

20 April 2025

India | Equity Research | Results Update

ICICI Prudential Life Insurance Company

Life Insurance

Product and distribution initiatives adapting well to macros; valuation remains attractive

ICICI Prudential (IPRU) has successfully accelerated volume growth (5%/15% growth in total APE FY24/FY25; 22.3% growth in retail WRP vs 17.4% growth for the private industry in 11MFY25) backed by well-executed distribution/product initiatives. Margin performance has been muted (VNB margin down to 22.7%/22.8% in Q4FY25/FY25, from 24.6% in FY24) driven primarily by product mix change. As margin bottoms out with high ULIP mix and implementation of higher surrender charges, VNB growth ahead improve (6.4% YoY in FY25). The diversified channel mix (agency/direct/banca/partnership distribution/group APE mix is 29%/14%/29%/11%/16%, as of FY25) is unique among peers and significantly blunts the risks to the business. Yet, IPRU's ability to improve margins shall be tested, considering open architecture and increase in linked products mix.

Maintain BUY; TP revised to INR 750 (vs. INR 776), basis 1.75x (unchanged) FY27E EV

We factor in VNB margin of ~23.5%/24% with APE growth of 13%/15% for FY26E/FY27E, resulting in an embedded value (EV) of INR 619bn by FY27E. This translates to operating RoEV of 13.5%/13.8% in FY26/FY27E. IPRU has demonstrated strong volume performance having reported retail WRP growth of 22.3% YoY vs. 17.4% of private industry in 11MFY25. However, despite strong volume growth, VNB growth stood at 6.4% in FY25 due to weaker margins. Our **BUY** rating captures possible EV growth till FY27E – balanced between volume and stable margin outlook while valuation remains modest. IPRU is also better placed in terms of any risk of channel disruption from any adverse regulation basis diversified mix. Risks include weakness in volume/margin and adverse regulations.

Focus remains on growing APE and VNB on absolute basis

VNB margin improved from 21.5% in Q4FY24 to 22.7% in Q4FY25. However, it remained subdued for FY25 at 22.8% (vs. 24.6% in FY24) due to change in product mix (higher mix of UL and group funds). VNB growth stood at 2.4%/6.4% in Q4/FY25.

Financial Summary

Y/E March (INR bn)	FY24A	FY25A	FY26E	FY27E
APE	82.0	103.3	116.7	134.2
Embedded Value	423.4	479.5	544.4	619.3
New value business	22.3	23.7	27.7	32.5
VNB margin (%)	24.6	22.8	23.5	24.0
P/EV (x)	2.0	1.8	1.6	1.4
EVOP as % of IEV	14.1	13.1	13.8	14.0
RoE (%)	8.1	10.3	10.6	10.8
RoEV (%)	18.8	13.3	13.5	13.8

Ansuman Deb

ansuman.deb@icicisecurities.com +91 22 6807 7312

+91 22 0007 7312

Shubham Prajapati

shubham.prajapati@icicisecurities.com

Sanil Desai

sanil.desai@icicisecurities.com

Market Data

Market Cap (INR)	861bn
Market Cap (USD)	10,081mn
Bloomberg Code	IPRU IN
Reuters Code	ICIR BO
52-week Range (INR)	797 /515
Free Float (%)	27.0
ADTV-3M (mn) (USD)	11.2

Price Performance (%)	3m	6m	12m
Absolute	(7.8)	(19.0)	(2.1)
Relative to Sensey	(10.3)	(15.9)	(9.8)

ESG Score	2023	2024	Change
ESG score	77.3	76.2	(1.1)
Environment	62.8	66.7	3.9
Social	75.7	74.6	(1.1)
Governance	83.9	81.9	(2.0)

Note - Score ranges from 0 - 100 with a higher score indicating higher ESG disclosures.

Source: SES ESG, I-sec research

Previous Reports

24-01-2025: <u>Q3FY25 results review</u> 23-10-2024: <u>Q2FY25 results review</u>



Key pointers from results: lower margins and higher non par mix

- VNB growth was 8.5% in 9MFY25 but decreased to 6.4% in FY25. This was
 mainly due to a decline in APE (down 3.2% YoY) on last year's high base. In the
 medium term, IPRU would work towards mid-teens APE growth with an alpha
 over the market. Focus remains on growing VNB at higher rate over APE.
- Product mix moved towards non-linked in Q4 on back of product launch. This is contrary to the dominance of linked products during 9MFY25. Non-linked APE mix improved from 24.3% in Q4FY24 to 28.6% in Q4FY25 on back on new product launch, leading to growth of 13.8% YoY for Q4FY25 in the non-linked segment. Linked APE mix remained stable in Q4FY25 at 43.4% but declined in value by 3.3% YoY. In FY25, linked business mix increased to 48.3% from 43.2% in FY24 and grew by 28.5% YoY. Non-linked business mix declined to 21.2% in FY25, from 25.8% in FY24 with a value decline of 5.6% YoY. Protection segment reported a growth of 9%/7.4% in Q4/FY25 and forms ~13.5%/15.7% of total APE mix. Group savings grew strong with 115%/107% YoY growth and forms ~7.2%/6.4% of total APE mix in Q4/FY25. Annuity forms 7.4%/8.4% of total APE and reported a decline of 58%/8% in Q4FY25/FY25.
- Reduction in costs QoQ, but expense ratio higher YoY: Cost/TWRP increased from 24% in FY24 to 25.1% in FY25 (vs. 27.8% in 9MFY25). Cost/TWRP (for saving LoB) improved from 15.8% in FY24 to 15.4% in FY25 (vs. 16.8% in 9MFY25). IPRU has been investing in capabilities people, technology and process improvements, which should help deliver operating leverage in coming years.

VNB margin shrinks due to higher ULIPs and lower protection margin

- VNB margin witnessed drop of ~185bps YoY from 24.6% in FY24 to 22.8% in FY25. This was primarily due to negative impact of ~330bps being due to change in operating assumptions i.e., lower expense absorption due to higher ULIP mix, 60bps due to economic assumption change. This was positively offset by ~200bps due to new business profile (effect of repricing). New business profile comprises the impact of differences in mix of product segments/distribution channel/customer profile & product repricing, amongst others.
- For savings, VNB margin improved from 14.4% in FY24 to 16.8% in FY25.
 However, for protection, VNB margin declined to 54.5% in FY25 from 75% in
 FY24. Management stated that effort remains for improving the protection
 margins.

Q4 mix shifts towards non-linked; retail protection doing well

For Q4FY25, IPRU reported APE decline of 3.2% YoY while for FY25, APE grew by 15% YoY. Q4FY25 APE contribution was skewed towards non-linked savings products at 28.6%, linked savings at 43.4%, protection at 13.5%, annuity at 7.4% and the balance 7.2% from group savings products. For FY25, linked savings remains overweight at 48.3%, non-linked savings at 21.2%, protection at 15.7% and group savings at 3.8%.

• Annuity business declined 57.8%/8.2% YoY in Q4FY25/FY25. This was mainly due to the base effect of last year on product launch. Within annuity, the company is focused on customer segment of age 50 years+ and offers differentiated products such as 'Guaranteed Pension Plan Flexi Benefit Enhancer' with customisation. This product was launched in Q4FY24 and is the industry's first annuity plan that provides customers with an option to receive 100% refund of premiums paid any time, starting from the day of purchase, with deferred commission structure.



- Group fund business reported strong growth of 114.5% YoY in Q4FY25 and 25% in FY25. Group fund is part of product proposition for corporates along with group term while adding to absolute profits. Group funds contributed 3.8% to APE. This business involves managing funds for gratuity leave encashment and superannuation and is typically lumpy in nature and relatively low margin.
- Retail protection APE grew strong at 27.4%/25.1% YoY in Q4FY25/FY25. Management remains confident that retail protection would remain stable from growth perspective; currently, it is 37% of total protection.
- Group term business has declined in FY25 by 2.9% YoY impacted due to increased competition. Underwriting strategy remains focused on selecting businesses that meet defined risk-reward expectations.
- Credit life grew by 1% YoY, and forms 37% of overall protection business. Within credit life, 40% business is from MFI and remaining is from non-MFI. Credit life is down due to stress in MFI, which is expected to continue for a few quarters. Non-MFI business is good with growth of 20%.
- Unit linked APE declined by 3.3% YoY in Q4FY25 due to impact of market volatility. The company was able to offset some of the impact with product launches in non-linked segments. Further, in the linked segment, the company has been increasing the value proposition with wealth as well as protection offerings, higher sum assured, benefits for nominee, thereby insulating impact to some extent. These type of products within ULIPs is 10–12%, which is isolated from market vagaries.
- Processes have become more efficient: With a set of capabilities encompassing digital tools and analytics, the company was able to issue ~50% policies on the same day for savings LoB in FY25. It has also launched an initiative of crediting commissions on the same day of policy issuance. Use of AI, machine learning and data analytics have led to 57% reduction in cases with higher propensity for fraud and early claims for savings policies (Oct'23–Mar'25).
- Regular and limited-pay persistency has been improving consistently across most cohorts: 13/25/37-month persistency saw improvement and stood at 89.1%/82.6%/75.2% in FY25 vs. 88.7%/79.7%/72% in FY24, while 49/61-month persistency declined from 70.7%/65.6% in FY24 to 69.5%/64.1% in FY25.
- IPRU Life launched following new products/variants in Q4FY25
 - IPRU GIFT Select is a non-par guaranteed income product. Key differentiator of the product is the increasing income feature, making it a quasi-inflation hedge and instant cashback feature. This product witnessed strong traction within days of launch and helped offset the impact of market volatility witnessed in the linked business in Q4FY25.
 - IPRU Goal Protect is a non-par, non-linked, individual pure risk health rider that ensures financial safeguarded in unforeseen circumstances. It assures continuity of base policy, even after death, by providing benefits when due to nominee and without the need to pay any future premiums.
 - o **IPRU Smart Goal Assure** is a multi-benefit ULIP that blends the benefits of life insurance with investment focusing on goal-based savings. With the Smart Benefit feature, plan remains secure through premium waivers and family income support in case of life's uncertainties, keeping goals intact. Plan also has Maturity Protect feature a guaranteed maturity benefit to safeguard investments.



Channel mix remains well diversified; blunts business risks materially

For FY25, agency/direct business grew 14.2%/17% contributing 28.9%/14.4% to the company's APE in FY25. Banca channel reported growth of 18.2% YoY and contributed 29.4% of total APE in FY25. Partnership distribution contributed 10.9% in FY25.

For Q4FY25, except for banca channel, other channels reported decline YoY. Banca channel grew by 6.8% YoY, while agency/direct/partnership channels slipped 20.2%/7.8%/10.7% YoY. Group business contributed 16.4% of total APE in FY25 and growth of 32.9%/24.6% YoY in Q4FY25/FY25.

This diversified distribution should enable IPRU grow sustainably in the long term.

- Banca channel remains stable: ICICI Bank's contribution is stable (14–15% of total APE) with focus on protection line of business. From other banks' perspective, focus is on lowering mis-selling. Persistency is a fair measure of business. Every year, IPRU is improving on that. The company continues to add new partnerships and increase its share in existing partnerships. Currently, it has a total of 48 bank tie-ups (five bank tie-ups done in FY25) with access to more than 23,000 bank branches and more than 1,300 non-bank partnerships.
- In Q4FY25, proprietary business saw a decline of 16.6% YoY, primarily because of two factors 1) the high base of annuity in previous year; and 2) customer preference shifting away from ULIPs.
 - High base of last year (Q4FY24) annuity business was primarily driven by proprietary channels, especially agency. Agency channel was very agile to shift gears and grew faster than the company on the back of high ULIP sales up to 9MFY25. However, as markets became volatile in Q4, customer preference started shifting away from ULIP products, impacting agency channel. Agency channel was quick to pick up the latest non-par product GIFT Select, launched in Q4FY25.
- Group business muted on account of credit life business slowdown in MFI segment while business done through non-MFI has seen robust growth. Group term business declined by 3% YoY in FY25.
- Partnerships: Partnership distribution is more focused on non-linked savings (47% of mix) and protection and annuity products (28% of mix), resulting in lower growth compared to other channels who have higher ULIP mix. APE declined by 3.2% YoY in FY25.

EV walk and key parameters

Embedded value was at INR 479.5bn with RoEV at 13.3%. Operating profit for FY25 was INR 55.3bn. The breakdown of EVOP is as follows:

- Unwind contribution by FY25 is at 8% of opening EV.
- VNB of INR 23.7bn is 5.6% of the opening EV.
- Unwind and VNB together constitute 13.6% of opening EV.
- Operating assumption change is a negative of INR 2.54bn. During the year, the
 company has strengthened its operating assumptions, which has led to negative
 movement. Last year, the company had shown mortality variance due to higherthan-expected claims incurred but not reported in group business. The company
 had continuously monitored this variance through the year and now has aligned
 its long-term mortality assumption.
- Persistency variance is a positive INR 0.17bn. The company continues to see improvement in company-level persistency.



- Mortality and morbidity variance is a positive INR 0.05bn.
- EV sensitivity remains stable: Basis FY25 sensitivity, IPRU Life's embedded value is likely to decline by 1.5% (vs. 1.7% in FY24) with a 10% drop in equity levels and by 3.5% (vs. 3.5%, as on Mar'24) with a 100bps rise in reference rates.
- VNB sensitivity has increased to reference rates. With 100bps increase in reference rates, VNB decreases by 3.7% in FY25 (vs 2.9% in FY24) and with 100bnps decrease in reference rates, VNB increases by 3.9% in FY25 (vs 2.7% in FY24).

Total economic and investment variance were negative INR 0.24bn, due to shift in yield curve and equity market movement.

Solvency ratio was at 212.2% as of Mar'25. Company had raised INR 14bn in Q3FY25. Four and half years back, company had raised INR 12bn, which has call option coming up in Nov'25 and was one of the reasons for this fund raise. Company stated that RBC (risk-based capital) regulations discussions are on-going and the final framework and implementations timeline remains uncertain and any capital implications will be assessed once there is clarity.



Exhibit 1: Q4FY25 result review

INR mn		FY2			Change		
IIII IIII	Q1FY25	Q2FY25	Q3FY25	Q4FY25	YoY (%)	QoQ (%)	
Net premium income	78,747	1,07,542	1,22,614	1,63,692	10.7	33.5	
First year premium	15,221	20,587	18,246	27,092	(8.1)	48.5	
Renewal premium	43,350	60,858	60,900	92,094	9.3	51.2	
Single premium	24,267	30,307	47,455	49,130	30.1	3.5	
Income from investments	1,73,533	1,42,770	(79,059)	(9,049)	(112.5)	(88.6)	
Other income	544	562	600	526	(4.2)	(12.4)	
Transfer from S/H A/C	1,761	(799)	1,010	1,206	(75.0)	19.4	
Total income	2,54,584	2,50,075	45,165	1,56,375	(30.8)	246.2	
Commission paid	9,456	12,349	11,037	15,752	23.8	42.7	
Operating expenses	10,397	10,550	9,744	9,025	(29.4)	(7.4)	
Total commission & opex	19,853	22,899	20,781	24,777	(2.8)	19.2	
Benefits paid	95,226	1,20,218	1,23,110	1,23,271	(1.5)	0.1	
Change in actuarial liability	1,34,891	1,04,217	(1,05,013)	1,620			
Total expenses	2,49,969	2,47,334	38,879	1,49,668	(32.7)	285.0	
Provisions	20	(135)	(17)	162			
Service Tax on linked A/C	1,632	1,777	1,758	1,757	(0.8)	(0.1)	
PBT	2,964	1,100	4,545	4,789	97.7	5.4	
Tax	122	173	355	1,852	410.3	421.2	
Surplus/(Deficit)	2,843	927	4,190	2,937	42.6	(29.9)	
Shareholders' Account	Q1FY25	Q2FY25	Q3FY25	Q4FY25	YoY (%)	QoQ (%)	
Transfer from P/H A/C	2,891	1,018	3,260	3,761	18.3	15.4	
Income from Investments	1,682	1,271	1,802	2,222	(48.1)	23.3	
Other Income	63	71	3	20	(66.1)	579.3	
Total	4,636	2,361	5,065	6,003	(20.1)	18.5	
Other expenses	286	308	296	556	61.0	87.7	
Amounts transf to P/H acc	1,761	(799)	1,010	1,206	(75.0)	19.4	
Provisions (other than taxation)	1,701	(733)	0	100	(7 3.0)	13.4	
PBT	2,589	2,852	3,758	4,141	76.9	10.2	
Tax	345	343	502	278	70.5	10.2	
PAT	2,243	2,510	3,257	3,863	122.4	18.6	
Ratios (%)	Q1FY25	H1FY25	9MFY25	5,803 FY25	YoY (bps)	10.0	
Commission expense	15.5	15.0	15.0	13.7	425		
Opex ratio	17.1	14.4	14.4	11.2	(326)		
•	19.2	17.9	16.8	15.4	(40)		
Cost Ratio-Savings	19,630	44,660	69,040	1,04,060	15%		
APE (INR mn) Linked Mix (%)	51	52	51	1,04,060	505		
Non-Linked and Other Savings Mix (%)	31	31	32	36	(395)		
	18	17	17	16			
Protection Mix (%)					(112)		
Other ratios (%)	Q1FY25	H1FY25	9MFY25	FY25	YoY (bps)		
Solvency Ratio	187.9	188.6	221.8	212.2	2,040		
VNB margins	24.0	23.7	22.8	22.8	(180)		
Persistency ratios (%): retail excluding single premium	Q1FY25	H1FY25	9MFY25	FY25	YoY (bps)		
13th Month	89.7	89.8	89.8	89.1	10		
25th Month	80.6	81.0	81.6	82.6	210		
37th Month	72.8	73.7	74.5	75.2	290		
49th Month	70.7	69.9	69.2	69.5	100		
61st Month	65.9	65.9	65.3	64.1	(30)		
Key metrics (INR bn)	Q1FY25	H1FY25	9MFY25	FY25	YoY (%)		
VNB	4.7	10.6	15.8	23.7	6.4		
EV	-	460	-	480	13.3		
AUM	3,089	3,205	3,104	3,094	5.2		

Source: Company data, I-Sec research



Exhibit 2: IPRU APE mix- Unit linked and protection witnessed strong growth

INR bn	Q3FY24	Q4FY24	FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25	FY25	Q4FY25 YoY	FY25 YoY
Total APE	19.090	36.2	90.5	19.6	25.0	24.4	35.0	104.1	-3.2%	15.0%
Savings APE	15.5	31.8	75.2	16.1	20.8	20.5	30.3	87.7	-4.7%	16.6%
Linked	8.5	15.7	39.1	10.1	13.0	12.0	15.2	50.3	-3.3%	28.5%
Non Linked	5.2	8.8	23.4	3.3	4.8	4.0	10.0	22.1	13.8%	-5.6%
Annuity	1.2	6.1	9.5	2.1	2.2	1.8	2.6	8.8	-57.8%	-8.2%
Group	0.6	1.2	3.2	0.5	0.9	2.7	2.5	4.0	114.5%	25.0%
Protection APE	3.6	4.3	15.3	3.6	4.2	3.9	4.7	16.4	9.0%	7.4%
Retail Protection	1.1	1.4	4.8	1.1	1.7	1.5	1.7	6.0	27.4%	25.1%
Group Protection	2.5	3.0	10.5	2.4	2.5	2.4	3.0	10.4	0.7%	-0.7%
Mix (%)	Q3FY24	Q4FY24	FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25	FY25	YoY bps	YoY bps
Total APE	100%	100%	100%	100%	100%	100%	100%	100%		
Savings APE	81.3%	88.0%	83.1%	81.9%	83.1%	84.0%	86.6%	84.3%	-145 bps	112 bps
Linked	44.4%	43.4%	43.2%	51.4%	51.8%	49.2%	43.4%	48.3%	-7 bps	506 bps
Non Linked	27.3%	24.3%	25.8%	16.9%	19.1%	16.2%	28.6%	21.2%	425 bps	-465 bps
Annuity	6.3%	17.0%	10.5%	10.9%	8.7%	7.5%	7.4%	8.4%	-958 bps	-213 bps
Group	3.1%	3.2%	3.5%	2.8%	3.5%	11.0%	7.2%	3.8%	393 bps	31 bps
Protection APE	18.8%	12.0%	16.9%	18.1%	16.8%	16.0%	13.5%	15.7%	150 bps	-112 bps
Retail Protection	5.6%	3.7%	5.3%	5.7%	6.7%	6.0%	4.9%	5.7%	118 bps	46 bps
Group Protection	13.2%	8.2%	11.6%	12.4%	10.1%	10.0%	8.6%	10.0%	33 bps	-158 bps
VNB	4.4	7.8	22.3	4.7	5.86	5.2	8.0	23.7	2.4%	6.4%
VNB Margin	22.8	21.5	24.6	24.0	23.4	21.2	22.7	22.8	124 bps	-185 bps
Embedded value		423.4	423.4		460.2		479.5	479.5	13.3%	13.3%

Source: Company data, I-Sec research

Exhibit 3: Distribution APE – strong growth led by proprietary (agency + direct) and banca channels

Channel APE (INR bn)	Q3FY24	Q4FY24	FY24	Q1FY25	Q2FY25	H1FY25	Q3FY25	9MFY25	Q4FY25	FY25	Q4FY25 YoY	FY25 YoY
Banca	5.1	10.8	25.9	5.7	7.4	13.0	6.1	19.1	11.5	30.6	6.8%	18.2%
Agency	5.8	11.6	26.4	5.8	7.8	13.6	7.3	20.9	9.3	30.1	-20.2%	14.2%
Direct	3.0	4.7	12.8	3.0	4.0	6.9	3.6	10.6	4.4	14.9	-7.8%	17.0%
Partnership Distribution	2.1	4.9	11.7	2.3	2.5	4.8	2.3	7.0	4.4	11.4	-10.7%	-3.2%
Group	3.1	4.1	13.7	3.0	3.4	6.4	5.1	11.5	5.5	17.0	32.9%	24.6%
Total	19.1	36.2	90.5	19.6	25.0	44.7	24.4	69.0	35.0	104.1	-3.2%	15.0%

Source: Company data, I-Sec research

Exhibit 4: APE and VNB projections

INR bn	FY23	FY24	FY25	FY26E	FY27E
Weighted APE	75.8	82.0	103.3	116.7	134.2
Reported APE	86.4	90.5	104.1	117.6	135.2
VNB	27.7	22.3	23.7	27.7	32.5
VNB margin reported (%)	32.0%	24.6%	22.8%	23.5%	24.0%

Source: Company data, I-Sec research



Exhibit 5: EV projection

Embedded Value (INR bn)	FY23	FY24	FY25	FY26E	FY27E
Opening Embedded Value	316.3	356.4	423.4	479.5	544.4
Unwind	27.1	30.7	33.9	38.4	43.6
- Unwind rate (%)	8.6%	8.6%	8.0%	8.0%	8.0%
VNB	27.7	22.3	23.7	27.7	32.5
Operating assumption changes	(1.6)	0.7	(2.5)		
Persistency Variance	1.4	(0.6)	0.2		
Mortality and Morbidity variance	0.2	(2.9)	0.1		
Expense variance	0.0	-	0.1		
Other Variance	0.1	(0.1)			
EVOP	54.9	50.2	55.3	66.0	76.0
Economic assumption change & Invt variance	(14.5)	16.9	(0.2)		
Net capital injection	(0.3)	(0.1)	1.0	(1.1)	(1.1)
Closing Embedded Value	356	423	479.5	544.4	619.3

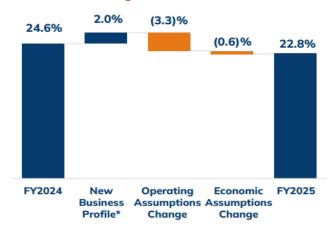
Source: Company data, I-Sec research

Exhibit 6: Protection APE & VNB

INR bn	FY22	FY23	FY24	FY25
Retail protection	3.9	3.3	4.8	6.0
Group term	5.7	7.0	4.5	4.3
Credit Life	3.5	4.8	6.0	6.1
Total protection	13.1	15.0	15.3	16.4
Protection -VNB	9.2	10.9	11.4	8.9
VNB margin	70.4%	72.3%	75.0%	54.5%

Source: Company data, I-Sec research

Exhibit 7: VNB margin movement



Source: Company data, I-Sec research

Exhibit 8: Shareholding pattern

%	Sep'24	Dec'24	Mar'25
Promoters	73.0	73.0	73.0
Institutional investors	22.3	22.3	21.7
MFs and other	7.5	7.5	6.5
Banks/ FIs	0.3	0.4	0.5
Insurance Cos.	1.3	1.3	1.5
FIIs	13.2	13.1	13.3
Others	4.7	4.7	5.3

Source: Bloomberg, I-Sec research

Exhibit 9: Price chart



Source: Bloomberg, I-Sec research



Financial Summary

Exhibit 10: Technical Account

(INR mn, year ending March)

	FY24A	FY25A	FY26E	FY27E
Gross Premiums	4,32,356	4,89,507	5,18,868	5,87,353
Reinsurance Ceded	(14,760)	(16,913)	(6,750)	(6,750)
Net Premiums	4,17,597	4,72,594	5,12,118	5,80,603
Income from Investments	4,65,503	2,28,195	2,78,040	3,06,930
Other Income	19,973	5,410	23,130	23,130
Total income	9,03,073	7,06,199	8,13,287	9,10,662
Commission	37,220	48,594	25,432	28,821
Operating expenses	41,260	39,716	48,474	54,976
Total commission and opex	78,480	88,310	73,906	83,798
Benefits Paid (Net)+ bonus	4,00,060	4,61,825	3,21,137	3,63,074
Chg in reserves	-	-	-	-
Total expenses	8,84,930	6,85,849	7,86,882	8,85,699
Prov for doubtful debts	6,173	6,953	8,711	9,835
PBT	11,970	13,398	17,694	15,128
Surplus / Deficit before tax	11,970	13,398	17,694	15,128
Tax (incl. Service Tax &GST)	1,078	2,501	780	882
Prov for Tax	1,078	2,501	780	882
Surplus / Deficit	10,892	10,897	16,914	14,246

Source Company data, I-Sec research

Exhibit 11: Shareholder's Account

(INR mn, year ending March)

	FY24A	FY25A	FY26E	FY27E
Transfer from technical a/c	14,719	10,931	14,831	11,890
Income From Investments	14,052	7,304	14,262	22,093
Total Income	28,771	18,234	29,208	34,098
Other expenses	1,185	1,640	769	769
Contribution to P/H A/C	18,381	3,278	14,320	17,185
Total Expenses	19,565	4,918	15,090	17,954
PBT	9,205	13,317	14,118	16,145
Prov for Tax	699	1,462	706	807
PAT	8,507	11,855	13,412	15,337

Source Company data, I-Sec research

Exhibit 12: Balance Sheet

(INR mn, year ending March)

	FY24A	FY25A	FY26E	FY27E
Share Capital	14,406	14,453	14,453	14,453
Reserves And Surplus	92,183	1,05,551	1,17,863	1,32,100
Shareholders' Fund	1,10,046	1,19,338	1,34,416	1,48,654
Policy Liabilities	27,99,915	29,29,783	35,52,445	39,65,081
Prov. for Linked Liab.	15,79,173	15,56,577	15,15,569	15,30,725
Funds For Future App.	12,866	12,832	14,000	14,000
Current liabilities & prov.	54,777	53,991	50,350	50,350
Borrowings	12,000	26,000	26,000	26,000
Total	29,90,011	31,42,386	37,77,936	42,04,810
Shareholders' investment	1,05,673	1,40,404	3,34,987	4,01,450
Policyholders' investment	11,43,182	12,86,988	18,27,278	21,71,990
Assets to cover linked liab.	16,48,424	16,12,399	15,69,921	15,85,620
Loans	17,606	24,191	3,000	3,000
Fixed Assets	7,194	8,476	5,250	5,250
Current assets	67,914	69,902	37,500	37,500
Total	29,90,011	31,42,386	37,77,936	42,04,810

Source Company data, I-Sec research

Exhibit 13: Premium Details

(INR mn, year ending March)

	FY24A	FY25A	FY26E	FY27E
New business premium	1,86,788	2,32,306	2,32,513	2,67,390
Total weighted APE	81,971	1,03,284	1,16,710	1,34,217
Renewal premium	2,45,568	2,57,202	2,86,354	3,19,962
Total premium	4,32,356	4,89,507	5,18,868	5,87,353
NBP growth (%)	(6.9)	26.0	13.0	15.0
APE growth (%)	8.1	26.0	13.0	15.0
Renewal premium growth (%)	9.0	4.7	11.3	11.7
Total premium growth (%)	8.3	13.2	6.0	13.2

Source Company data, I-Sec research

Exhibit 14: Key ratios

(Year ending March)

	FY24A	FY25A	FY26E	FY27E
Operating Paties (04)				
Operating Ratios (%)	17.0	7.0	0.0	0.0
Investment yield (%)	17.8	7.9	8.6	8.3
Commissions / GWP	8.6	9.9	4.9	4.9
Operating expenses / GWP	9.5	8.1	9.3	9.4
Total expense / GWP	18.2	18.0	14.2	14.3
Total expense ratio	14.5	16.0	9.1	9.2
Benefits Paid / Total	14.5	16.0	9.1	9.2
Liability	14.5	10.0	5.1	5.2
Profitability ratios (%)				
VNB margin, basis effective	24.6	22.8	23.5	24.0
tax rate (%)	24.0	22.0	23.5	24.0
RoE (%)	8.1	10.3	10.6	10.8
Core EVOP(unwind +VNB)	14.9	13.6	13.8	14.0
EVOP as % of IEV	14.1	13.1	13.8	14.0
RoEV (%)	18.8	13.3	13.5	13.8
Valuation ratios				
Dividend per share (INR)	0.6	0.9	0.8	0.8
EPS (INR)	5.9	8.2	9.3	10.6
VNB (INR bn)	22.3	23.7	27.7	32.5
EV (INR bn)	423.4	479.5	544.4	619.3
Value of new business (INR				
bn)	22.3	23.7	27.7	32.5
VIF (INR bn)	309.2	356.0	405.9	466.6
ANW (INR bn)	114.2	123.5	138.5	152.8
VIF as % of EV	73.0	74.3	74.6	75.3
EV per share (INR)	292.9	331.8	376.7	428.5
P/EV (x)	2.0	1.8	1.6	1.4
P/EPS (x)	101.2	72.6	64.2	56.1

Source Company data, I-Sec research



ICICI Prudential Life Insurance Company Limited a is a group company (Associate) of ICICI Securities Limited. However, the report and views are based on publicly available information.

This report may be distributed in Singapore by ICICI Securities, Inc. (Singapore branch). Any recipients of this report in Singapore should contact ICICI Securities, Inc. (Singapore branch) in respect of any matters arising from, or in connection with, this report. The contact details of ICICI Securities, Inc. (Singapore branch) are as follows: Address: 10 Collyer Quay, #40-92 Ocean Financial Tower, Singapore - 049315, Tel: +65 6232 2451 and email: navneet_babbar@icicisecuritiesinc.com, Rishi_agrawal@icicisecuritiesinc.com and Kadambari_balachandran@icicisecuritiesinc.com.

"In case of eligible investors based in Japan, charges for brokerage services on execution of transactions do not in substance constitute charge for research reports and no charges are levied for providing research reports to such investors."

New I-Sec investment ratings (all ratings based on absolute return; All ratings and target price refers to 12-month performance horizon, unless mentioned otherwise) BUY: >15% return; ADD: 5% to 15% return; HOLD: Negative 5% to Positive 5% return; REDUCE: Negative 5% to Negative 15% return; SELL: < negative 15% return

ANALYST CERTIFICATION

I/We, Ansuman Deb, MBA, BE; Shubham Prajapati, CA; Sanil Desai, MBA; authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report. Analysts are not registered as research analysts by FINRA and are not associated persons of the ICICI Securities Inc. It is also confirmed that above mentioned Analysts of this report have not received any compensation from the companies mentioned in the report in the preceding twelve months and do not serve as an officer, director or employee of the companies mentioned in the report.

Terms & conditions and other disclosures:

ICICI Securities Limited (ICICI Securities) is a full-service, integrated investment banking and is, inter alia, engaged in the business of stock brokering and distribution of financial products. Registered Office Address: ICICI Venture House, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025. CIN: L67120MH1995PLC086241, Tel: (91 22) 6807 7100. ICICI Securities is Sebi registered stock broker, merchant banker, investment adviser, portfolio manager, Research Analyst and Alternative Investment Fund. ICICI Securities is registered with Insurance Regulatory Development Authority of India Limited (IRDAI) as a composite corporate agent and with PFRDA as a Point of Presence. ICICI Securities Limited Research Analyst SEBI Registration Number – INH00000990. ICICI Securities Limited SEBI Registration is INZ000183631 for stock broker. ICICI Securities AIF Trust's SEBI Registration number is IN/AIF3/23-24/1292 ICICI Securities is a subsidiary of ICICI Bank which is India's largest private sector bank and has its various subsidiaries engaged in businesses of housing finance, asset management, life insurance, general insurance, venture capital fund management, etc. ("associates"), the details in respect of which are available on www.icicibank.com.

ICICI Securities is one of the leading merchant bankers/ underwriters of securities and participate in virtually all securities trading markets in India. We and our associates might have investment banking and other business relationship with a significant percentage of companies covered by our Investment Research Department. ICICI Securities and its analysts, persons reporting to analysts and their relatives are generally prohibited from maintaining a financial interest in the securities or derivatives of any companies that the analysts cover.

Recommendation in reports based on technical and derivative analysis centre on studying charts of a stock's price movement, outstanding positions, trading volume etc as opposed to focusing on a company's fundamentals and, as such, may not match with the recommendation in fundamental reports. Investors may visit icicidirect.com to view the Fundamental and Technical Research Reports.

Our proprietary trading and investment businesses may make investment decisions that are inconsistent with the recommendations expressed herein.

ICICI Securities Limited has two independent equity research groups: Institutional Research and Retail Research. This report has been prepared by the Institutional Research. The views and opinions expressed in this document may or may not match or may be contrary with the views, estimates, rating, and target price of the Retail Research.

The information and opinions in this report have been prepared by ICICI Securities and are subject to change without any notice. The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Securities. While we would endeavour to update the information herein on a reasonable basis, ICICI Securities is under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent ICICI Securities from doing so. Non-rated securities indicate that rating on a particular security has been suspended temporarily and such suspension is in compliance with applicable regulations and/or ICICI Securities policies, in circumstances where ICICI Securities might be acting in an advisory capacity to this company, or in certain other circumstances. This report is based on information obtained from public sources and sources believed to be reliable, but no independent verification has been made nor is its accuracy or completeness guaranteed. This report and information herein is solely for informational purpose and shall not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. ICICI Securities will not treat recipients as customers by virtue of their receiving this report. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. The recipient should independently evaluate the investment risks. The value and return on investment may vary because of changes in interest rates, foreign exchange rates or any other reason. ICICI Securities accepts no liabilities whatsoever for any loss or damage of any kind arising out of the use of this report. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice.

ICICI Securities or its associates might have managed or co-managed public offering of securities for the subject company or might have been mandated by the subject company for any other assignment in the past twelve months.

ICICI Securities or its associates might have received any compensation from the companies mentioned in the report during the period preceding twelve months from the date of this report for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory service in a merger or specific transaction.

ICICI Securities or its associates might have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the companies mentioned in the report in the past twelve months.

ICICI Securities encourages independence in research report preparation and strives to minimize conflict in preparation of research report. ICICI Securities or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither ICICI Securities nor Research Analysts and their relatives have any material conflict of interest at the time of publication of this report.

Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions.

ICICI Securities or its subsidiaries collectively or Research Analysts or their relatives do not own 1% or more of the equity securities of the Company mentioned in the report as of the last day of the month preceding the publication of the research report.

Since associates of ICICI Securities and ICICI Securities as a entity are engaged in various financial service businesses, they might have financial interests or actual/beneficial ownership of one percent or more or other material conflict of interest in various companies including the subject company/companies mentioned in this report.

ICICI Securities may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report. Neither the Research Analysts nor ICICI Securities have been engaged in market making activity for the companies mentioned in the report.

We submit that no material disciplinary action has been taken on ICICI Securities by any Regulatory Authority impacting Equity Research Analysis activities.

This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject ICICI Securities and affiliates to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction.

This report has not been prepared by ICICI Securities, Inc. However, ICICI Securities, Inc. has reviewed the report and, in so far as it includes current or historical information, it is believed to be reliable, although its accuracy and completeness cannot be guaranteed.



Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

Registration granted by SEBI and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors. None of the research recommendations promise or guarantee any assured, minimum or risk free return to the investors.

 $Name of the Compliance of ficer (Research Analyst): Mr. Atul Agrawal, Contact number: 022-40701000, \ \textbf{E-mail Address}: \underline{compliance of ficer@icicisecurities.com}$

For any queries or grievances: Mr. Bhavesh Soni Email address: headservicequality@icicidirect.com Contact Number: 18601231122