


Investor Presentation – 9M FY25




Executive summary: 9M FY25

Revenue & Scale



Individual APE	Rs. Bn	89.9
	Growth	24%



Renewal premium	Rs (Bn.)	246.2
	Growth	12%



AUM	Rs (Bn.)	3,286.8
	Growth	18%



IEV	Rs (Bn.)	532.5
	EVOP	16.0%

Profitability & Cost



Value of New Business (VNB)	Rs (Bn.)	25.9
	Growth	14%



New Business Margin (NBM)	CY	25.1%
	PY	26.5%



Profit After Tax (PAT)	Rs (Bn.)	13.3
	Growth	15%



Total exp. ratio ¹	CY	20.8%
	PY	19.6%

Customer & Capital



13 th month persistency	CY	87%
	PY	86%



Claim settlement ratio (FY24)	Overall	99.7%
	Individual	99.5%



Complaints per 10K policies ²	FY24	29
	FY23	31



Solvency	Dec '24	188%
	Sep '24	181%

Agenda

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Performance Snapshot

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Business Overview

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Other Business Highlights

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Life insurance in India

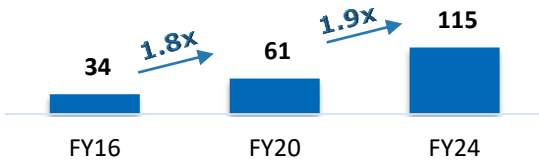


Consistent, predictable, sustained performance

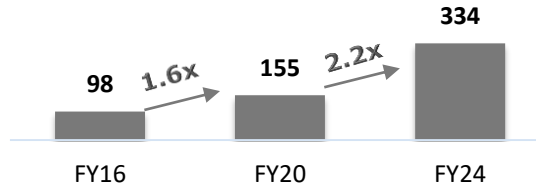
Rs bn

Holistic growth

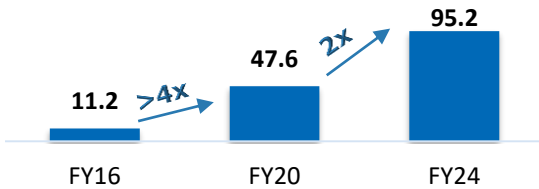
Individual APE



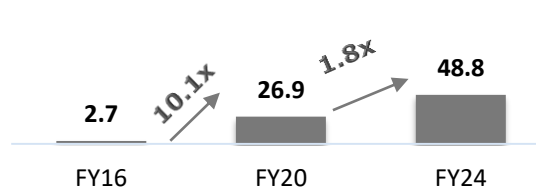
Renewal Premium



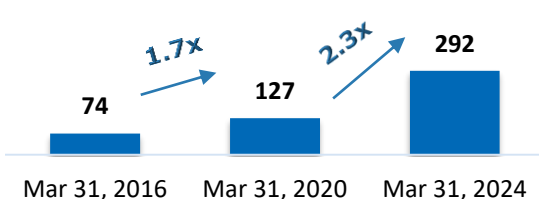
Protection new business¹



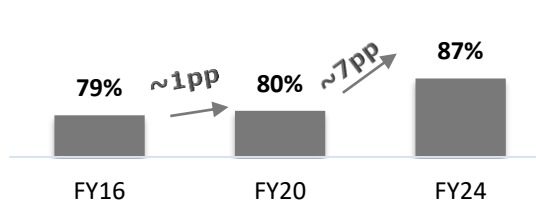
Annuity New Business



Assets under management

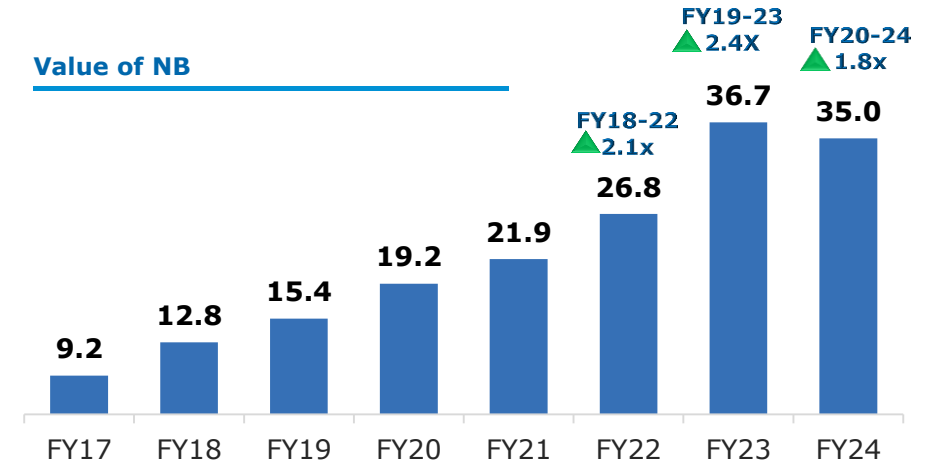


13 M Persistency²

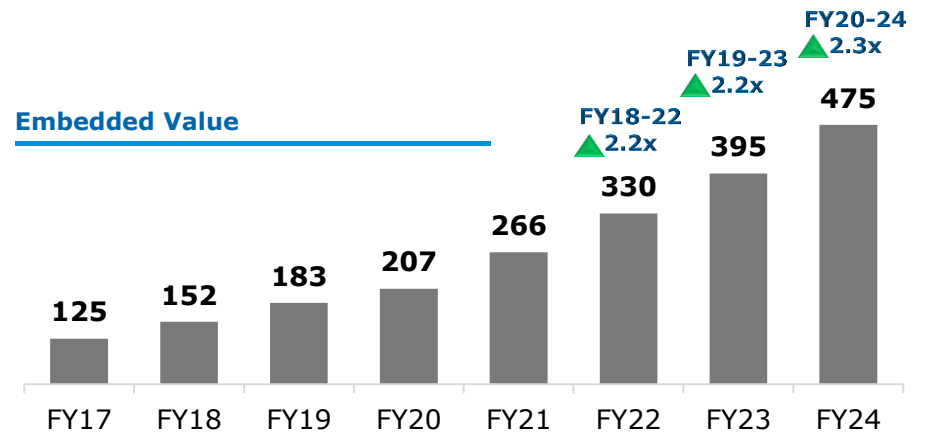


Consistent track record over multiple periods

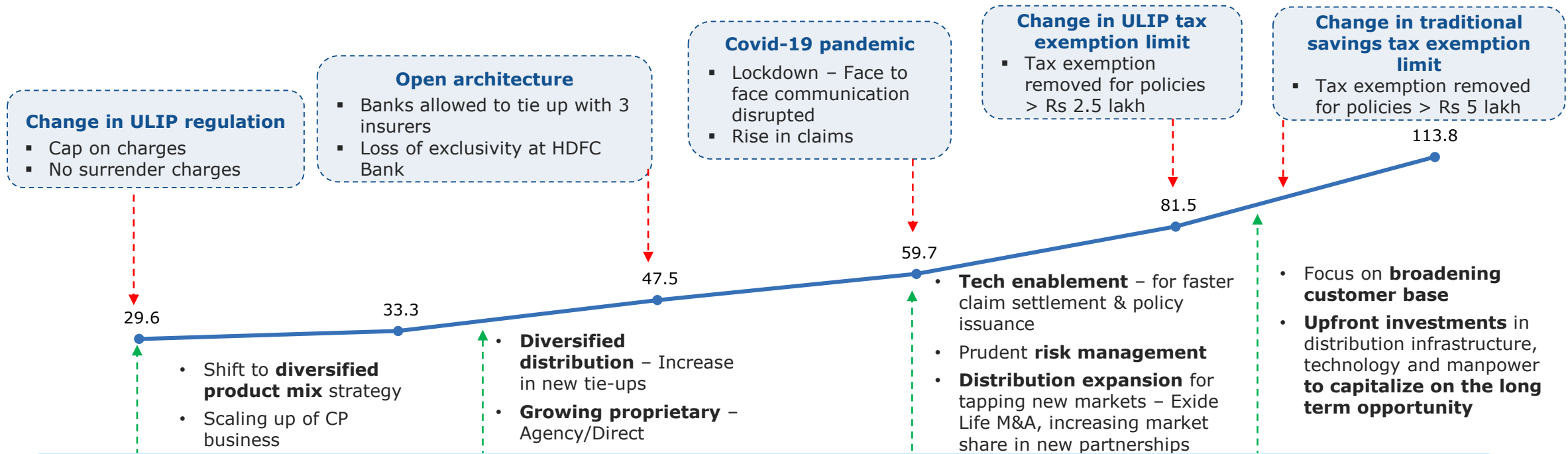
Value of NB



Embedded Value



Consistent performance across business cycles



Consistent product innovation

	FY11	FY16	FY18	FY20	FY22	FY24
NBM¹	10.0%	19.9%	23.2%	25.9%	27.4%	26.3%
Indl WRP² growth	18%	12%	31%	19%	16%	1%
Overall industry growth	-8%	8%	19%	6%	16%	5%

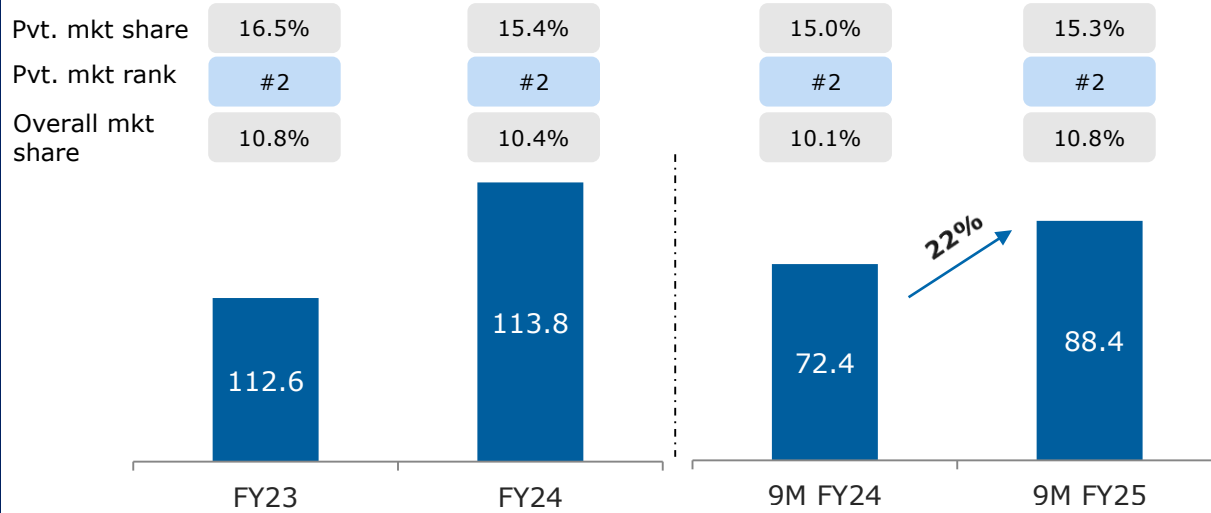
Grew ~1.5 times industry between FY11-FY24 while sustaining profitability

Note: Indl WRP in Rs bn
 1. New Business Margin
 2. WRP: Weighted Received Premium

Robust delivery across key metrics (1/2)

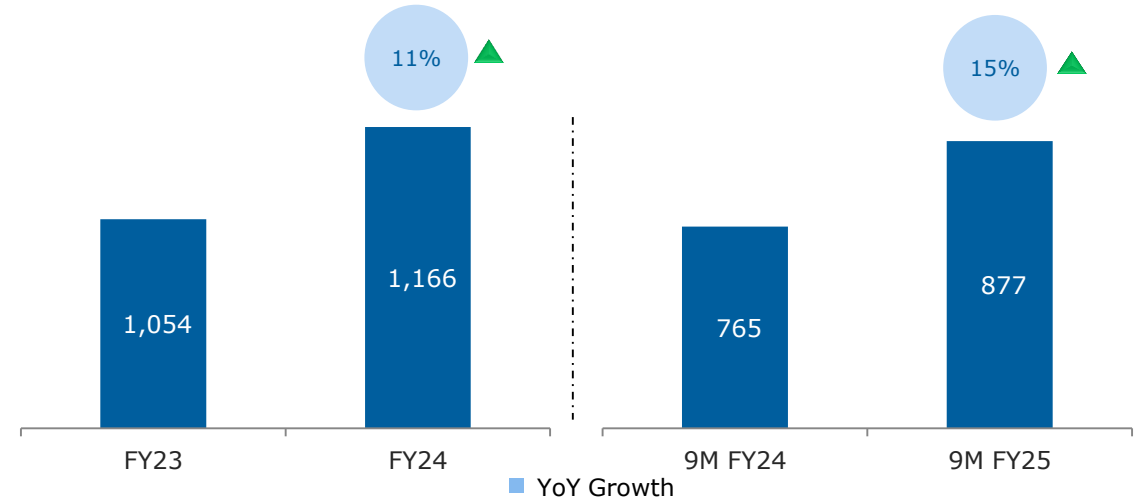
Strong individual WRP growth

Rs bn



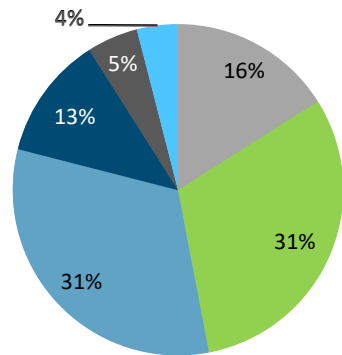
Focus on increasing customer base

(NOPs in 000's)

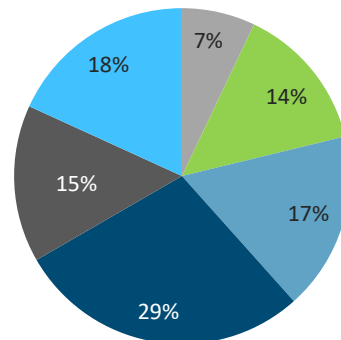


Balanced product mix

Total APE



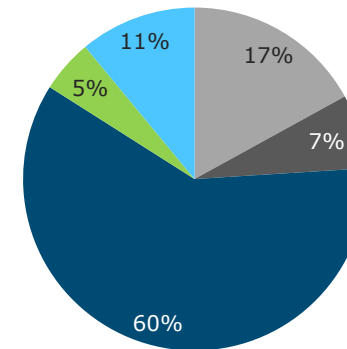
Total NBP



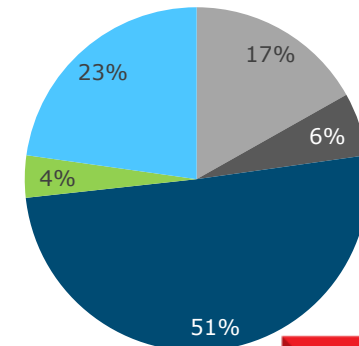
■ Par ■ Non Par Savings ■ ULIP ■ Protection ■ Annuity ■ Group Retirals

Focus on diversified channel mix

Individual APE



Individual NBP

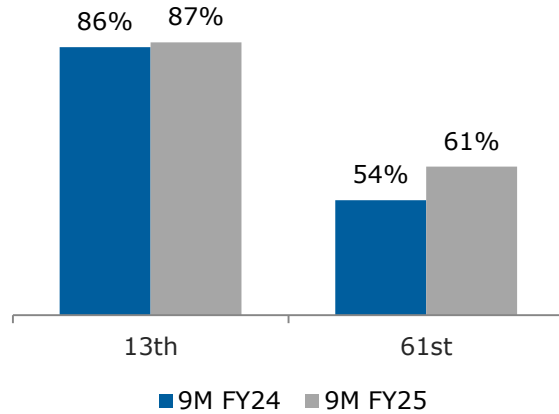


■ Agency ■ Broker ■ Corporate Agent (Bank) ■ Coporate Agent (Others) ■ Direct



Robust delivery across key metrics (2/2)

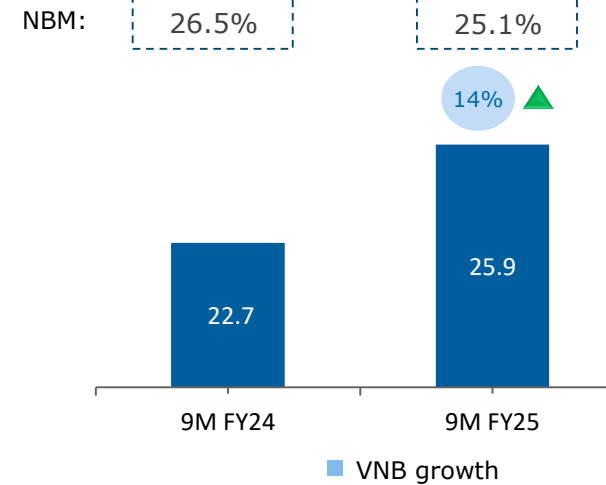
Significant improvement in 61st M Persistency



- Focus on quality of business and providing superior customer experience

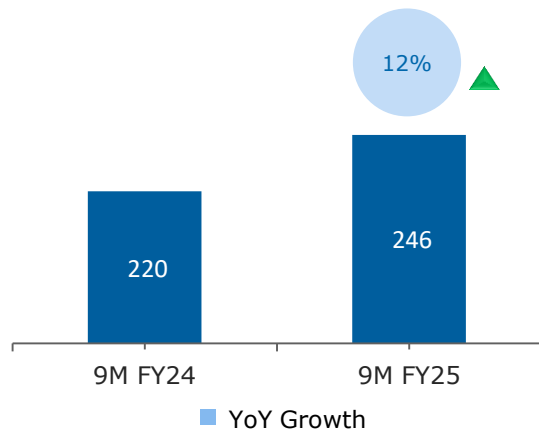
VNB growth, tiding over change in surrender regulations

Rs bn



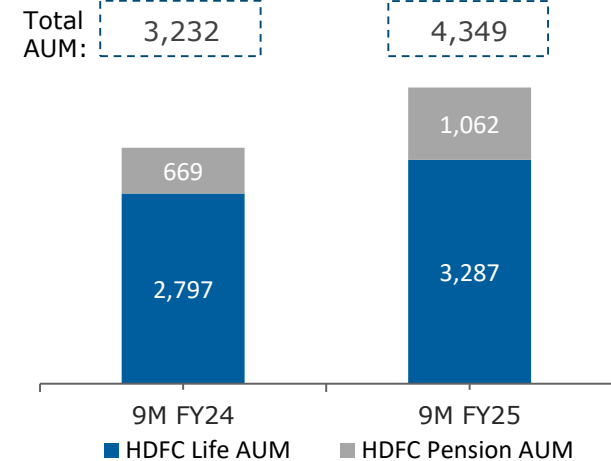
- Multiple pools of profitability contributing to VNB accretion

Steady growth in renewal premium



- Backed by strong persistency and growing back-book

Group assets under management > Rs 4.0 tn¹

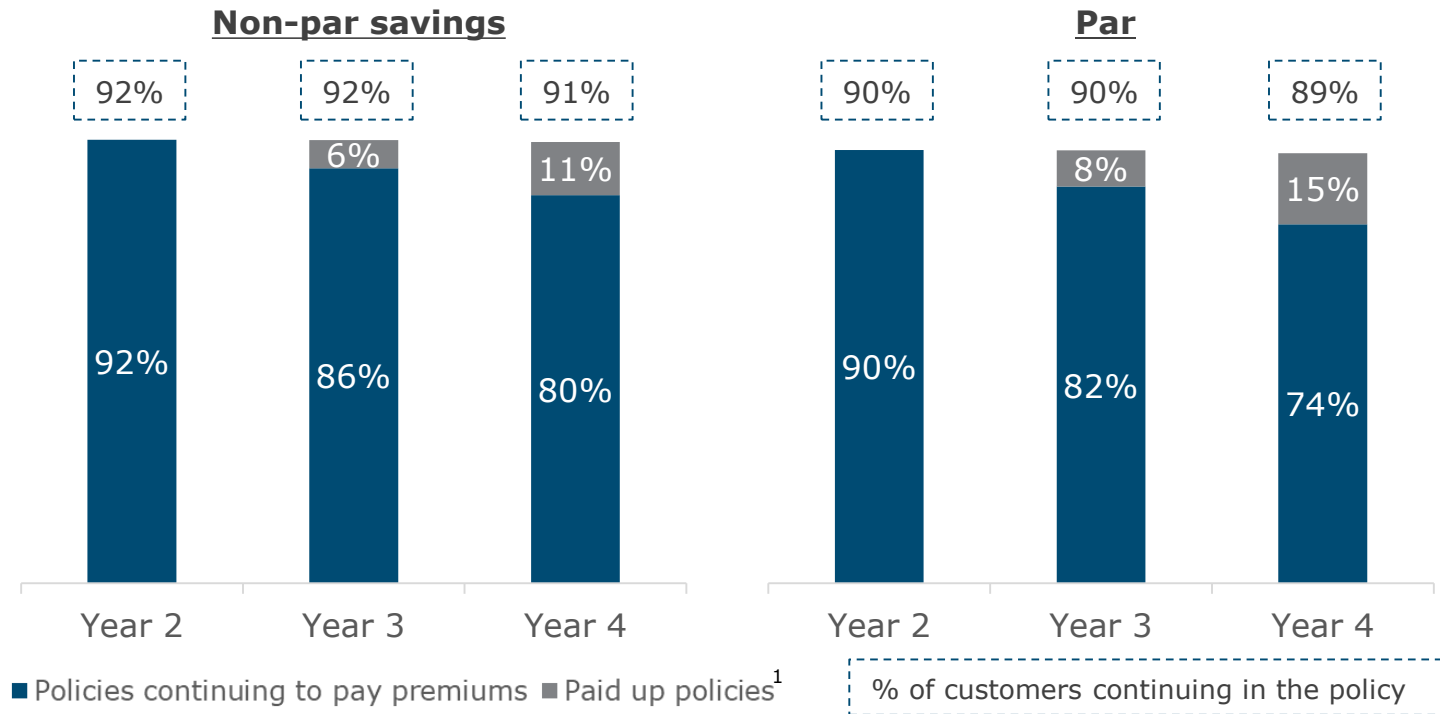


- HDFC Life Debt:Equity mix (9M FY25): 67:33
- HDFC Pension's AUM crossed Rs 1.0 Tn

1. Group assets under management (AUM) includes AUM of HDFC Life and HDFC Pension (wholly owned subsidiary)

Delivering customer value with a balanced approach

Negligible surrenders in traditional policies²



Our balanced approach to business



Calibrated pricing strategy



Conservative assumptions with zero surrenders assumed from Year 2 - in line with our actual experience



Strong and improving persistency across cohorts and geographies



Prudent approach to **risk management**

Restructuring of distributor pay-outs to mitigate NBM impact due to change in surrender regulations

- Customers prefer to continue their policies in paid-up status rather than surrendering
- Paid-up policies have pro-rated benefits and risk cover ensuring continued protection and value retention

1. Paid-up policies refer to policies wherein the policyholder ceases to pay renewal premiums without actually surrendering the policy

2. Data pertains to policies written in FY21. Similar surrender experience for policies written across different years

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Life insurance in India



Key elements of our strategy

1



Profitable growth

Ensuring **sustainable and profitable growth** by identifying and tapping new profit pools

2



Diversified distribution mix

Developing **multiple channels** of growth to drive need-based selling & **deepening penetration**

3



Customer first

Creating superior **product** propositions and **customer journeys**, through consistent **innovation**

4



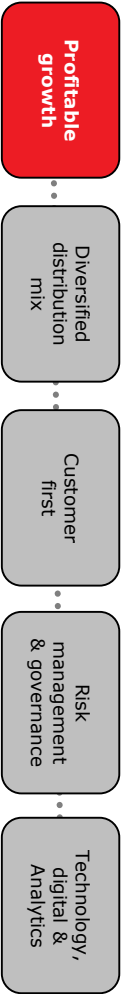
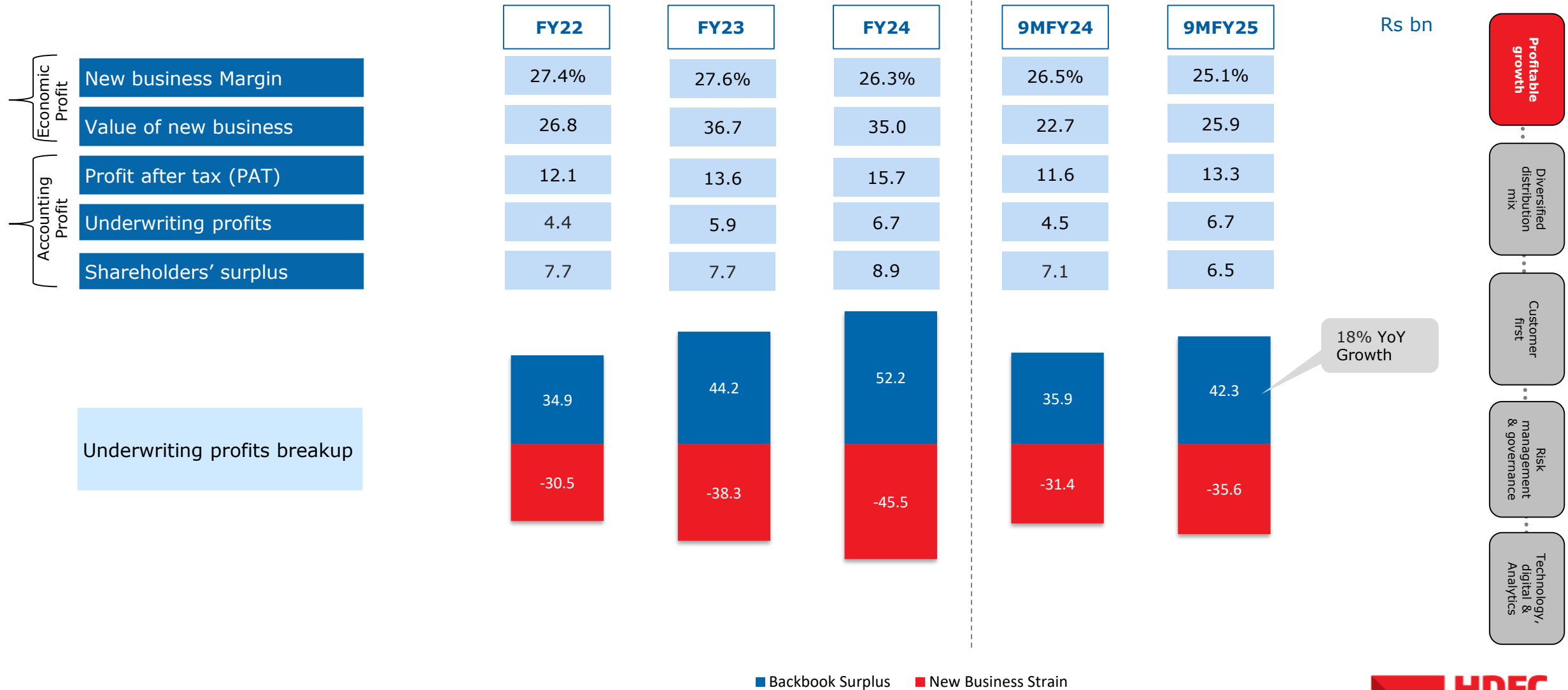
Risk management & board governance

Maintaining focus on **risk management** guided by an **independent and competent Board**

5

Future ready organisation: Leveraging **technology, digital** and **analytics**

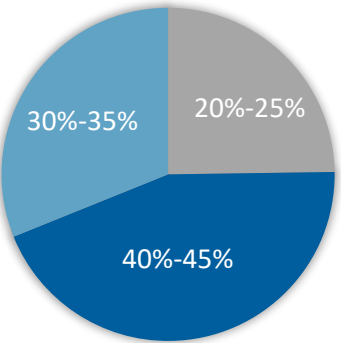
Focus on profitable growth



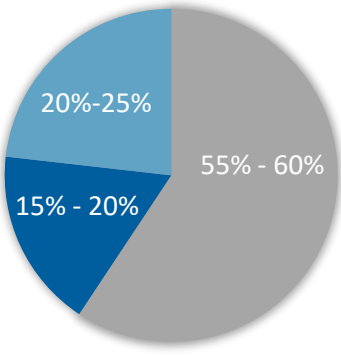
Emergence of Existing Business (EB) Surplus

Profit Emergence

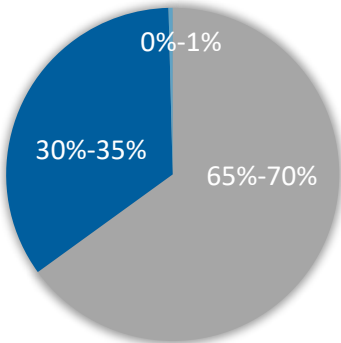
Traditional Savings (Longer Tenure)



Protection (Ind+Grp)



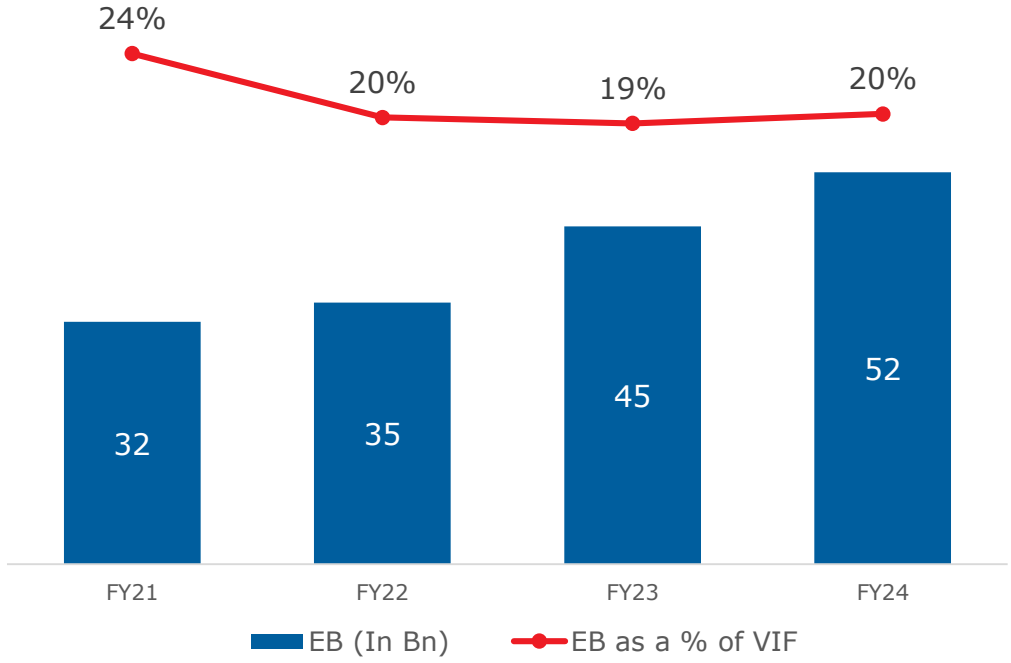
ULIP



■ 0 - 5 years ■ 5 - 15 years ■ > 15 years

- Shift in product profile to longer term savings over last 3-4 years
- Profit emergence is higher for longer tenure products, albeit over a longer time frame
 - ~ 3/4th of profits emerge after 5 years

EB Surplus emergence as a % of VIF



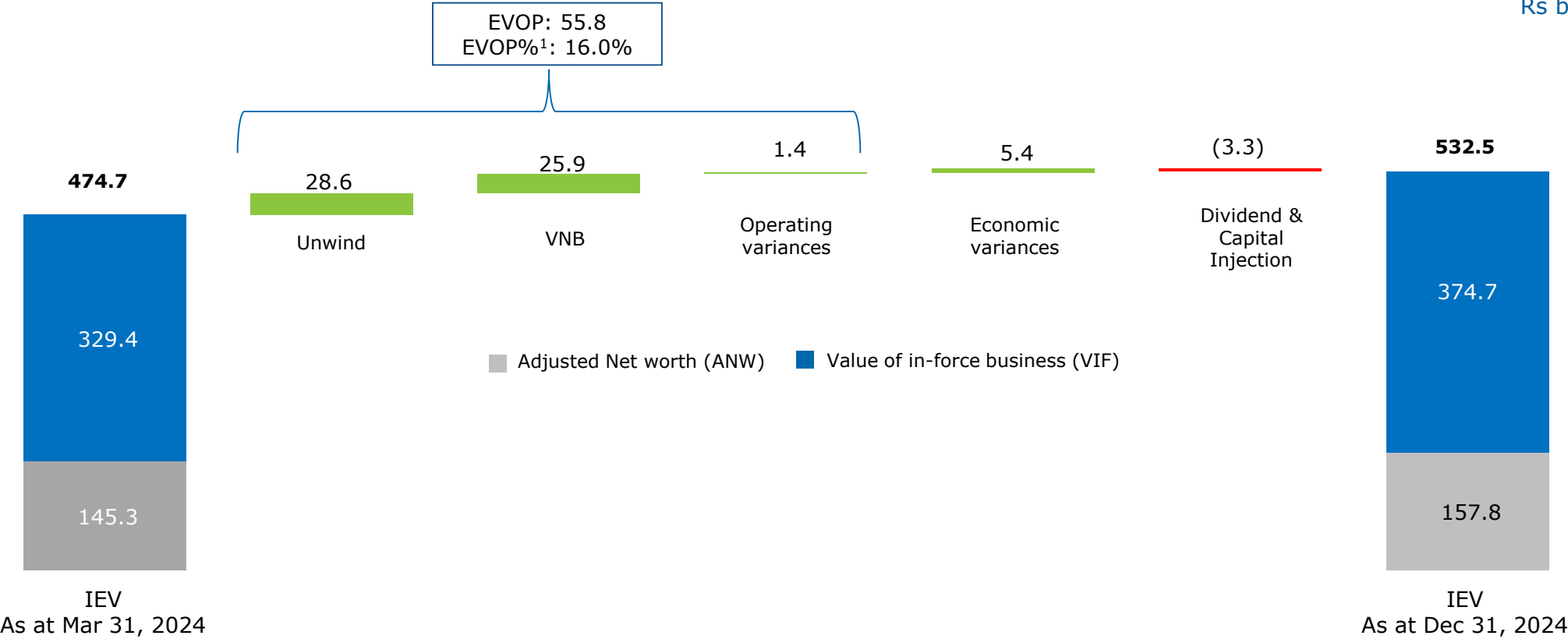
- Higher mix of long term profitable products to result in profit emergence over longer time horizon
- Track record of positive operating variance indicates high likelihood of profit emergence as per assumptions

- Profitable growth
- Diversified distribution mix
- Customer first
- Risk management & governance
- Technology, digital & Analytics



Analysis of change in IEV

Rs bn



- Profitable growth
- Diversified distribution mix
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- VIF grew by 20% on a YoY basis (VIF as at Dec 31, 2023: Rs. 312.3 Bn)
- Operating variance continues to be positive and in line with our assumptions



1. EVOP% calculated as annualised EVOP (Embedded Value Operating Profit) to Opening EV

Diversified distribution mix

Agency: segmented geographical growth



~2.4 lakh agents - top three agency force amongst private life insurers



Segregating Focus (tier 1) and Growth (tier 2,3) markets with a micro market strategy



2X company level growth in protection

HDFC Bank: best in class solutions



Widening outreach across all customer segments



Sharper focus on cross-sell and up-sell to existing customers



Focus on improving profitability with sustainable market share

Partnerships: bespoke solutions



~90 banca partnerships - Focus on catering solutions addressing relevant customer segments



Partnerships with Banks, NBFCs, SFBs, brokers, aggregators & digital ecosystems allow entry into new market segments



Continue to strengthen partnership network

Direct/Digital: leveraging analytics



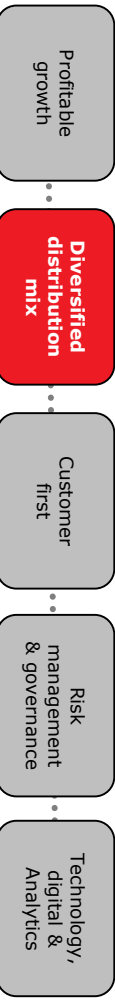
600 physical branches and sales hubs



Leveraging analytics for cross-sell and up-sell



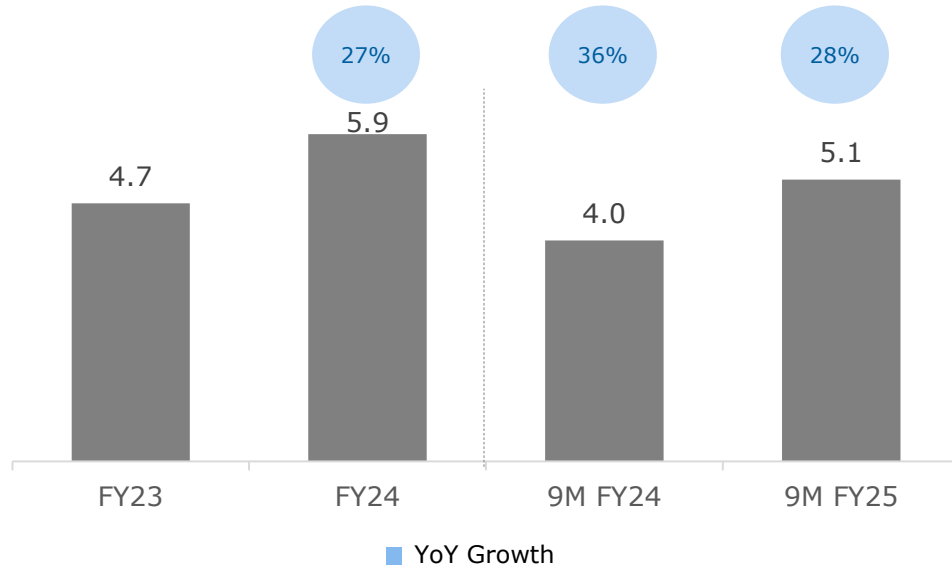
Simplifying and personalizing journeys to offer better customer experience to attract younger customers



Increasing contribution from mortality and longevity products

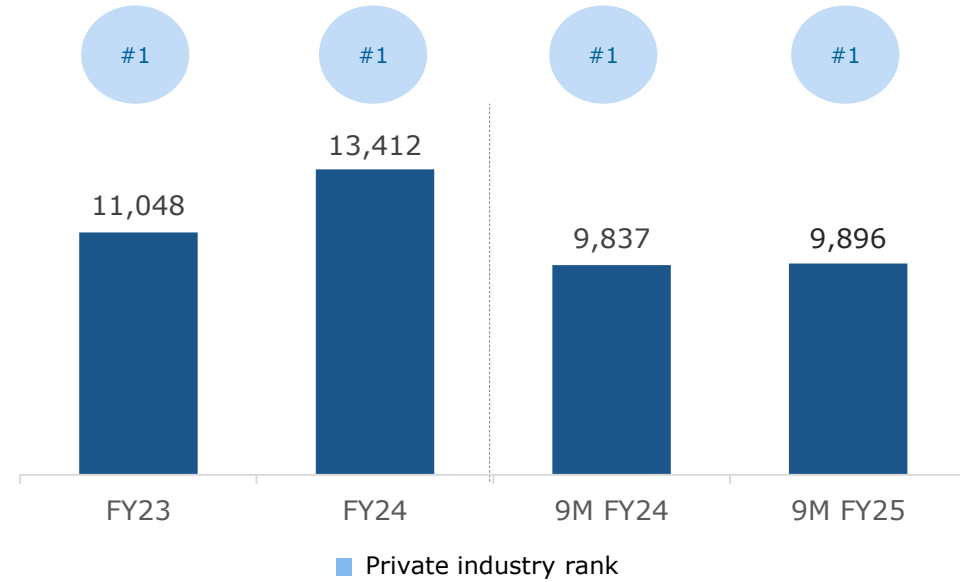
Robust retail protection growth

Rs Bn.

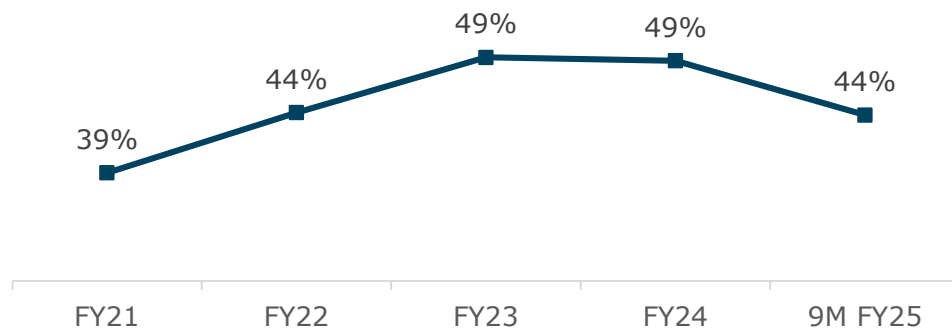


Continue to maintain leadership in overall sum assured

Rs Bn.



Protection and Annuity as % of total NBP



- Offering embedded protection solutions based on customer orientation
- Protection and annuity contribute ~44% of new business premium
- Covered ~37 million lives in 9M FY25

Profitable growth

Diversified distribution mix

Customer first

Risk management & governance

Technology, digital & Analytics

Product mix across key channels¹

Banca	Segment	FY23	FY24	9M FY24	9M FY25
	UL	24%	40%	36%	40%
Par	27%	22%	27%	17%	
Non par savings	42%	30%	27%	37%	
Term	3%	4%	4%	4%	
Annuity	4%	5%	6%	3%	

Agency	Segment	FY23	FY24	9M FY24	9M FY25
	UL	10%	26%	22%	26%
Par	33%	29%	33%	24%	
Non par savings	49%	33%	33%	36%	
Term	6%	7%	8%	10%	
Annuity	3%	4%	4%	3%	

Direct ²	Segment	FY23	FY24	9M FY24	9M FY25
	UL	27%	42%	27%	28%
Par	13%	10%	14%	16%	
Non par savings	35%	22%	25%	22%	
Term	5%	5%	3%	5%	
Annuity	20%	20%	31%	29%	

Brokers	Segment	FY23	FY24	9M FY24	9M FY25
	UL	1%	6%	4%	16%
Par	31%	41%	47%	27%	
Non par savings	62%	35%	29%	42%	
Term	5%	14%	16%	13%	
Annuity	2%	3%	4%	2%	

Company	Segment	FY23	FY24	9M FY24	9M FY25
	UL	19%	35%	32%	37%
Par	27%	23%	28%	18%	
Non par savings	45%	30%	28%	35%	
Term	4%	5%	6%	6%	
Annuity	5%	6%	7%	5%	

Protection		FY23	FY24	9M FY24	9M FY25
	Based on Total APE	13%	13%	15%	13%
Based on NBP	29%	32%	34%	29%	

Annuity		FY23	FY24	9M FY24	9M FY25
	Based on Total APE	6%	6%	7%	5%
Based on NBP	20%	16%	18%	15%	

Profitable growth

Diversified distribution mix

Customer first

Risk management & governance

Technology, digital & Analytics

Key product innovations across categories

NEW
HDFC Life Click 2 Achieve
 A Non-Linked, Non-Participating, Individual, Savings Life Insurance Plan

NEW
HDFC Life Click 2 Protect Elite
 A Non-Linked, Non-Participating, Individual, Pure Risk Premium Life Insurance Plan

Secure your family's future with the power of enhanced¹ protection and market-linked returns

NEW
HDFC Life Smart Protect Plan
 A Non-Participating, Individual Life Unit-Linked Insurance Plan

HDFC Life Sanchay Legacy
 A Non-Participating, Non-linked, Pure Risk Premium/Savings Individual Life Insurance Plan

Now available with new & improved additional features

Get Early RoP³ benefit & higher accumulation rate for death benefit!

Protect your family's future and leave a lasting legacy!

Retire smart, with guaranteed* regular income and manage inflation with increasing pension!

NEW
HDFC Life Smart Pension Plus
 A Non-Linked, Non-Participating Individual/Group Annuity Savings Plan

INCREASING PENSION

Secure your future and meet today's goals with an immediate income solution.

HDFC Life
sampoorna
jeevan
 With You, Through Life.

HDFC Life Sampoorna Jeevan
 A Non-Linked Participating Individual Life Insurance Savings Plan.

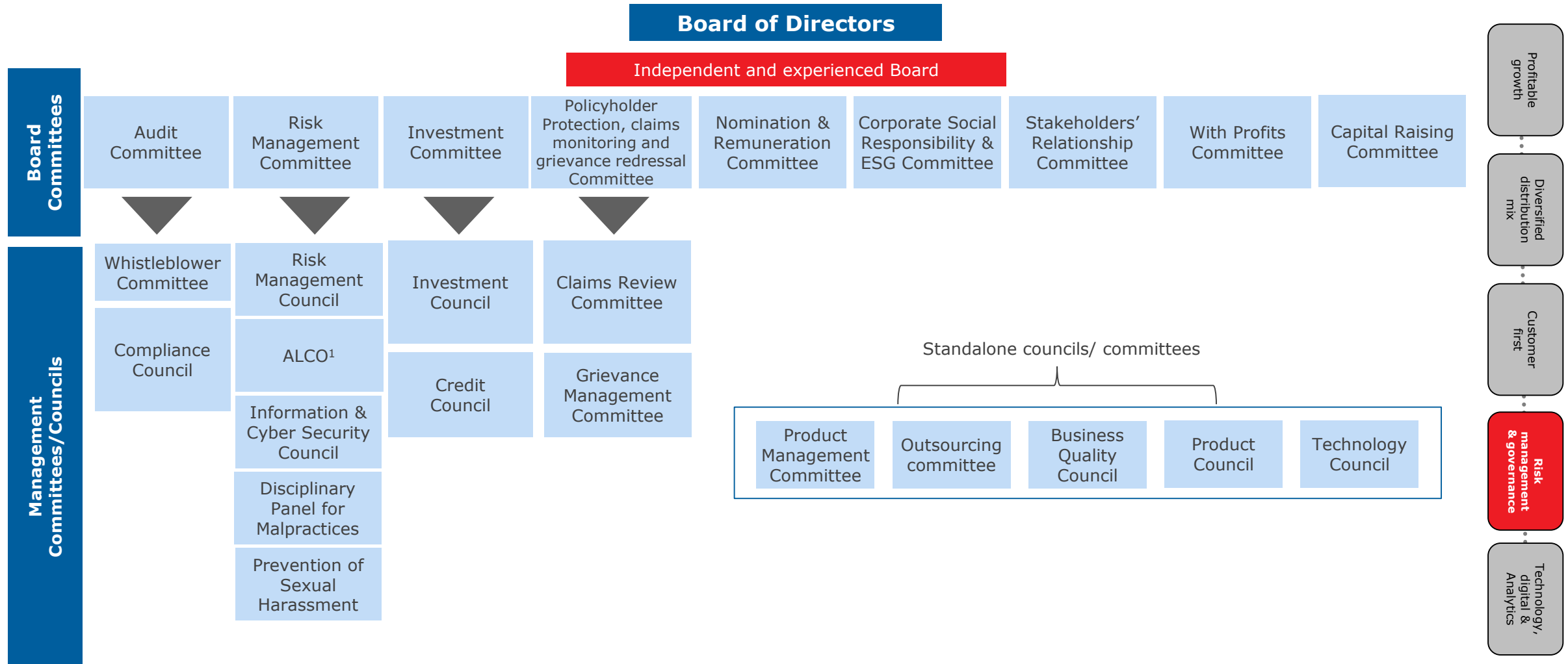
- Profitable growth
- Diversified distribution mix
- Customer first**
- Risk management & governance
- Technology, digital & Analytics



Learn more about HDFC Life products



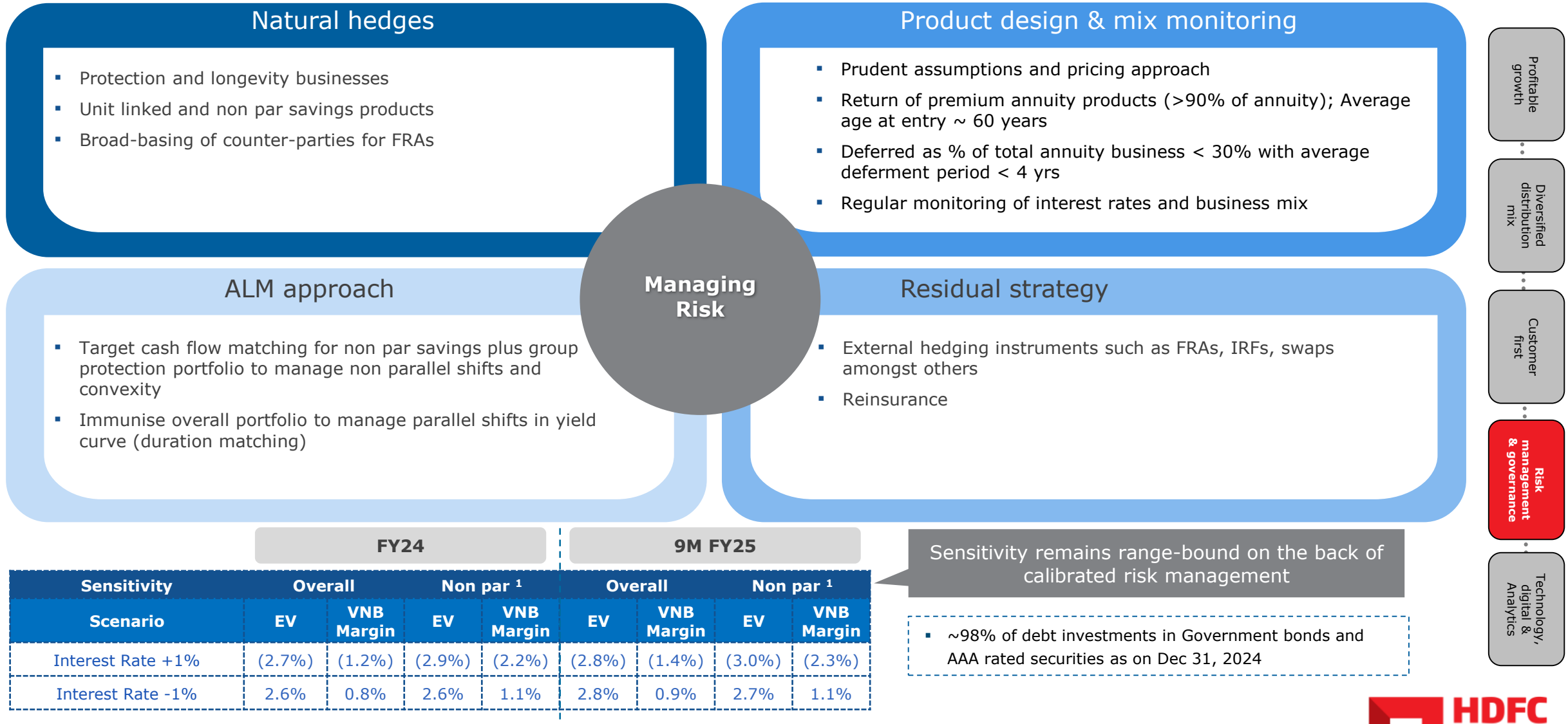
Risk management & board governance



Additional governance through internal, concurrent and statutory auditors

1. Asset Liability Management Council
 2. The above list of committees is illustrative and not exhaustive

Financial risk management framework



Profitable growth

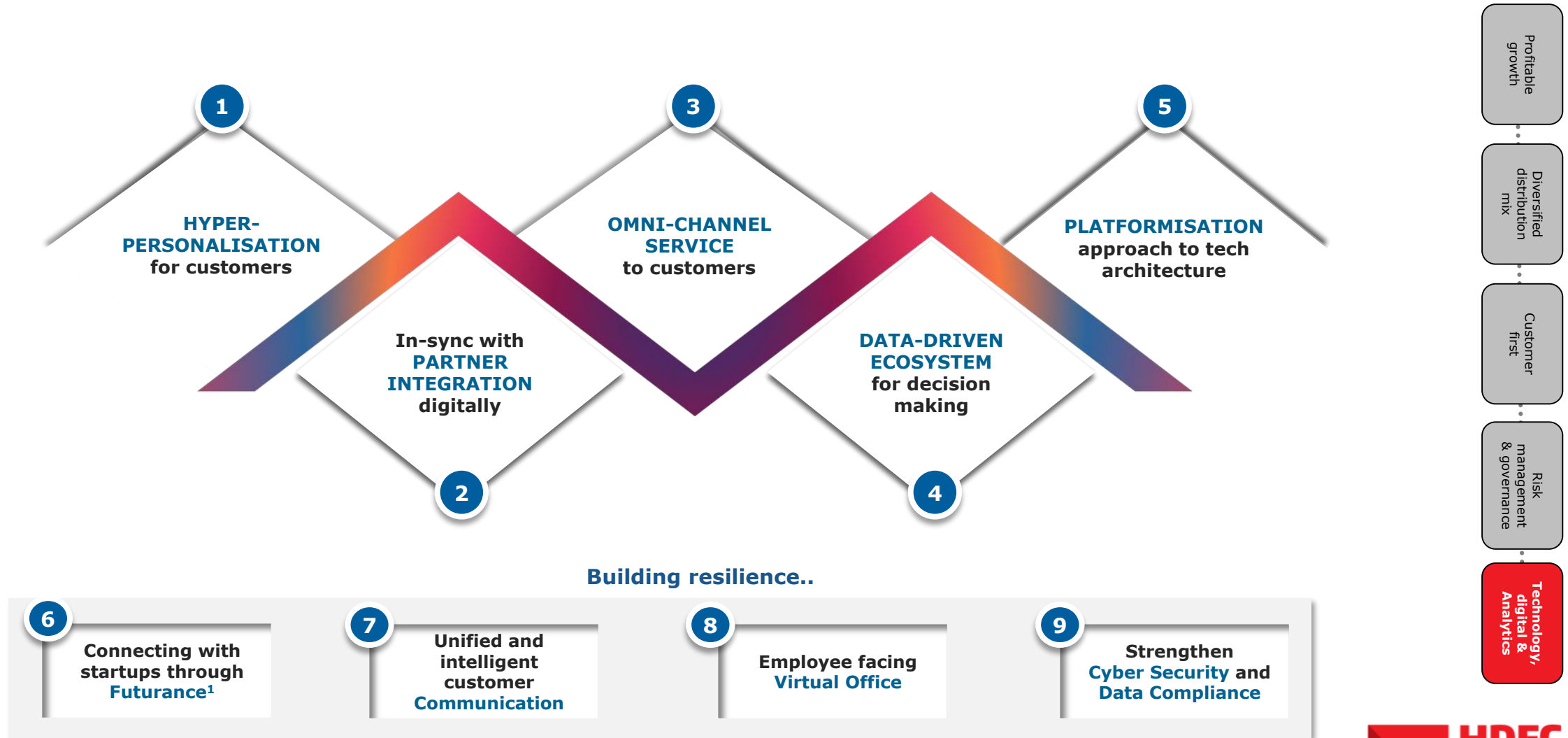
Diversified distribution mix

Customer first

Risk management & governance

Technology, digital & Analytics

Future ready organization: Leveraging technology, digital and analytics



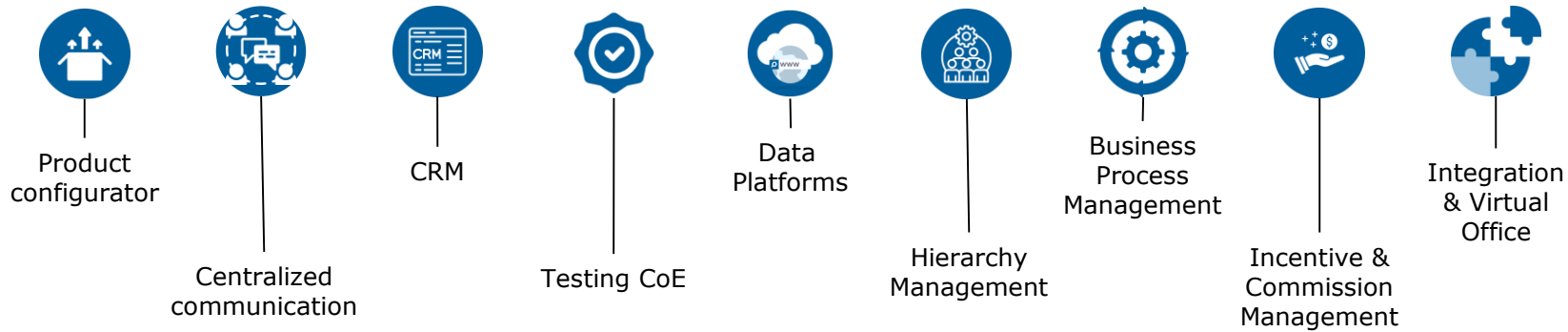
1. Futurance: A program to collaborate with startups for harnessing cutting-edge technology

Building next-gen of insurance platform: Project Inspire

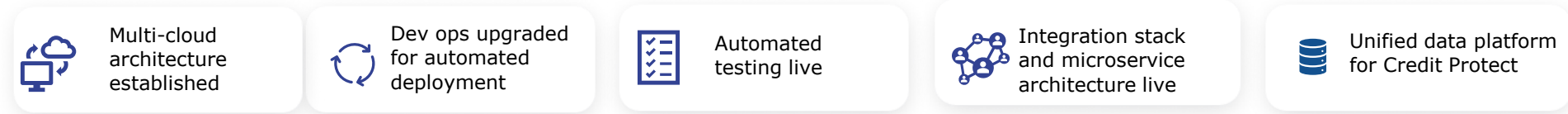
Future-ready digital transformation

Reimagining our systems and processes by investing in new technologies and capabilities

Envisioned tracks for transformation- moving towards execution



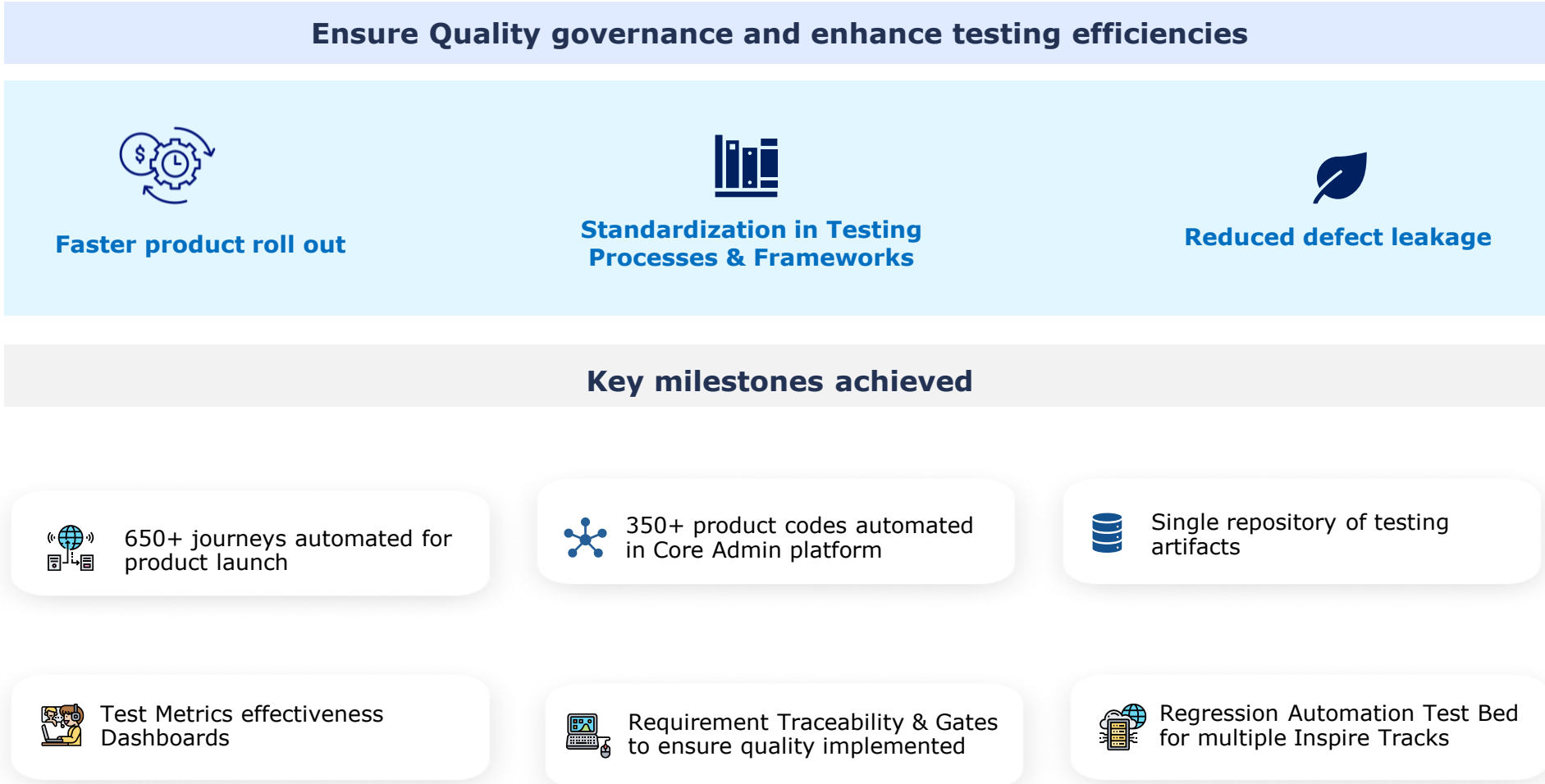
Key foundational milestones achieved



Credit Protect processing capabilities live in production



Project Inspire: Testing Center of Excellence



- Profitable growth
- Diversified distribution mix
- Customer first
- Risk management & governance
- Technology, digital & Analytics

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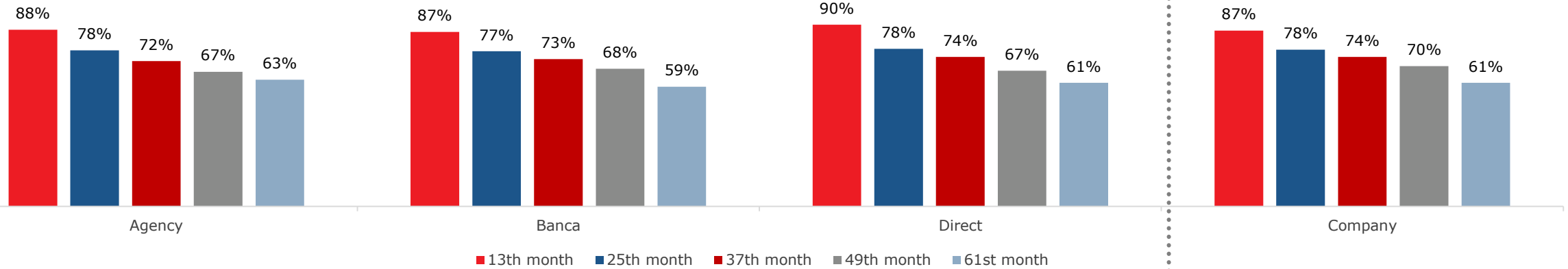
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Life insurance in India

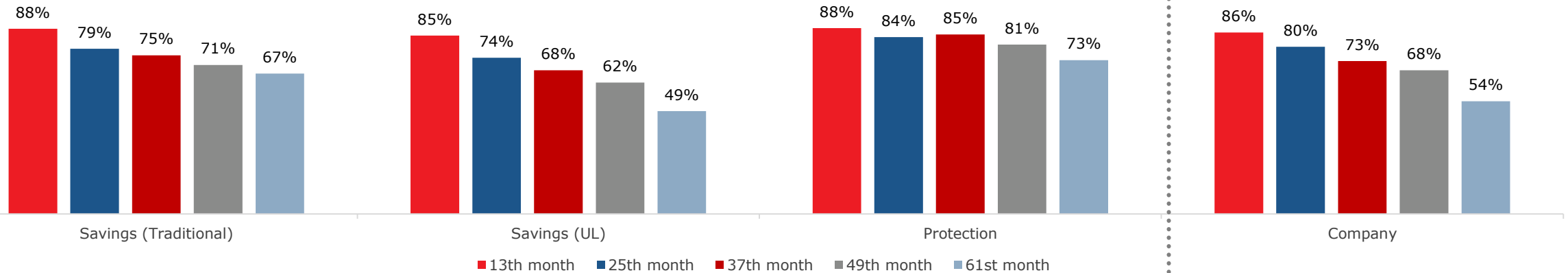


Persistency trends

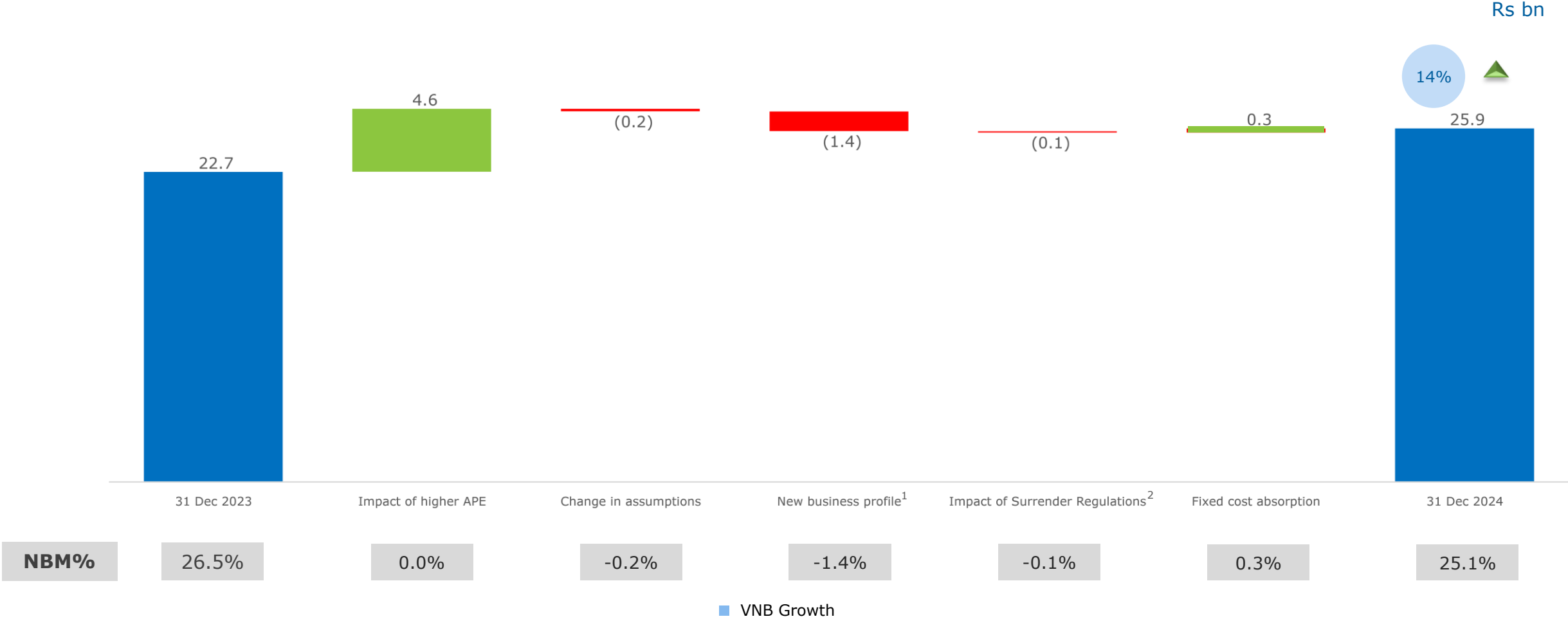
Across key channels



Across key segments



Steady VNB trajectory



Note: Numbers may not add up due to rounding off

- 1. Reflects the impact of difference in mix of segment/distribution channel/tenure/age/sum assured multiple, amongst others
- 2. Effective October 1, 2024



Sensitivity analysis – H1 FY25

Analysis based on key metrics	Scenario	Change in VNB Margin ¹	% Change in EV
Change in			
Reference rate	Increase by 1%	-1.6%	-2.7%
	Decrease by 1%	0.8%	2.6%
Equity Market movement	Decrease by 10%	-0.1%	-1.5%
Persistency (Lapse rates)	Increase by 10%	-0.9%	-0.1%
	Decrease by 10%	0.9%	0.1%
Maintenance expenses	Increase by 10%	-0.7%	-0.9%
	Decrease by 10%	0.7%	0.9%
Acquisition Expenses	Increase by 10%	-2.8%	NA
	Decrease by 10%	2.8%	NA
Mortality / Morbidity	Increase by 5%	-1.3%	-1.1%
	Decrease by 5%	1.3%	1.1%
Tax rate²	Increased to 25%	-4.9%	-9.5%

1. Post overrun total VNB for Individual and Group business

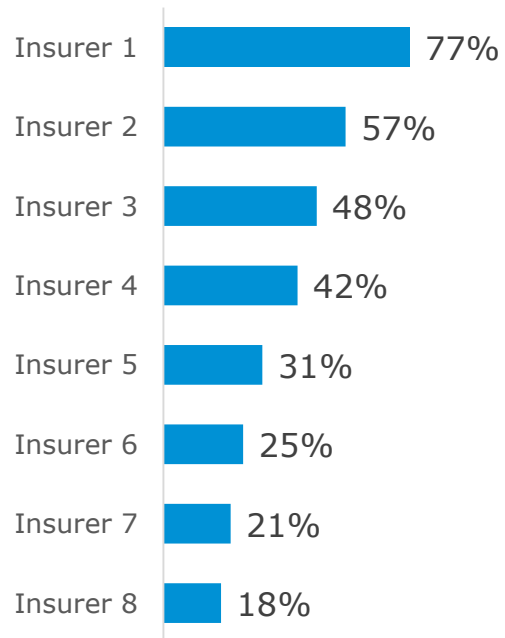
2. The tax rate is assumed to increase from 14.56% to 25% and hence all the currently taxed profits in policyholder/shareholder segments are taxed at a higher rate. It does not allow for the benefit of policyholder surplus being tax-exempt as was envisaged in the DTC Bill.

Focus on increasing awareness across tier 2/3 markets

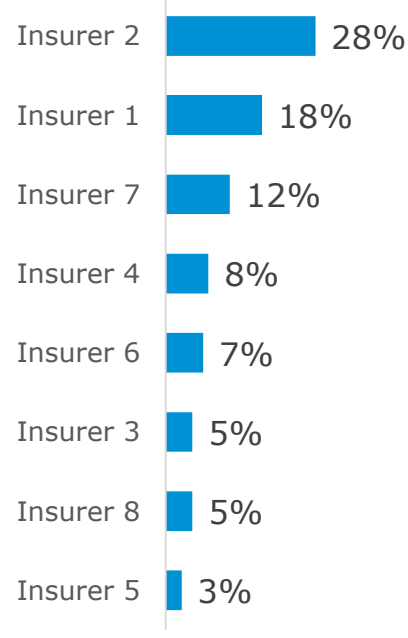
Spontaneous awareness (Private insurers)



Tier 1



Tier 2/3



Focus on category creation and deeper regional connect, supported by large campaigns:

Evident that insurance awareness is far lower in tier 2/3 markets



New branch launch - Modular approach

- Announcements, hoardings, regional PR, vernacular collaterals



Educating the audience on category/product/brand

- Customer/Investor connect programs through training institutes, local media



Hyper-localization

- Regional and local festivals, PR
- Promotion through: schools, RWAs¹, traffic barricades



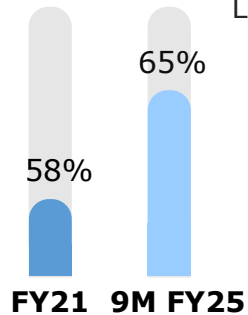
Content amplified through local influencers

- Tapping the potential of 'social media influencers', to micro-target the audience

The tier 2/3 growth opportunity

Our focus is to deepen our presence in tier 2/3 markets

Contribution of tier 2/3 markets in HDFC Life's APE



On NOP basis, tier 2/3 markets contributed to 3/4th of the business in 9M FY25



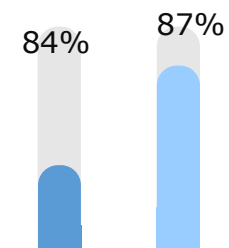
Amongst top 3 brands¹ for tier 2/3 customers



Higher focus on micro markets and increase penetration in tier 2/3 markets

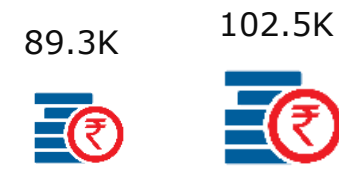
While ensuring that quality of business is maintained

13M persistency closer to org



Tier 2/3 Org

Tier 2/3 markets' ATS closer to org ATS



Tier 2/3 Org



APE growth in tier 2/3 markets has outpaced company level growth



NOP growth at par with company growth in 9M FY25

And building capacity for future growth



40K+

Partner branches

600

HDFC Life branches

300+

Partners comprising banks, NBFCs, MFIs, SFBs, brokers, new ecosystem partners



71% of new agent addition in tier 2/3 markets



Expansion strategy complementary to banca partners' SURU expansion

ESG at a glance



76 percentile in 2024
S&P Global Corporate
Sustainability Assessment



Ethical Conduct & Governance



Responsible Investment



Diversity, Equity and Inclusion



Holistic Living



Sustainable Operations

ENVIRONMENT

- Board approved **Environment and Climate Change Policy**
- Climate-related performance disclosed in accordance with the **TCFD**
- Total Renewable Energy Consumption: **472 MWh**
- Total Water Consumption: **4,62,793 K**
- Recycled / disposed **5.3 T** of E-waste, **6.5 T** of paper waste and **0.1 T** of plastic waste
- GHG emissions (Scope I, II & III): **17,495 T CO2e**
- New policies issued in DEMAT format: **30%**
- **Reasonable Assurance** conducted for BRSR Core Indicators



SOCIAL

- Insurance **awareness campaigns**; communication in vernacular languages
- **Micro insurance products** for financial inclusion
- Launched **ESG Awareness Campaign** for a culture of sustainability
- Developed **ESG Training module** for employees
- Average hours of training per FTE: **71.74**
- Employee Satisfaction Score: **85**
- CSR contribution: **Rs. 232 Mn**
- No. of beneficiaries: **1.63 Mn**
- UN SDGs covered: **14 of 17**
- Customer Satisfaction (CSAT) Score: **90.9%**

GOVERNANCE

- ESG governed by the Board **CSR & ESG Committee** and driven by the **ESG Management Committee**
- **ESG Governance Committee** under the Investment team oversees the integration of ESG factors in the fund management process and engagement with the investee companies
- **Responsible Investment (RI) & Stewardship Policy** for integrating ESG issues into investment decisions
- Prepared and submitted 1st mandatory **UN-PRI Report** for FY24
- Information Security systems and processes are **ISO 27001** certified
- Business Continuity Practices, guided by the principles of **ISO 22301**

Financial and operational snapshot (1/2)

Rs bn.

	9M FY25	9M FY24	Growth	FY24	FY23	FY22*
<i>New Business Premium (Indl. + Group)</i>	223.9	201.0	11%	296.3	290.9	241.5
<i>Renewal Premium (Indl. + Group)</i>	246.2	220.4	12%	334.5	284.5	218.1
Total Premium	470.1	421.4	12%	630.8	575.3	459.6
Individual APE	89.9	72.7	24%	115.1	114.0	81.7
Overall APE	102.9	85.6	20%	132.9	133.4	97.6
Profit after Tax	13.3	11.6	15%	15.7	13.6	12.1
- <i>Policyholder Surplus</i>	6.7	4.5	51%	6.7	5.9	4.4
- <i>Shareholder Surplus</i>	6.5	7.1	-8%	8.9	7.7	7.7
Dividend Paid	4.3	4.1	5%	4.1	3.6	4.1
Assets Under Management	3,286.8	2,797.1	18%	2,922.2	2,387.8	2,041.7
Indian Embedded Value	532.5	451.7	18%	474.7	395.3	300.5
Net Worth ⁽¹⁾	151.9	137.8	10%	142.0	129.7	154.0
NB (Individual and Group segment) lives insured (Mn.)	36.6	49.6	-26%	66.0	68.5	54.1
No. of Individual Policies (NB) sold (In '000s)	876.6	764.5	15%	1,166.0	1,054.1	915.1

1. Comprises share capital, share premium and accumulated profits/(losses)

*Numbers exclude Exide Life

Note: Numbers may not add up due to rounding off

Financial and operational snapshot (2/2)

	9M FY25	9M FY24	FY24	FY23	FY22*
Overall New Business Margins (post overrun)	25.1%	26.5%	26.3%	27.6%	27.4%
Operating Return on EV	16.0%	16.5%	17.5%	19.7%	16.6%
Total Expenses (OpEx + Commission) / Total Premium	20.8%	19.6%	19.4%	19.8%	16.5%
Return on Equity	⁽¹⁾ 12.0%	11.5%	11.5%	11.9%	10.1%
Solvency Ratio	188%	190%	187%	203%	176%
Persistency (13M / 61M)	87%/61%	86%/54%	87%/53%	87%/52%	87%/54%
Individual WRP Market Share (%)	15.3%	15.0%	15.4%	16.5%	14.8%
Business Mix (%)					
- Product (UL/Non par savings/Annuity/Non par protection/Par)	⁽²⁾ 37/35/5/6/18	32/28/7/6/28	35/30/6/5/23	19/45/5/4/27	26/33/5/6/30
- Indl Distribution (CA/Agency/Broker/Direct)	⁽²⁾ 64/17/7/11	64/18/6/11	65/18/6/11	56/20/11/13	60/14/6/19
- Total Distribution (CA/Agency/Broker/Direct/Group)	⁽³⁾ 27/8/3/12/50	25/8/2/12/53	27/8/3/12/50	25/9/4/13/49	24/6/2/16/52
- Share of protection business (Based on Indl APE)	5.7%	5.5%	5.1%	4.1%	5.6%
- Share of protection business (Based on Overall APE)	12.5%	15.0%	13.3%	13.3%	13.6%
- Share of protection business (Based on Overall NBP)	28.5%	34.3%	32.1%	29.0%	24.0%

1. Calculated using net profit and average net worth for the period (Net worth comprises Share capital, Share premium and Accumulated profits). Opening net worth for FY23 has been adjusted in line with the scheme of merger approved by the court

2. Based on individual APE. UL: Unit Linked, Trad: Traditional, Par: Participating & CA: Corporate Agents. Percentages are rounded off

3. Based on total new business premium including group

*Numbers exclude Exide Life



Consistent track record of maximising shareholder value

Rs bn

	FY24	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY 20-24 CAGR	FY 16-24 CAGR
Value of new business (VNB)	35.0	36.7	26.8	21.9	19.2	15.4	12.8	9.2	7.4	16%	21%
Operating variances	1.5	1.6	-4.9 ¹	0.8	1.5	1.4	2.0	2.1	3.1		
Embedded Value ²	474.7	395.3	300.5	266.2	206.5	183.0	152.2	124.7	102.3	23%	21%
Value in-force (VIF)	329.4	267.5	211.9	176.3	134.6	124.3	103.6	83.3	69.5	25%	21%
Operating ROEV ³	17.5%	19.7%	16.6% ¹	18.5%	18.1%	20.1%	21.5%	21.7%	20.7%		



Healthy VNB accretion driven by strong top-line growth and margin expansion



Predictable outcomes over longer time frames



Steady ROEV across multiple time periods, reflecting sustainable performance



Significant value creation through consistent compounding of EV and VIF across multiple time periods



Experience in-line with assumptions, resulting in negligible operating variances



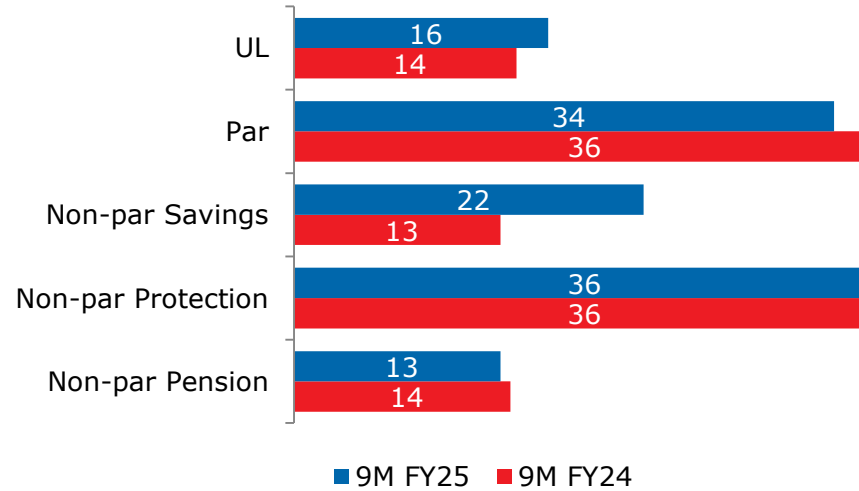
Strong focus on **balancing profitability and risk management**

1. FY22 operating variance includes excess mortality impact due to Covid-19
2. Closing EV for the respective fiscal year
3. Operating ROEV is calculated as annual EVOP (Embedded Value Operating Profit) to Opening EV

Segment wise average term and age¹

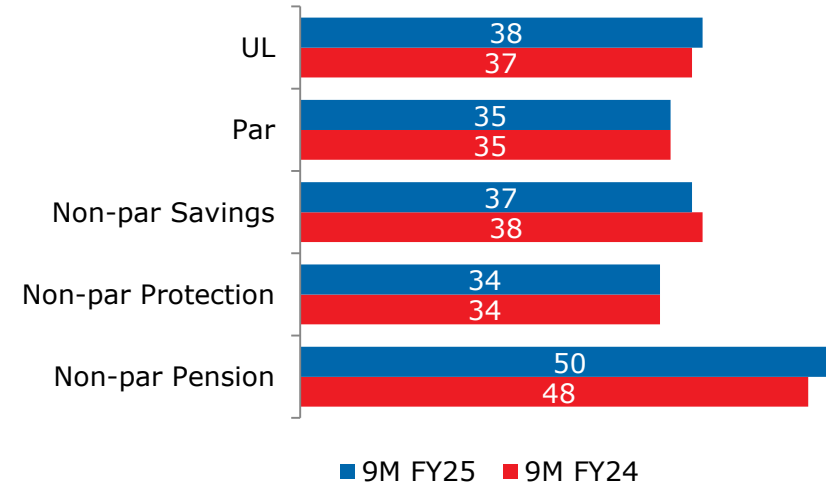
Average Policy Term (Yrs)

9M FY25: 24.3 (9M FY24: 23.4)



Average Customer Age (Yrs)

9M FY25: 36.5 (9M FY24: 36.0)



- Focus on long term insurance solutions, reflected in longer policy tenures
- Extensive product solutions catering customer needs across life cycles from young age to relatively older population

Agenda

1

Performance Snapshot

2

Business Overview

3

Other Business Highlights

4

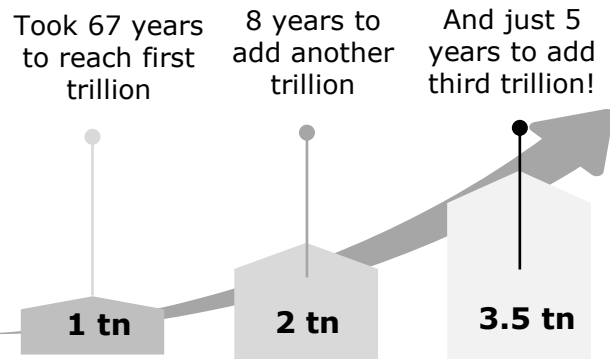
Life insurance in India



India – poised for sustainable growth

Fifth largest and fastest growing economy

India's GDP (in USD)¹



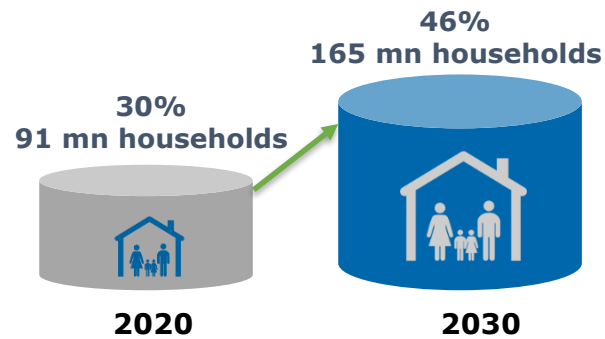
Demographic dividend- youngest economy¹



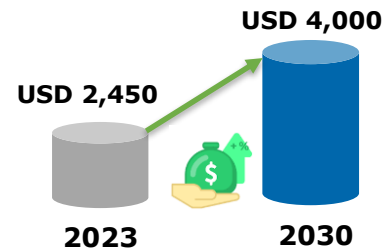
“At average age of 29 years, India to remain the youngest economy till 2070”

Rising affluence

India's middle income segment as % of all households³



India's per capita income



Investment in physical and digital building blocks to further drive growth



1.45 lakh kms

- Total length of National Highways, an increase of 59% in past 9 years⁴
- 2nd largest road network after USA



134 bn

- Transactions worth Rs ~2 trn processed via UPI in FY24, relatively growth in tier 2 and 3



- Total PLI outlay of >\$26bn
- Capex distributed evenly across sectors and geographies⁵



- GFCF⁶ to be >30% over the next 5 years⁵
- Bank credit to be 60% of GDP by FY30 from 50% currently⁵

India surpassed FY24 growth expectations, growing by 8.2%. Expected to be third largest economy by 2030²

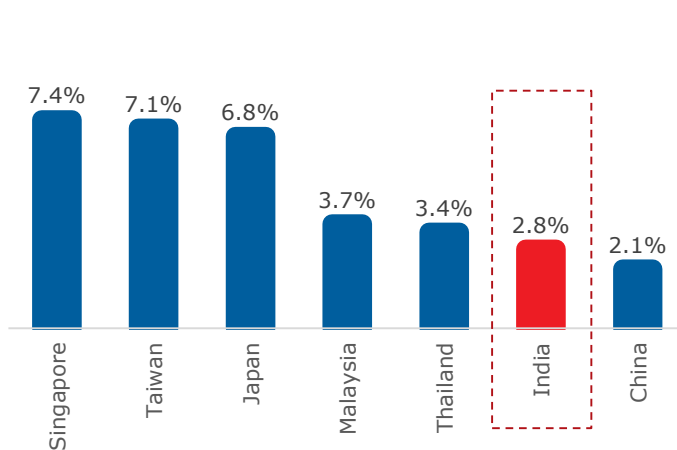
India's per capita income is likely to grow by nearly 70% by 2030⁴

The government will boost capital investment outlay by 33% to \$120bn in FY24

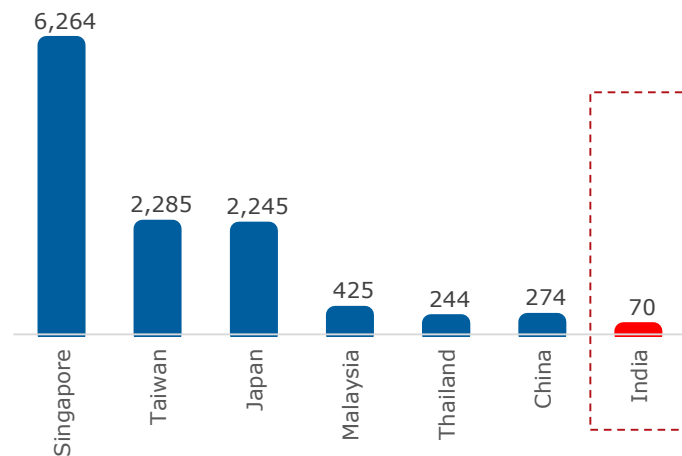
1. Invest India
2. MoSPI; S&P Global Market Intelligence
3. People Research on India's Consumer Economy (PRICE); average size of an household is 4.4 as in 2021
4. Standard Chartered Bank
5. CLSA, NDTV Profit
6. Gross Fixed Capital Formation

Growth opportunity: Under-penetration and favorable demographics

Life Insurance penetration¹ (CY 2023)

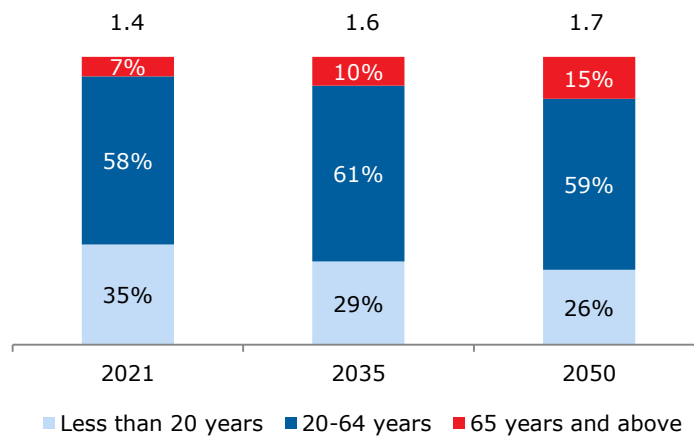


Life Insurance density US\$² (CY 2023)

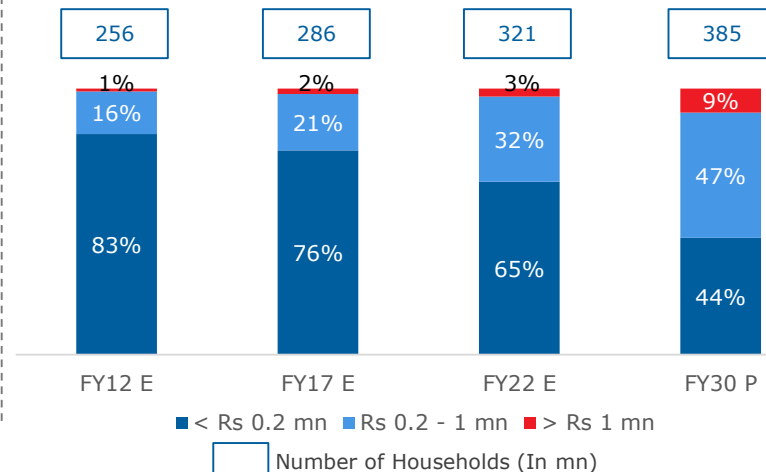


- India remains vastly under-insured, both in terms of penetration and density
- Huge opportunity to penetrate the underserved segments, with evolution of the life insurance distribution model

Population composition (bn)



Household distribution by income



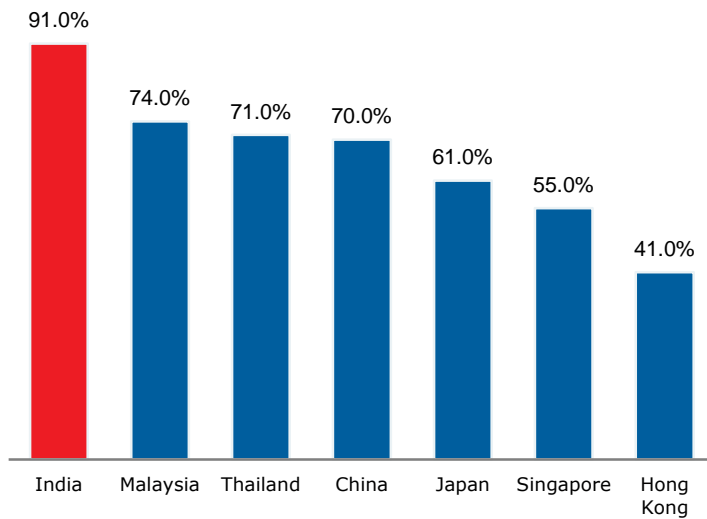
- India's insurable population estimated to be at ~1 bn by 2035
- Number of middle income households is expected to almost double to 181 mn between FY22 and FY30
 - High proportion of this increase is expected to come from semi-urban and rural areas

1. Penetration as measured by premiums as % of GDP,
2. Density defined as the ratio of premium underwritten in a given year to the total population

Source: Swiss Re, MOSPI, United Nations World Populations Prospects Report (2022), CRISIL "The big shift in financialization" report 2022

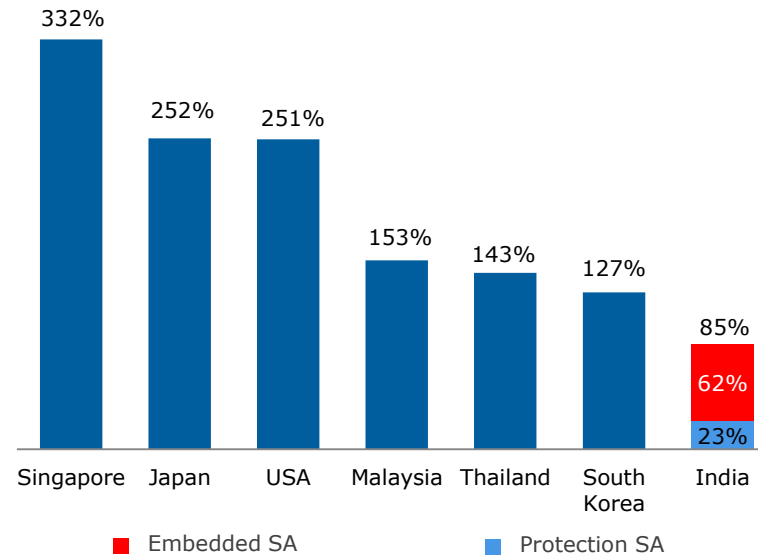
Low levels of penetration: Life protection

Protection gap (2019)¹



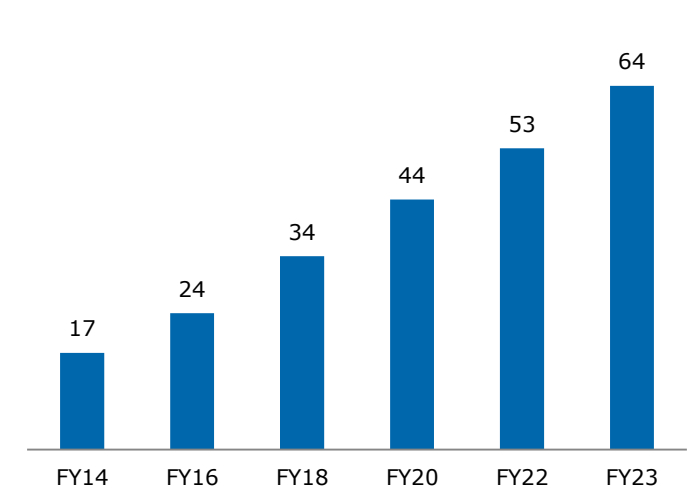
- India has the highest protection gap in the region
- Savings and life insurance coverage growth lagged economic and wage growth
- Protection gap growth rate to grow at ~4% per annum

Sum Assured as a % of GDP²



- India has the lowest sum assured (SA) as a % of GDP amongst its peers
- opportunity for protection growth in life insurance due to:
 - Rising middle income,
 - Increasing financial literacy
 - Limited life cover represents

Trend of retail loans³ (Rs Tn.)

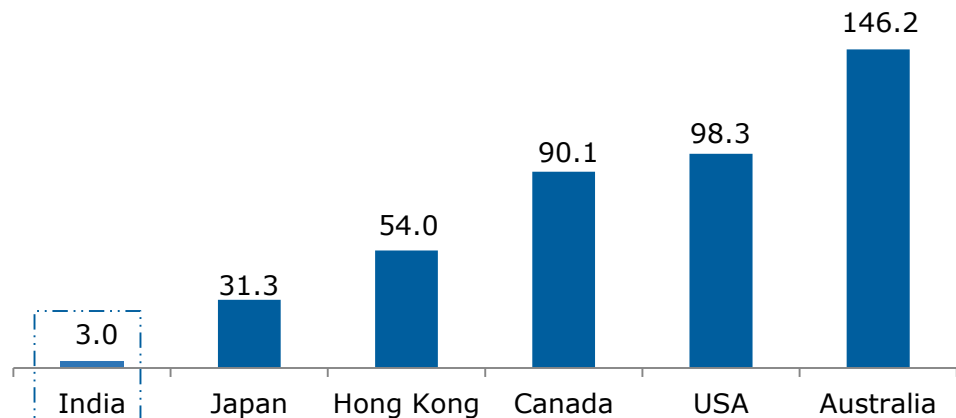


- Retail credit has grown at a CAGR of 16% over last 10 years
- Credit life need would be spurred by:
 - increasing retail indebtedness
 - Increasing attachment rates
 - Increasing value penetration,
 - Growing lines of business

1. Swiss Re. India's protection gap is as of CY22
 2. Jefferies "Composite Insurance License in India: Taking a Leaf from Global Experience" report 2022
 3. Kotak institutional equities

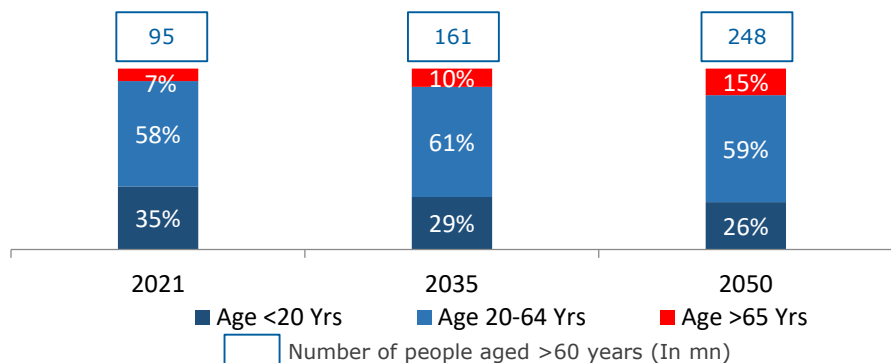
Macro opportunity: Retiral solutions

India's pension market is under-penetrated at 3%¹ of GDP

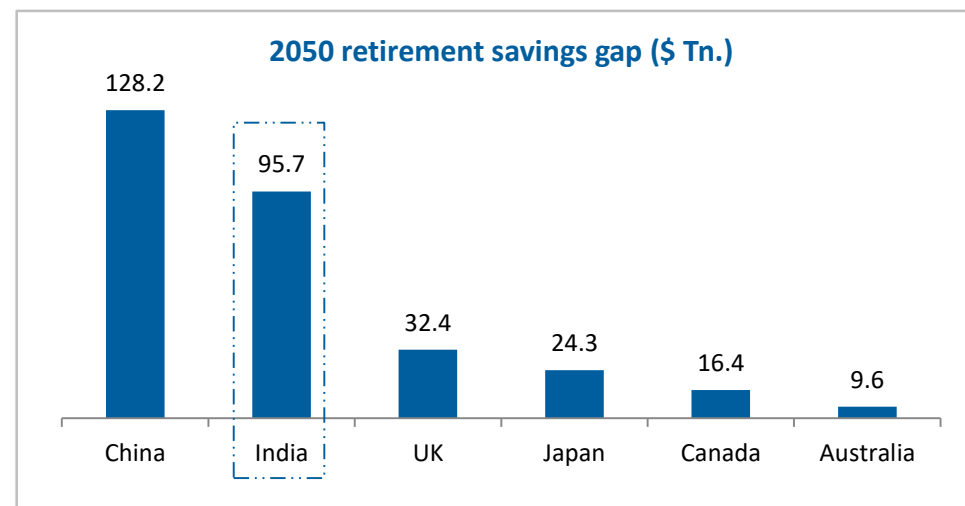


Elderly population is expected to increase 2.5x by 2050

Ageing population



India's retirement savings gap² to grow annually by 10% to reach ~\$96Tn in 2050

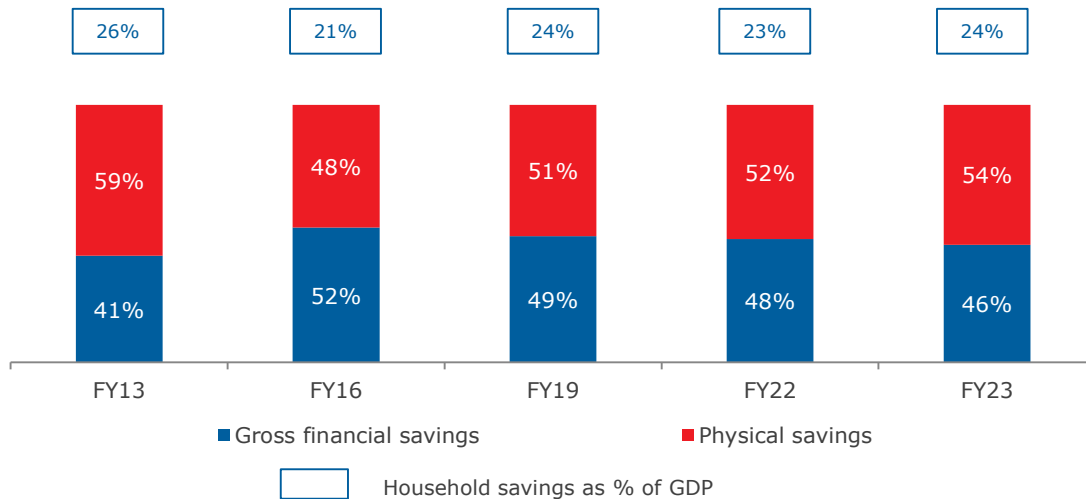


- Improvements in life expectancy will lead to an average post-retirement period of 20 years
- Average household size has decreased from 4.6 in 2001 to 3.9 in 2018
- Total Pension AUM is expected to grow to Rs 118 Tn by 2030 (about 1/4th accounted by NPS)
- Mandatory schemes to increase coverage for both unorganized and organized sectors

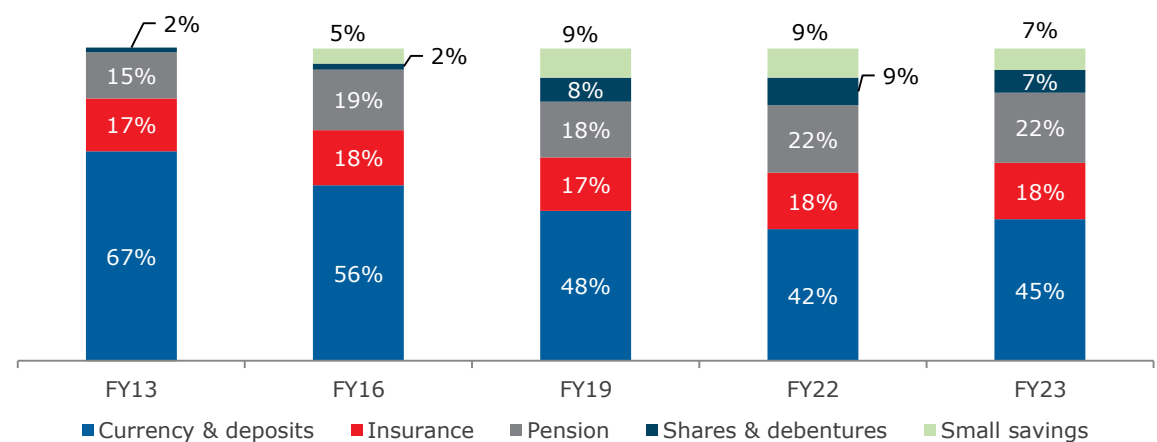
Source: Swiss Re: A Retirement lifeline (2023), OECD (2021), Milliman Asia Retirement Report 2017, Survey by NSSO, MoSPI, United Nations World Populations Prospects Report (2022)
 1. Comprising pension assets / funds
 2. Retirement savings gap = Desired retirement income (i.e. 70% of pre-retirement annual income) - Actual income (i.e. social security benefits + employer benefits + personal savings)

Life Insurance: A preferred savings instrument

Household savings composition



Financial savings mix

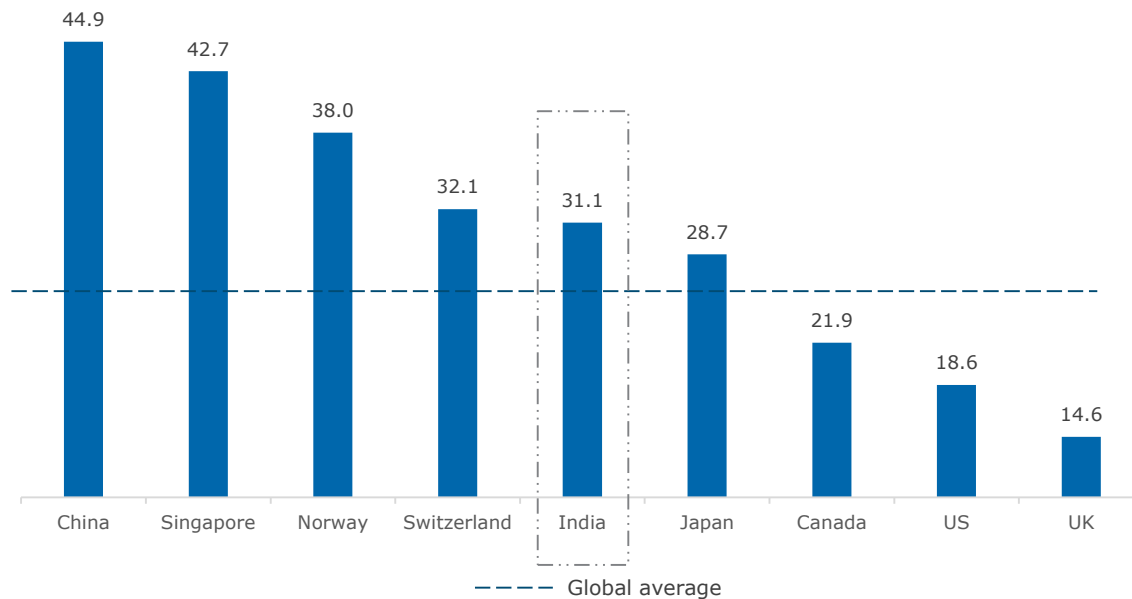


- Increasing preference towards financial savings with increasing financial literacy within the population
 - Within financial savings, allocations have shifted towards non-banks from banks
 - Pension & insurance have witnessed steady AUM growth over the last decade
- Various government initiatives to promote financial inclusion:
 - Implementation of JAM trinity. Deposits in PMJDY accounts nearly doubled in 4 years from INR 0.96 Tn to INR 1.95 Tn
 - Nearly 90% of people in the country have a bank account, without any sharp urban-rural divide
- Launch of affordable PMJJBY and PMSBY social insurance schemes
- Atal Pension Yojana promoting pension in unorganized sector

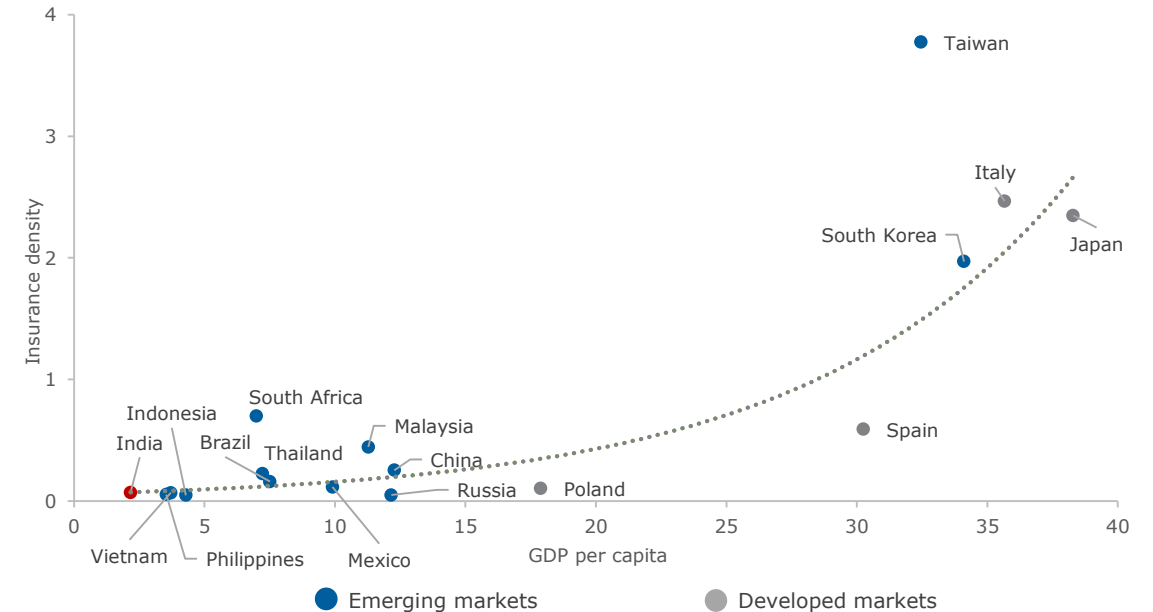
Source: Goldman Sachs: Changing contours of Indian household savings (May '24), Motilal Oswal Financial Savings Update Sep '23, RBI Annual Report, Invest India

Indian savings in the global context

India's gross savings is higher than global average¹



Insurance density is likely to rise with income levels²

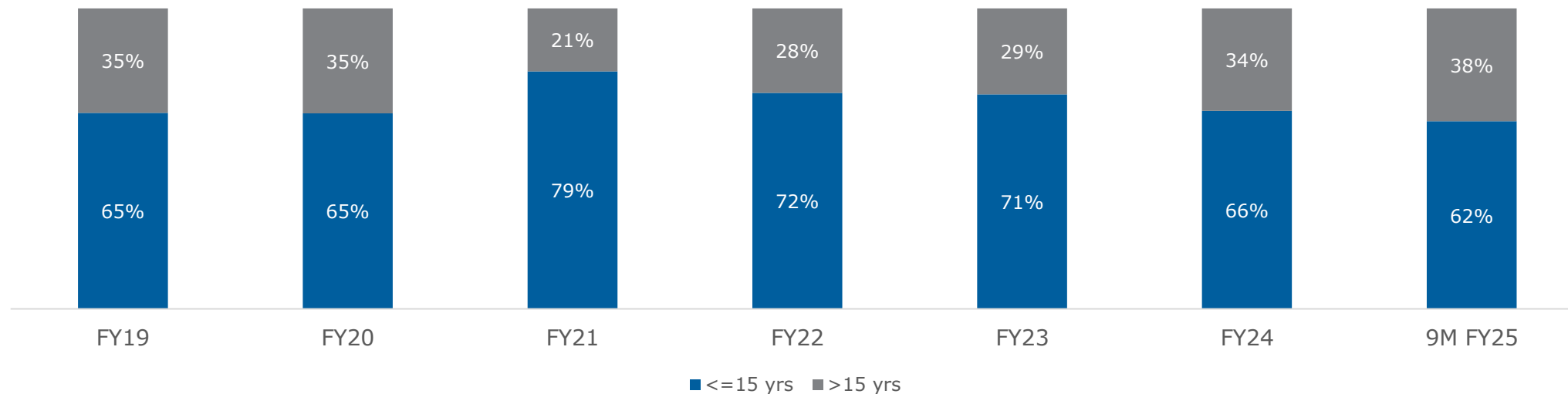


- Increase in financial literacy, financial inclusion and increase in digital infrastructure has accelerated financialization of Indian household savings
- As a result, allocations have shifted into retirement savings, capital markets and insurance
- Yet, there is scope for higher allocation of household savings towards insurance, given rising income levels

Government bond auctions

Government Bonds – Tenorwise Issuance

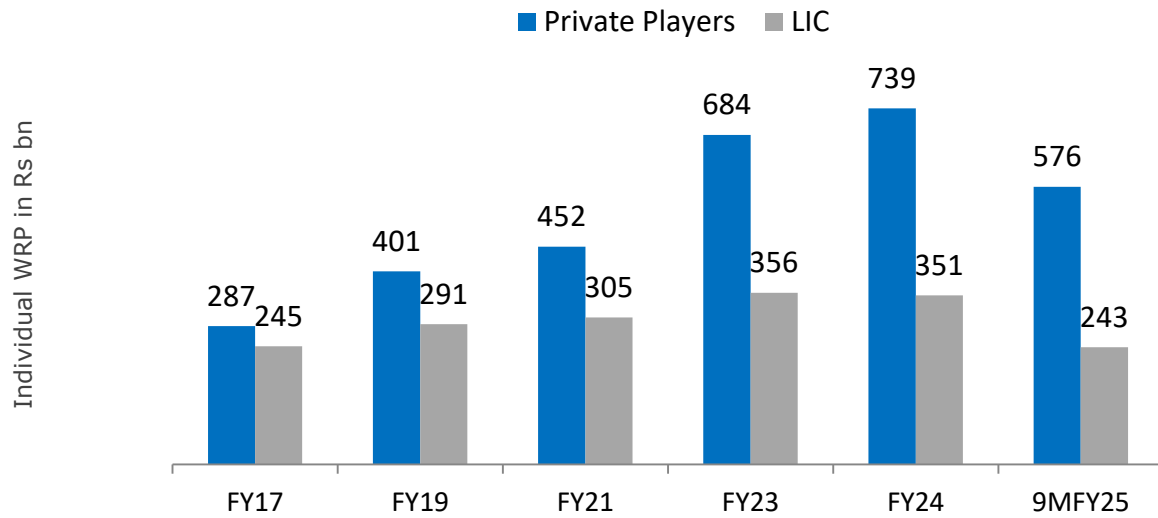
Rs cr



	FY19	FY20	FY21	FY22	FY23	FY24	9M FY25
<=15 yrs	3,82,941	4,44,000	10,01,835	8,48,000	10,04,000	9,28,000	7,07,000
>15 yrs	2,04,000	2,38,000	2,65,575	3,31,000	4,01,000	4,80,000	4,25,000
Total	5,86,941	6,82,000	12,67,410	11,79,000	14,05,000	14,08,000	11,32,000

- Auction of >15 year maturity bonds has been ~25-30% on an average which facilitates writing annuity business at scale
- Budget estimate of gross government borrowing for FY25 is at Rs 14.1 trillion

Industry new business trends

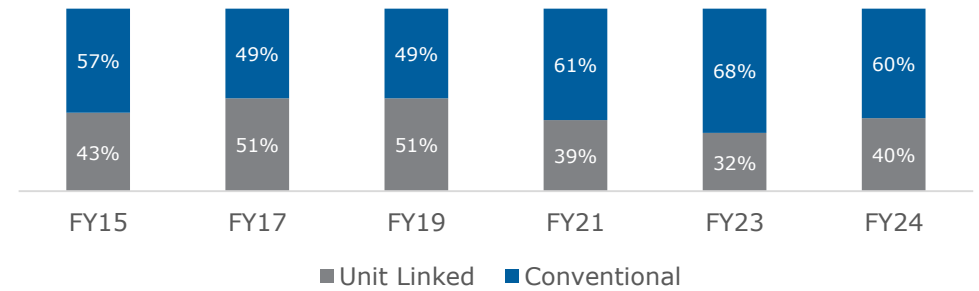


Private players Market share

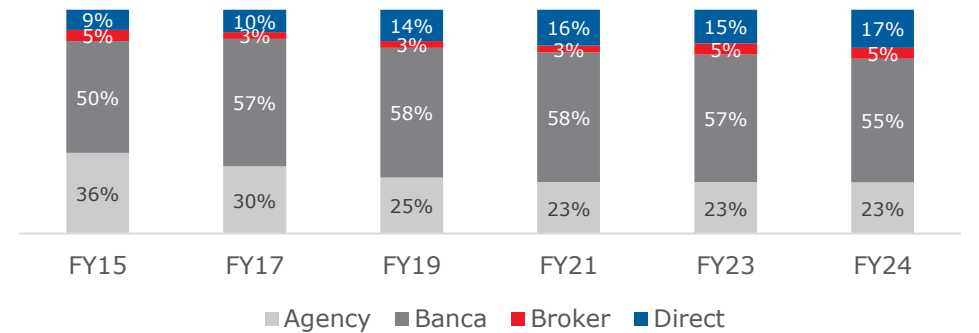
	FY17	FY19	FY21	FY23	FY24	9MFY25
Market share	54%	58%	60%	66%	68%	70%
Growth %						
Private	26%	12%	8%	24%	8%	19%
LIC	15%	5%	-3%	9%	-1%	4%
Overall	21%	9%	3%	19%	5%	14%

- Private sector remained at higher market share than LIC FY16 onwards
- Amongst private insurers, insurers with a strong bancassurance platform continue to gain market share

Product mix ¹



Distribution mix ²



- Product mix has recently moved towards conventional business for the private players with high focus on non-par savings, protection
- Banca sourced business continues to dominate the channel mix on the back of increasing reach of banks along with increase in share of direct channel

Source: IRDAI and Life Insurance Council;
 1. Based on Overall WRP (Individual and Group) for all private players
 2. Based on Individual New business premia for all private players

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Thank You



FY24 Annual Report



FY24 ESG Report



9M FY25 ESG Deck



Sustainability Factsheet

