Price	Rs418
Target Price	Rs520
Implied Upside	24.0%
Sensex	34,491
Nifty	10,578

(Prices as on 24 April, 2018)

Trading data

Market Cap. (Rs bn)	600.3
Shares o/s (m)	1,435
3M Avg. Daily value (Rs m)	588.1

Major shareholders

Promoters	80.71%
Foreign	6.52%
Domestic Inst.	3.72%
Public & Other	9.05%

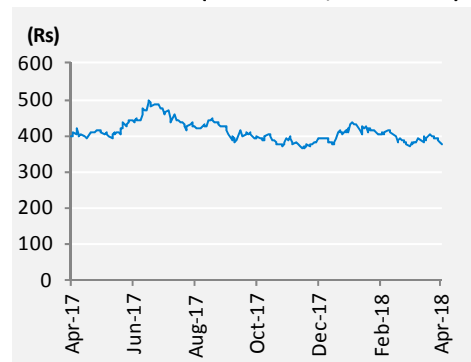
Stock Performance

(%)	1M	6M	12M
Absolute	9.6	7.4	4.4
Relative	3.2	1.2	-10.6

How we differ from Consensus

EPS (Rs)	PL	Cons.	% Diff.
2019	12.1	13.9	(12.9)
2020	14.1	15.6	(9.6)

Price Performance (RIC: ICIR.BO, BB: IPRU IN)



Source: Bloomberg

ICICI PruLife's margins were a beat from our expectations at 16.5% for FY18 (Ple: 13.9% for FY18) mainly on change in product mix and better operating efficiency. The company has shown strong improvement in operating performance (margins/persistence/cost) and increase in protection mix has led to change our stance to "BUY" from Accumulate and increased the TP to Rs520 (up from Rs464), valuing it at Rs746 bn (up from Rs666 bn) which translates to 3.0x FY20E EV.

■ **Operating metrics continue to improve:** 13th month persistency (87.8% in FY18) continue to improve and is the best amongst the industry and the persistency has improved across the buckets. This has inherently improved the renewal premium growing at 23% YoY for FY18. Total expense ratio has also improved by 133bps at 13.7% on lower operating expenditure despite slightly higher commissions.

■ **Margins were huge positive surprise; Return on Operating EV (Op. RoEV) includes one off:** VNB Margins improved significantly for the year to 16.5% FY18 (10.1% in FY17) which led to VNB growing by 93% YoY for FY18. Margins expanded mainly on newly launched high margin savings product and increase in protection mix. Increase in protection mix and better operating efficiency is expected to lead to expansion in margins going ahead. RoEV improved to 22.7% in FY18 (16.5% in FY17) including one-off of Rs7.6bn on adjustment of tax adjusting to which it would have been 18%.

■ **APE growth slower on high base effect:** ICICI PruLife's APE growth for FY18 has slowed down to 17.6% YoY due to high base effect of demonetisation in FY17. However, protection segment grew by 71.5% on low base and now constitutes 5.7% of the mix (3.9% in FY17). Within protection, group credit life segment has grown faster than retail and group term. Savings segment grew by 15.4% YoY.

Key financials (Y/e March)

	2017	2018E	2019E	2020E
Net Premiums (Rs m)	2,21,552	2,57,506	3,00,575	3,58,931
Growth (%)	16.6	16.2	16.7	19.4
Total Income (Rs m)	3,71,930	3,96,631	4,55,837	5,44,929
Surplus / Deficit (Rs m)	11,526	12,213	11,956	13,399
PAT (Rs m)	16,817	16,344	16,401	18,199
Growth (%)	1.9	(2.8)	0.3	11.0
EPS (Rs)	11.7	11.4	11.4	12.7
Embedded Value (Rs bn)	161.8	187.9	214.8	248.3

Profitability & Valuation

	2017	2018E	2019E	2020E
NBP Margin Post overrun (%)	10.1	16.5	17.6	18.6
RoE (%)	28.7	24.6	22.3	21.7
Operating RoEV (%)	16.5	22.7	18.5	18.8
RoEV (%)	16.1	16.1	14.3	15.6
Dividend Yield (%)	0.9	1.6	1.1	1.0
Price / EV (x)	3.7	3.2	2.8	2.4

Source: Company Data; PL Research

Exhibit 1: Shareholders' Profit broadly remains the same for the year

(Rs m)	Q4FY18	Q4FY17	YoY gr. (%)	Q3FY18	QoQ gr. (%)
Policyholders' Account					
Gross Premium Income	87,289	75,795	15.2	68,556	27.3
Net Premium Income	86,558	75,264	15.0	67,951	27.4
Income from Investments (Net)	(16,134)	65,763	(124.5)	65,442	(124.7)
Total (A)	71,369	1,41,171	(49.4)	1,33,568	(46.6)
Net Commission	4,466	2,508	78.1	3,773	18.4
Opex related to Insurance	6,048	7,068	(14.4)	5,211	16.0
Benefits Paid (Net)	45,555	49,020	(7.1)	46,852	(2.8)
Change in actuarial liability	10,481	78,799	(86.7)	72,602	(85.6)
Total (B)	68,628	1,38,787	(50.6)	1,30,196	(47.3)
Surplus / (Deficit)	2,741	2,384	15.0	3,372	(18.7)
Shareholders' Account					
Trf from Policyholders A/c	1,967	2,391	(17.8)	2,742	(28.3)
Investment Income	2,473	1,753	41.0	2,160	14.5
Total	4,482	4,424	1.3	4,904	-8.6
Expenses other than related to insurance	115	129	(10.4)	93	23.6
Profit/(Loss) before Tax	3,614	4,296	(15.9)	4,810	(24.9)
Provision for Taxation	208	214	(2.8)	289	(28.2)
Profit/(Loss) after Tax	3,406	4,082	(16.6)	4,521	(24.7)
Ratios					
Expense Ratio	7.4	9.8	(250)	8.0	(65)
Commission Ratio	5.4	3.5	194	5.8	(36)
Total Cost / TWRP	12.8	13.3	(56)	13.8	(102)

Source: Company Data, PL Research

Exhibit 2: APE growth was lower than expectations whereas VNB grew strong on robust margins

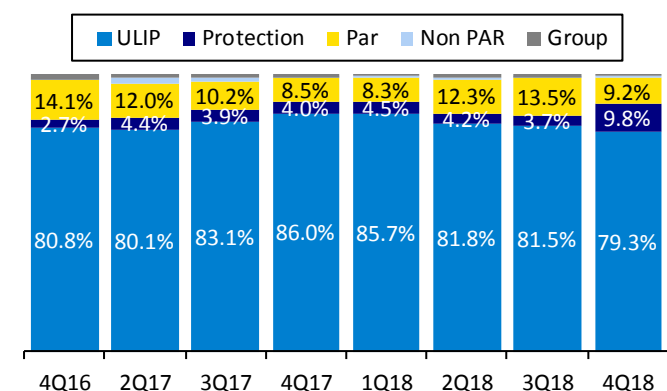
	Q4FY18	Q4FY17	YoY gr. (%)	Q3FY18	QoQ gr. (%)	FY18	FY17	YoY gr. (%)
APE	22,130	21,670	2.1	20,050	10.4	77,920	66,250	17.6
Savings	19,960	20,800	(4.0)	19,260	3.6	73,450	63,640	15.4
Protection	2,170	870	149.4	790	174.7	4,470	2,610	71.3
%								
Savings	90.2	96.0	(579)	96.1	(587)	94.3	96.1	(180)
Protection	9.8	4.0	579	3.9	587	5.7	3.9	180
VNB	5,190	2,450	111.8	3,500	48.3	12,860	6,660	93.1
VNB Margin	23.5	11.3	1,214.6	17.5	599.6	16.5	10.1	640.0

Source: Company Data, PL Research

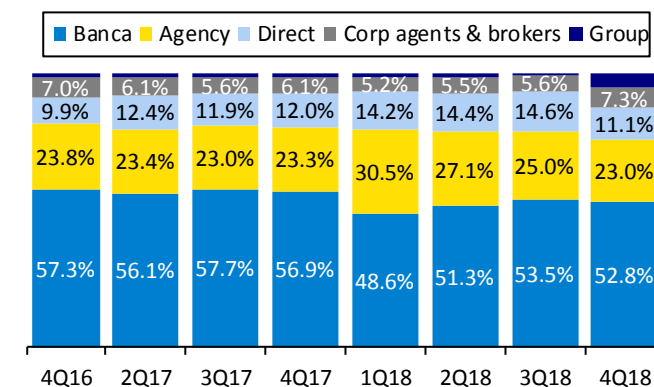
Exhibit 3: Renewal Premium has been started picking up pace and growing better

(Rs m)	Q4FY18	Q4FY17	YoY gr. (%)	Q3FY18	QoQ gr. (%)	FY18	FY17	YoY gr. (%)
Retail renewal premium	60,080	49,500	21.4	44,570	34.8	1,74,970	1,42,190	23.1
Retail new business premium	24,050	23,250	3.4	21,810	10.3	84,020	70,660	18.9
Group Premium	3,160	3,050	3.6	2,180	45.0	11,700	10,690	9.4
Gross Written Premium (GWP)	87,290	75,800	15.2	68,560	27.3	2,70,690	2,23,540	21.1

Source: Company Data, PL Research

Exhibit 4: Product Mix is largely dominated by ULIPs; Protection mix sees good improvement


Source: Company Data, PL Research

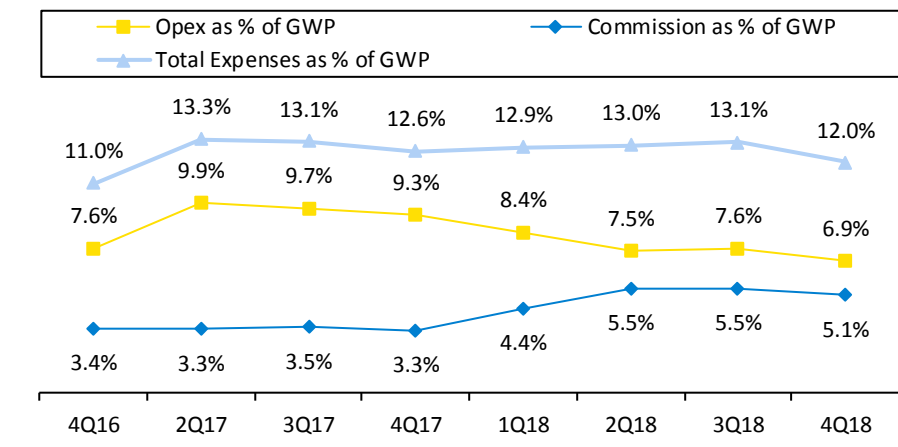
Exhibit 5: Indv. premium sourcing mix on APE basis


Source: Company Data, PL Research

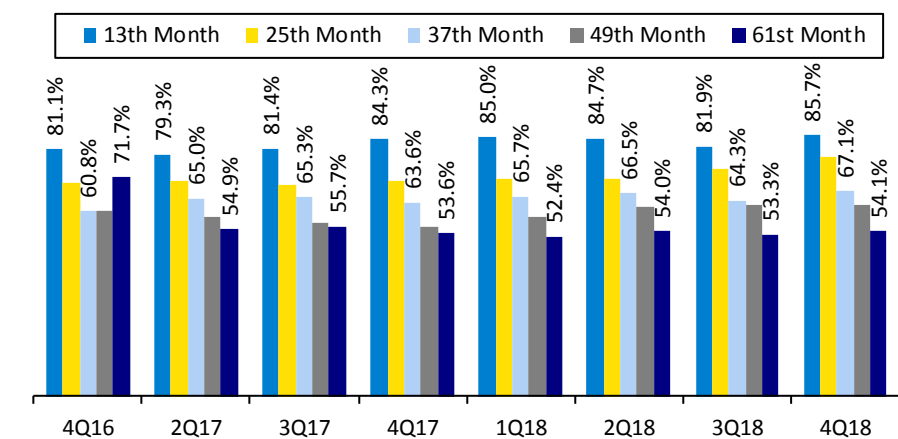
Exhibit 6: Premium growth on product and sourcing basis

(Rs m)	Q4FY18	Q4FY17	YoY gr. (%)	Q3FY18	QoQ gr. (%)	FY18	FY17	YoY gr. (%)
Product Mix Breakup								
Savings								
ULIP	17,560	18,644	(5.8)	16,350	7.4	63,810	55,690	14.6
Par	2,030	1,833	10.8	2,716	(25.2)	8,460	6,380	32.6
Non PAR	190	96	98.2	50	280.0	400	720	(44.4)
Group	180	236	(23.7)	204	(11.6)	780	860	(9.3)
Protection	2,160	861	150.8	748	188.8	4,460	2,600	71.5
Sourcing Mix Breakup								
Banca	11,680	12,330	(5.3)	10,735	8.8	40,750	37,720	8.0
Agency	5,090	5,049	0.8	5,014	1.5	19,790	15,410	28.4
Direct	2,460	2,600	(5.4)	2,933	(16.1)	10,540	7,980	32.1
Corp Agent & Brokers	1,610	1,322	21.8	1,124	43.2	4,700	4,070	15.5
Group	1,280	347	269.2	207	519.3	2,130	1,070	99.1

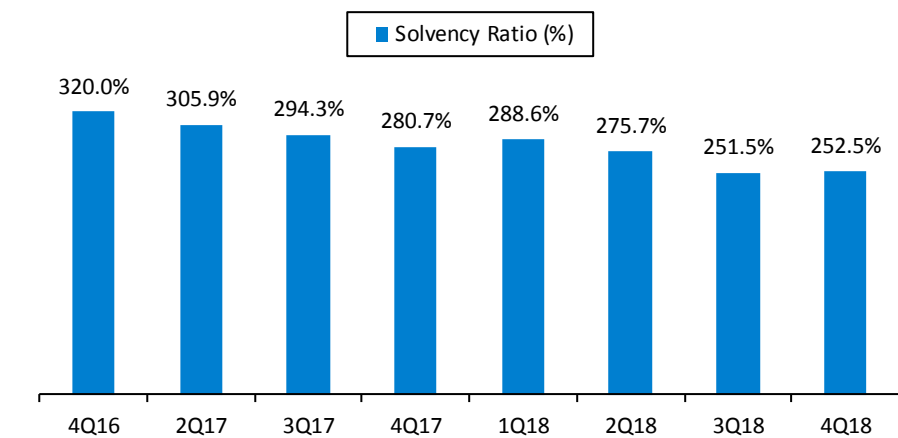
Source: Company Data, PL Research

Exhibit 7: Total Expense Ratios improves and to be sustainable


Source: Company Data, PL Research

Exhibit 8: Persistency Ratio continues to improve & trickles further down to other buckets


Source: Company Data, PL Research

Exhibit 9: Solvency Ratio is stable despite high growth in protection


Source: Company Data, PL Research

Company has announced huge dividend for the year despite growing strong in protection segment. However next year onwards, it may not give special dividend of 20%

Exhibit 10: Estimates change table – We tweak our estimates on APE growth and increase VNB margins

Rs Bn	Old		Revised		% Change	
	FY19E	FY20E	FY19E	FY20E	FY19E	FY20E
APE	108.3	134.8	92.0	108.6	(15.0)	(19.5)
VNB	15.9	20.5	16.2	20.2	1.9	(1.5)
VNB Margin (%)	14.7	15.2	17.6	18.6	2.9	3.4
EV	215.8	247.5	214.8	248.3	(0.5)	0.3
Price target (Rs)	464		520		12.0	
Recommendation	Accumulate		BUY			

Source: Company Data, PL Research

Exhibit 11: We increase our TP to Rs520 (from Rs464) on 3.0x (from 2.7x) FY20E P/EV

PT calculation and upside	
Op RoEV	18.8%
CoE	12.7%
g	5.0%
Embedded value	248
Price / Embedded value	3.0
Appraisal Value	746
Number of shares, mn	1,435
Valuation per share	520
CMP	418
<i>Upside (%)</i>	<i>24%</i>

Source: Company Data, PL Research

Exhibit 12: Key Metrics and EV Movement

Rs bn	FY15	FY16	FY17	FY18	FY19E	FY20E
APE	47.4	51.7	66.3	77.9	92.0	108.6
YoY growth (%)		9.0	28.1	17.6	18.1	18.0
NBV	2.7	4.1	6.7	12.9	16.2	20.2
YoY growth (%)		52.7	61.5	93.1	26.0	24.6
EV Movement						
Opening IEV	117.8	138.2	139.4	161.8	187.9	214.8
EVOP	18.1	21.2	23.0	36.8	34.7	40.4
New Business Value	2.7	4.1	6.7	12.9	16.2	20.2
Dividend payout	9.8	14.4	6.3	11.9	7.8	6.9
Closing EV	137.2	139.4	161.8	187.9	214.8	248.3
<i>Adjusted Net worth</i>	<i>54.3</i>	<i>55.1</i>	<i>67.6</i>	<i>70.2</i>	<i>77.9</i>	<i>89.5</i>
<i>Value in force (VIF)</i>	<i>82.9</i>	<i>84.3</i>	<i>94.3</i>	<i>117.7</i>	<i>136.9</i>	<i>158.8</i>
Ratios (%)						
NBAP margins	5.7	8.0	10.1	16.5	17.6	18.6
RoEV	16.5	0.9	16.1	16.1	14.3	15.6
Operating RoEV	15.4	15.4	16.5	22.7	18.5	18.8

Source: Company Data, PL Research

Appendix

Exhibit 13: Policyholders' Account (Technical Account)

Technical account (Rs m)	FY12	FY13	FY14	FY15	FY16	FY17	FY18E	FY19E	FY20E
Net earned premium	1,39,279	1,34,172	1,22,827	1,51,604	1,89,987	2,21,552	2,57,506	3,00,575	3,58,931
Investment income	(1,418)	61,804	92,168	1,87,244	12,084	1,49,769	1,39,042	1,55,169	1,85,893
Other income	3,637	5,653	1,119	594	209	76	83	93	104
Total Revenue	1,41,497	2,01,630	2,16,113	3,39,443	2,02,279	3,71,397	3,96,631	4,55,837	5,44,929
Commission expense	6,055	7,654	6,275	5,532	6,200	7,589	8,327	7,893	9,589
Operating expense	20,035	20,386	16,169	16,520	18,883	23,572	25,631	27,399	32,599
Benefit Cost	1,01,599	1,58,784	1,77,451	3,02,135	1,59,429	3,24,954	3,50,315	4,08,423	4,89,152
Total expense	1,27,742	1,86,895	2,03,076	3,27,318	1,88,155	3,60,404	3,84,418	4,43,882	5,31,530
Surplus / Deficit	13,755	14,735	13,037	12,124	14,124	10,994	12,213	11,956	13,399

Source: Company Data, PL Research

Exhibit 14: Shareholders' Account (Revenue Account)

Shareholder's a/c (Rs m)	FY12	FY13	FY14	FY15	FY16	FY17	FY18E	FY19E	FY20E
Transfer from policholders' account	15,450	17,006	12,642	11,386	12,076	11,315	10,266	10,319	11,230
Investment income	2,197	4,173	3,897	5,358	6,019	6,670	7,332	7,460	8,454
Expenses	3,515	5,489	1,360	896	382	427	531	687	923
Profit before tax	14,137	15,695	15,281	15,854	17,714	17,844	17,388	17,448	19,157
Tax expenses	295	737	(374)	(490)	1,212	1,028	1,043	1,047	958
Profit after tax	13,842	14,958	15,656	16,344	16,501	16,817	16,344	16,401	18,199

Source: Company Data, PL Research

Exhibit 15: Balance Sheet

Balance sheet (Rs m)	FY12	FY13	FY14	FY15	FY16	FY17	FY18E	FY19E	FY20E
Sources of Fund									
Shareholders' Fund	49,520	51,292	49,817	52,655	53,233	64,060	69,049	77,882	89,486
Borrowings	-	-	-	-	-	-	-	-	-
Policyholders' Funds:									
Insurance reserves and provisions	6,61,139	6,87,344	7,46,243	9,32,657	9,65,784	11,48,941	13,22,055	15,10,884	17,15,502
Others	7,592	5,083	5,040	5,275	6,619	6,042	6,947	7,988	9,185
Total	7,18,251	7,43,719	8,01,101	9,90,587	10,25,636	12,19,043	13,98,050	15,96,754	18,14,173
Application of Funds									
Shareholders' inv	34,770	49,200	53,528	58,552	62,124	66,349	73,316	83,741	1,04,134
Policyholders' inv	91,108	1,12,870	1,44,567	1,88,580	2,15,156	2,70,674	3,10,634	3,36,938	3,38,720
Assets to cover linked liabilities	5,78,174	5,75,208	6,03,104	7,47,775	7,52,958	8,78,783	10,10,601	11,72,297	13,71,588
Net Current Assets	(8,219)	(7,090)	(8,140)	(6,661)	(7,240)	292	306	145	(4,399)
Other Assets	22,418	13,533	8,050	2,353	2,639	2,945	3,194	3,633	4,130
Total	7,18,251	7,43,720	8,01,109	9,90,599	10,25,637	12,19,043	13,98,050	15,96,754	18,14,173

Source: Company Data, PL Research

Exhibit 16: Embedded Value

Embedded Value (Rs m)	FY12	FY13	FY14	FY15	FY16	FY17	FY18E	FY19E	FY20E
Embedded Value			1,17,750	1,37,210	1,39,397	1,61,847	1,87,897	2,14,796	2,48,320
Annualised Premium Equivalent (APE)	31,180	35,320	34,440	47,440	51,700	66,250	77,920	92,024	1,08,555
New Business Value			2,280	2,700	4,123	6,660	12,860	16,198	20,184
New Business Margin (%)			6.62%	5.69%	7.97%	10.05%	16.5	17.6	18.6
EV Operating Profit				18,120	21,222	22,950	36,800	34,673	40,434
Operating RoEV (%)				15.39%	15.35%	16.46%	22.7	18.5	18.8

Source: Company Data, PL Research

Exhibit 17: Key Ratios

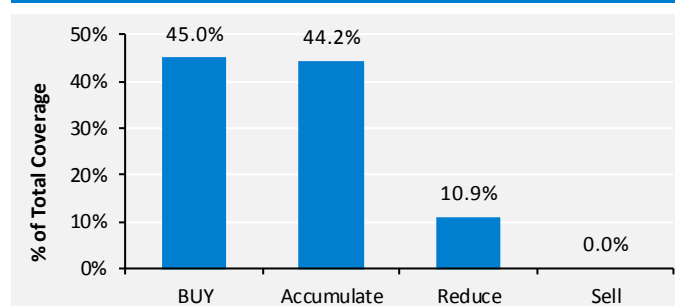
Key ratios	FY12	FY13	FY14	FY15	FY16	FY17	FY18E	FY19E	FY20E
Commission expense/GWP (%)	4.3	5.7	5.0	3.6	3.2	3.4	3.2	2.6	2.6
Operating expense/GWP (%)	14.3	15.1	13.0	10.8	9.9	10.5	9.9	9.0	9.0
Total expense/GWP (%)	18.6	20.7	18.1	14.4	13.1	13.9	13.1	11.6	11.7

Source: Company Data, PL Research

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Trading Buy	: Over 10% absolute upside in 1-month
Trading Sell	: Over 10% absolute decline in 1-month
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