

November 8, 2024

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

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

Dear Sir/Madam,

Subject: Investor presentation: October 2024

Pursuant to Regulation 30 and 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the monthly investor presentation, on the performance of the Company.

A copy of the same is also hosted on the website of the Company.

Kindly take the same on your records.

Thanking you,

Yours sincerely,

For ICICI Prudential Life Insurance Company Limited

Priya Nair
Company Secretary
ACS 17769

Encl.: As above



Performance update

November 08, 2024

October 2024 update

Premium growth

₹ billion	FY2024	Q1-FY2025	Q2-FY2025	October 2024	7M-FY2025
RWRP¹	72.13	15.58	21.08	5.85	42.51
Y-o-Y growth	7.0%	46.8%	33.9%	21.6%	36.5%
APE²	90.46	19.63	25.03	7.13	51.80
Y-o-Y growth	4.7%	34.4%	21.4%	18.2%	25.5%
New business premium	180.81	37.69	49.29	16.65	103.62
Y-o-Y growth	6.8%	23.5%	13.1%	25.3%	18.6%
New business sum assured	10,221.11	2,724.68	2,948.34	909.47	6,582.49
Y-o-Y growth	(1.9%)	13.4%	17.4%	17.5%	15.7%



¹Retail weighted received premium

²Annualized premium equivalent

Year on year (Y-o-Y)

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

Agenda

- Company strategy & performance
- Opportunity & industry overview



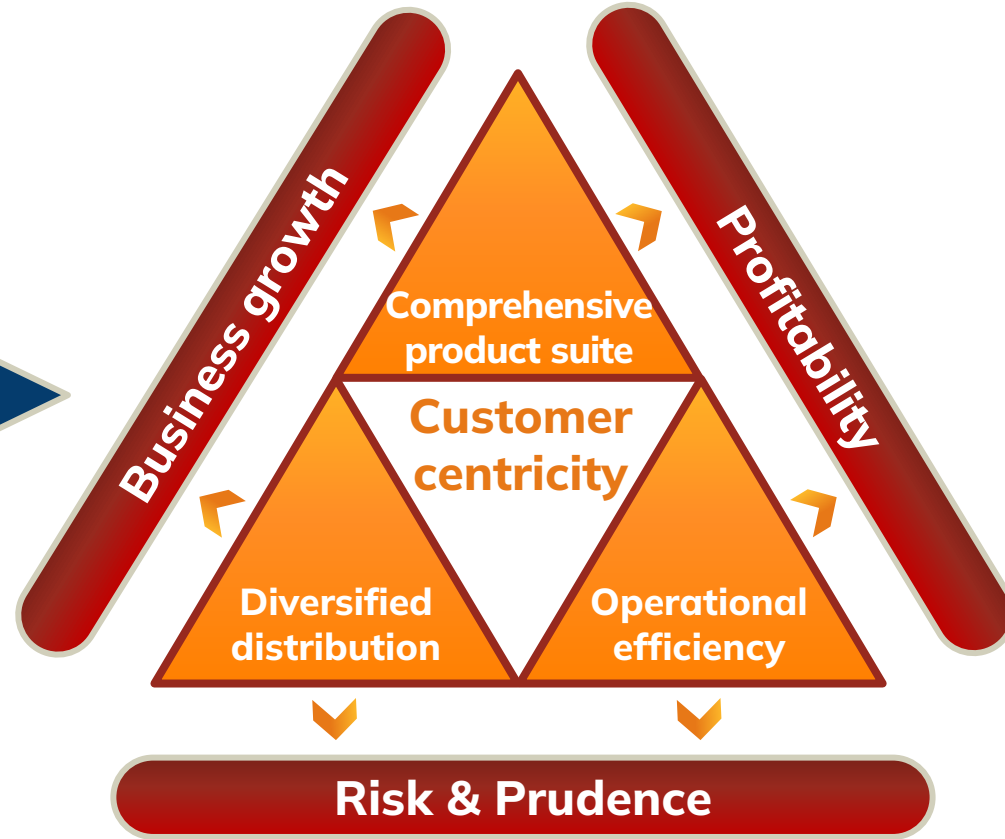
Agenda

- **Company strategy & performance**
- **Opportunity & industry overview**



3C Framework

▽ Customer centricity ▲ Competency ➡ Catalyst



ESG integrated with business management

Deliver sustainable VNB growth by balancing business growth, profitability and risk & prudence

Performance snapshot: H1-FY2025

APE

₹ 44.67 bn
26.8% Y-o-Y growth

RWRP

₹ 36.66 bn
39.2% Y-o-Y growth

Total premium

₹ 194.59 bn
9.3% Y-o-Y growth

Number of policies

300,900
12.5% Y-o-Y growth

13M Persistency¹

CY: 89.8%
PY: 86.9%

Claim settlement²

Overall: 99.8%
Individual: 99.3%

Cost/TWRP: Savings³

CY: 17.9%
PY: 17.2%

Cost/Total premium

CY: 22.0%
PY: 19.3%

VNB

₹ 10.58 bn
23.7% VNB margin

Profits after tax

₹ 4.77 bn
5.8% Y-o-Y growth

Embedded value⁴

₹ 460.18 bn
19.4% Y-o-Y growth

Assets under management⁴

₹ 3,204.91 bn
17.9% Y-o-Y growth

¹12 month rolling persistency for September to August measured at September 30

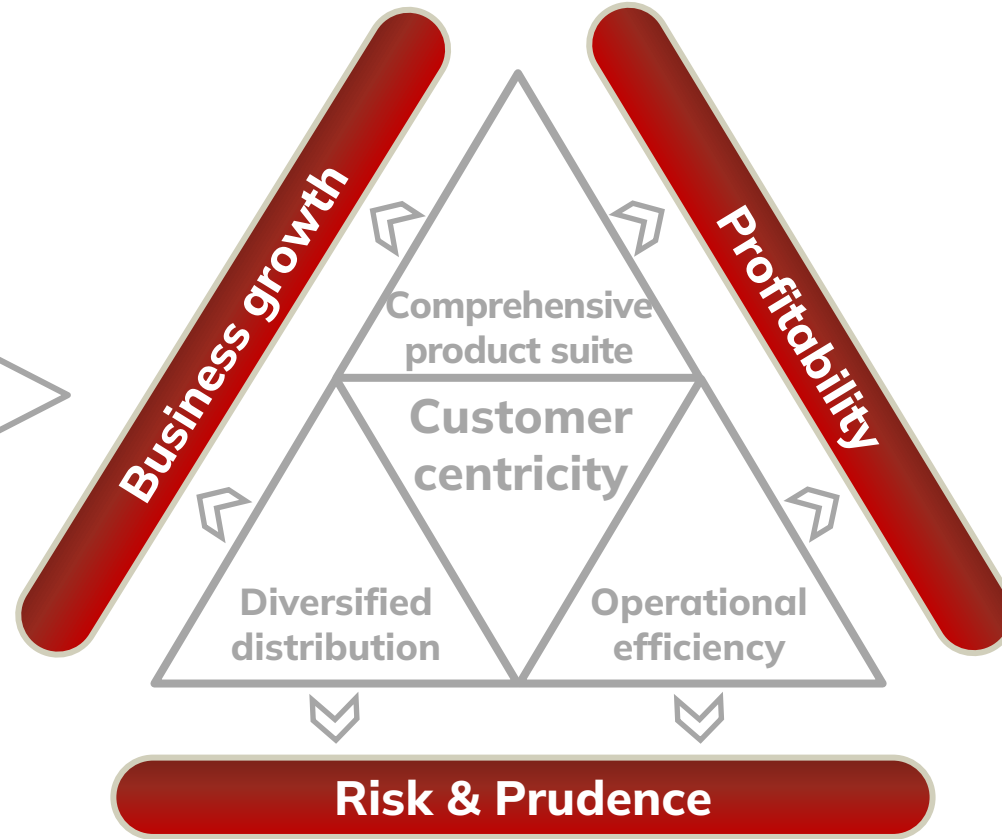
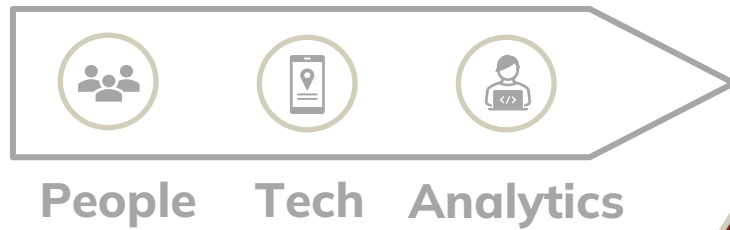
²Claim settlement nos. for H1-FY2025

³Total Cost including commission/TWRP computed for savings line of business (LOB); TWRP: Total premium – 90% of single premium

⁴Value at September 30, 2024; Y-o-Y: Year-on-year

3C Framework

▽ Customer centricity △ Competency ◻ Catalyst



ESG integrated with business management

Deliver sustainable VNB growth by balancing business growth, profitability and risk & prudence

RWRP growth vs. industry

RWRP (Y-o-Y growth)	Q3-FY2024	Q4-FY2024	Q1-FY2025	Q2-FY2025
Overall industry	5.9%	0.3%	19.7%	21.3%
Private industry	9.4%	2.4%	23.8%	23.9%
ICICI Pru Life	10.0%	11.5%	46.8%	33.9%

Outperformed private & overall industry over the last four quarters



RWRP: Retail Weighted Received Premium
Y-o-Y: Year-on-year

Product wise growth

Segments		Q2- FY2025	Y-o-Y Growth	H1- FY2025	Y-o-Y Growth		Q2- FY2025	H1- FY2025
Savings	APE (₹ billion)	20.82	24.5%	36.90	32.3%	Mix	83.2%	82.6%
Linked		12.98	40.0%	23.06	54.5%		51.8%	51.6%
Non-linked		4.78	(10.2%)	8.09	(13.6%)		19.1%	18.1%
Annuity		2.18	73.0%	4.33	99.5%		8.7%	9.7%
Group funds		0.88	0.0%	1.42	(0.7%)		3.5%	3.2%
Protection		4.21	7.9%	7.76	5.7%		16.8%	17.4%
Retail protection		1.66	30.7%	2.79	17.2%		6.6%	6.2%
Total APE		25.03	21.4%	44.67	26.8%		100.0%	100.0%

Sustained strong growth in overall APE

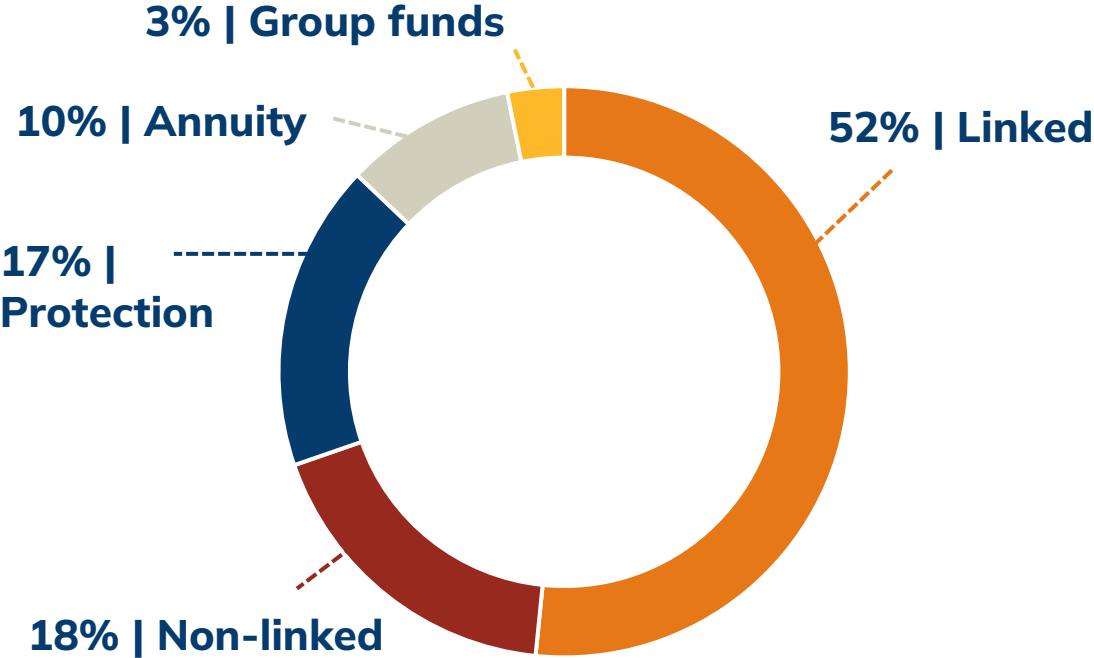
Channel wise growth

Channels		Q2- FY2025	Y-o-Y Growth	H1- FY2025	Y-o-Y Growth		Q2- FY2025	H1- FY2025
Agency	APE (₹ billion)	7.80	43.9%	13.57	51.1%	Mix	31.2%	30.4%
Direct		3.96	33.3%	6.94	36.3%		15.8%	15.5%
Bancassurance		7.36	27.1%	13.01	30.0%		29.4%	29.1%
Partnership distribution		2.48	(15.6%)	4.75	0.0%		9.9%	10.6%
Retail APE		21.61	26.2%	38.27	32.7%		86.3%	85.7%
Group		3.43	(2.3%)	6.40	0.2%		13.7%	14.3%
Total APE		25.03	21.4%	44.67	26.8%		100.0%	100.0%

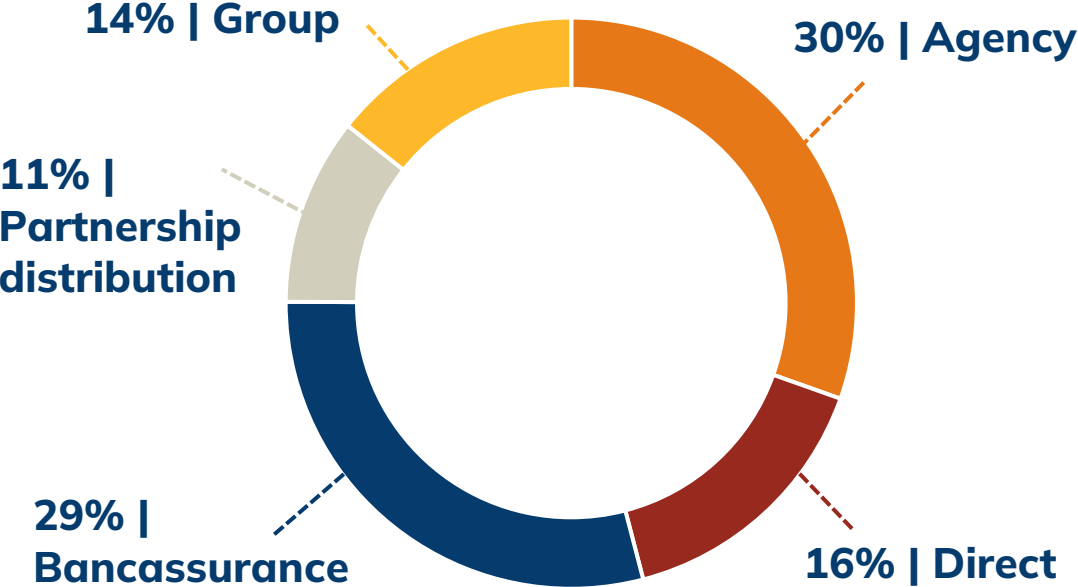
Strong growth led by proprietary & bancassurance channels

Product & Distribution mix: H1-FY2025

Product mix



Distribution mix



Well diversified product & distribution mix



Based on Annualised Premium Equivalent

Segment in focus: Protection & Annuity

Protection

(₹ billion)	H1- FY2024	H1- FY2025
Protection APE ¹	7.34	7.76
Retail protection APE	2.38	2.79
Sum assured	4,913.83	5,673.02
Sum assured market share ²	11.1%	11.1%

Annuity

(₹ billion)	H1- FY2024	H1- FY2025
Annuity APE	2.17	4.33
Annuity mix ³	6.2%	9.7%

Protection & Annuity together constitutes 48.2% of new business premium



¹Includes term with return of premium; FY2024: ₹ 0.90 bn; Q1-FY2025: ₹ 0.21 bn; Q2-FY2025: ₹ 0.22 bn

²Based on overall new business sum assured; ³Based on overall APE

APE: Annualised Premium Equivalent

Persistency improvement

Month	H1-FY2024	FY2024	H1-FY2025
13 th month	86.9%	88.7%	89.8%
25 th month	78.9%	79.7%	81.0%
37 th month	72.2%	72.0%	73.7%
49 th month	67.7%	70.7%	69.9%
61 st month	66.1%	65.6%	65.9%

Consistent improvement in persistency ratios



Regular & Limited pay persistency in accordance with IRDAI Master circular on Submission of Returns 2024 dated June 14, 2024; 12 month rolling persistency for H1: September to August measured at September 30 of respective financial years and FY: April to March measured at April 30 14

Productivity improvement

(₹ billion)	H1-FY2024	H1-FY2025	Y-o-Y Growth
Total APE	35.23	44.67	26.8%
Total expenses	34.32	42.80	24.7%
Cost/Total Premium	19.3%	22.0%	-
Cost/TWRP ¹	26.2%	29.4%	-
Cost/TWRP ¹ (savings LOB)	17.2%	17.9%	-

Continued investment in capacity creation to support future growth



¹Total Cost including commission/ TWRP
 TWRP: Total weighted received premium (Total premium – 90% of single premium)
 APE: Annualised Premium Equivalent; LOB: Line of business; Y-o-Y: Year-on-year

Resilient balance sheet

Insurance risks

- **Persistency experience & mortality experience monitored regularly**

Strong solvency ratio

- **Solvency ratio of 188.6% at September 30, 2024**
- **Approval from Board to raise additional sub debt of ₹ 14.00 bn**

High quality assets¹

- **96.4% of fixed income in sovereign or AAA; 0.2% of fixed income below AA**
- **Zero NPA since inception**

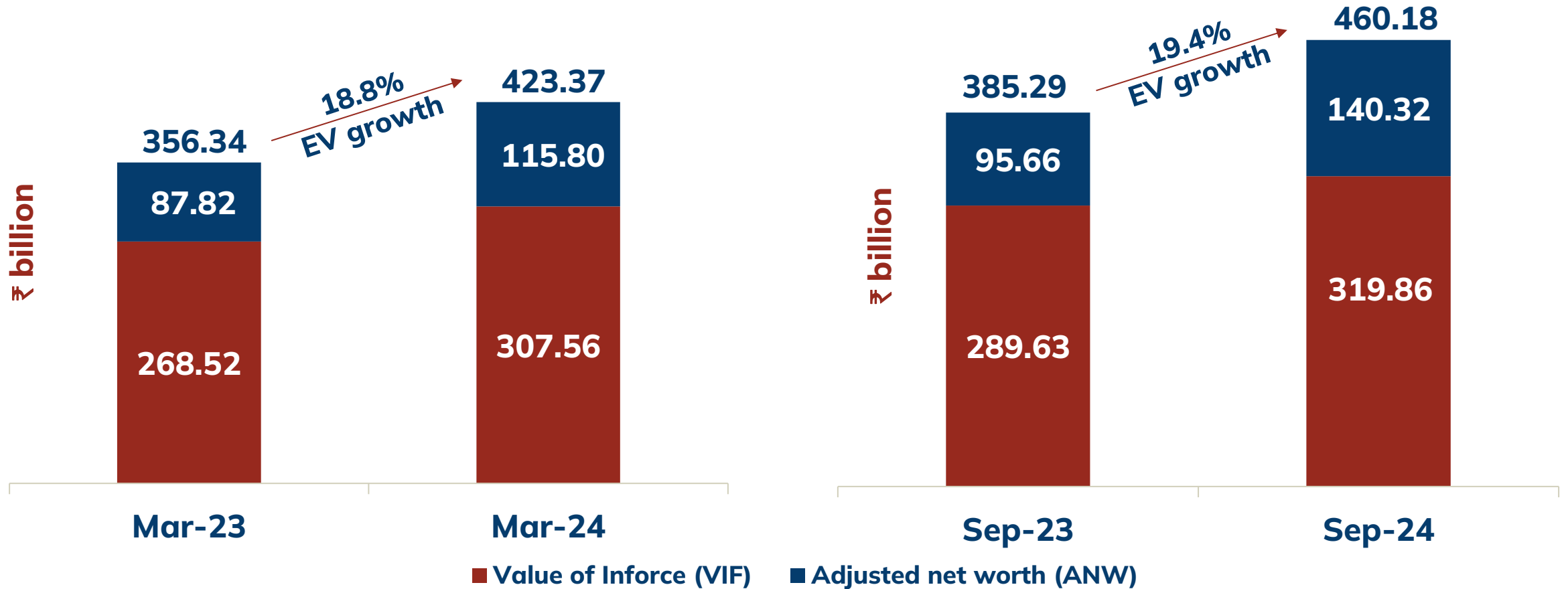
Liability profile¹

- **72.9% of liabilities largely pass on market performance to customers**
- **Non-par guaranteed savings & annuities: Derivatives to hedge interest rate risks**

Financial metrics

(₹ billion)	H1-FY2024	FY2024	H1-FY2025
Value of New Business	10.15	22.27	10.58
VNB margin	28.8%	24.6%	23.7%
Profit after Tax	4.51	8.52	4.77
Solvency ratio ¹	199.4%	191.8%	188.6%
AUM ¹	2,719.03	2,941.40	3,204.91

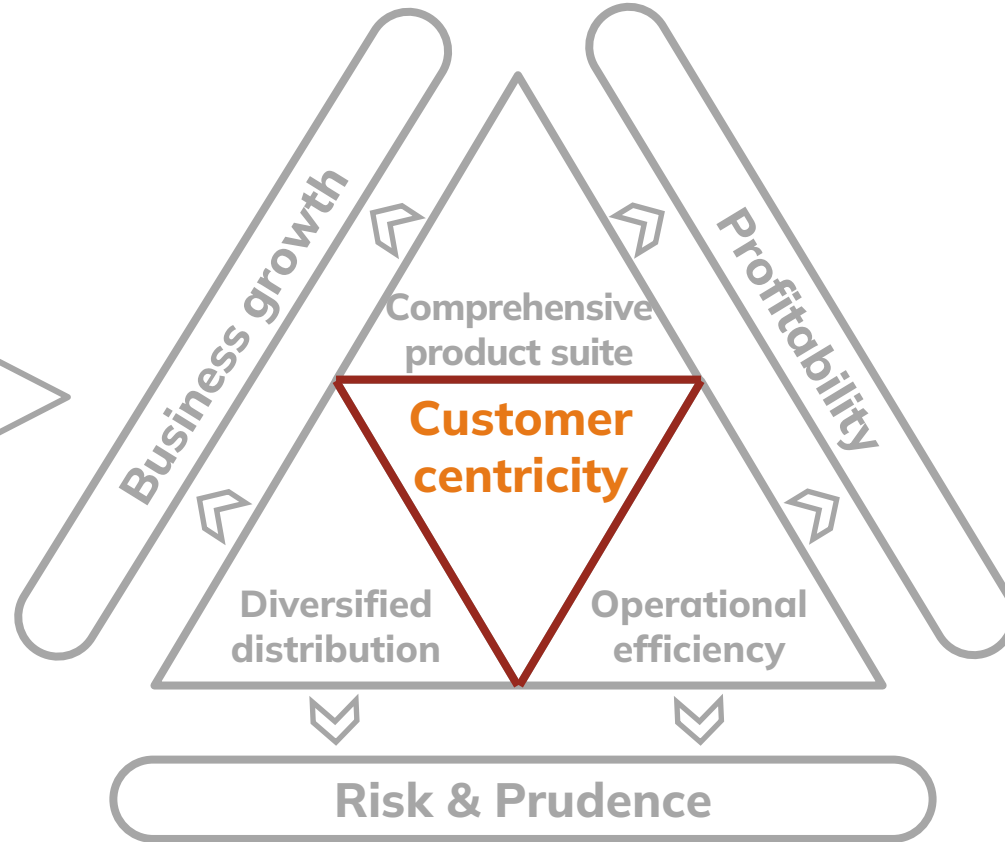
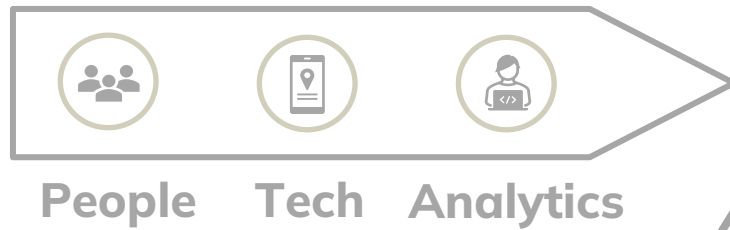
Embedded value (EV)¹



Continued strong growth in EV

3C Framework

▽ Customer centricity △ Competency ◻ Catalyst



ESG integrated with business management

Deliver superior customer value through appropriate product propositions, seamless onboarding & sourcing, best-in-class servicing & settling claims with utmost sensitivity & care

Customer centricity at the core

~85% of policies issued using digital KYC¹ in H1-FY2025
~48% of savings policies issued on same day in H1-FY2025

Industry leading claim settlement ratio of 99.3% for H1-FY2025²; settled within 1.2 days³

Ranked no. 1 in the industry wide customer experience NPS study for 2nd year in a row⁴

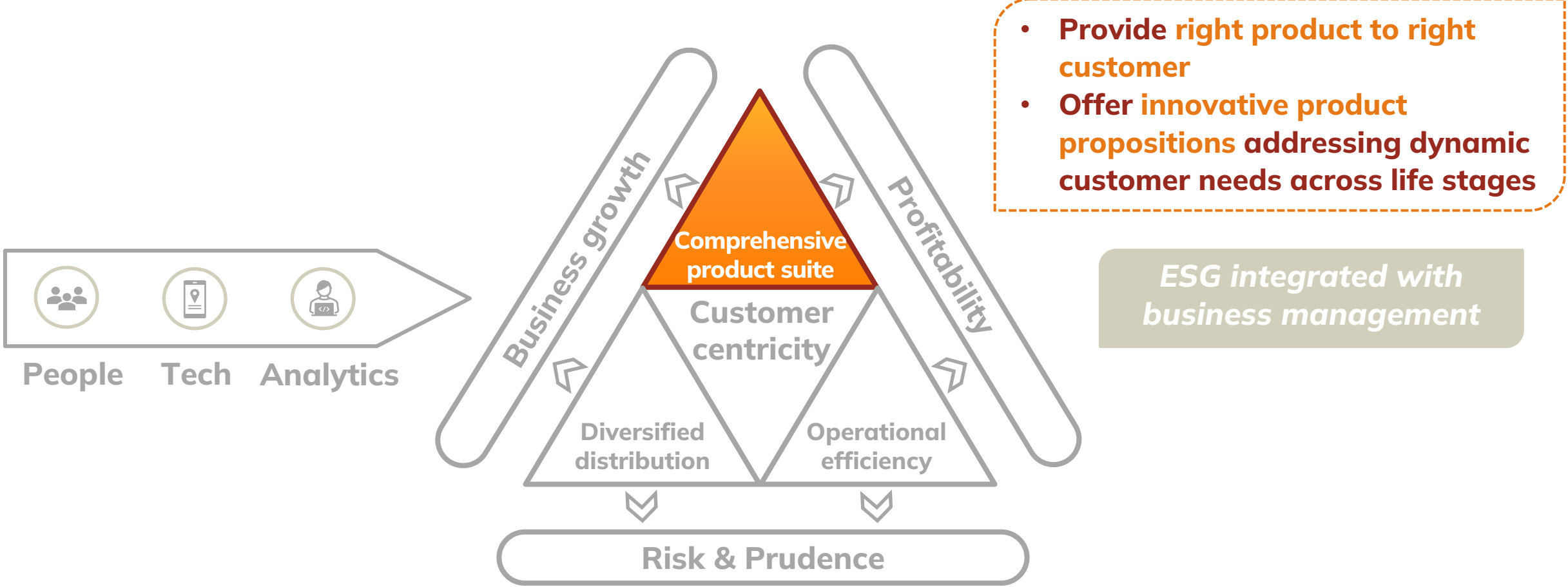


Industry leading persistency ratios: 13M persistency⁵ of 89.8% at H1-FY2025



Assets under management of ₹ 3.2 tn in September 2024 securing > 97 mn lives

'C'ompetency: Comprehensive product suite



Products across life stages...

Young & single



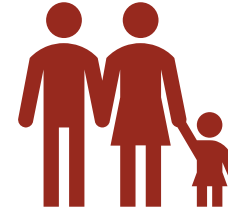
- Protection
- Savings

Married



- Protection
- Health
- Savings
- Wealth

Married with children



- Protection
- Child education
- Retirement planning
- Health
- Wealth

Nearing retirement & retired



- Retirement planning
- Pension
- Legacy planning

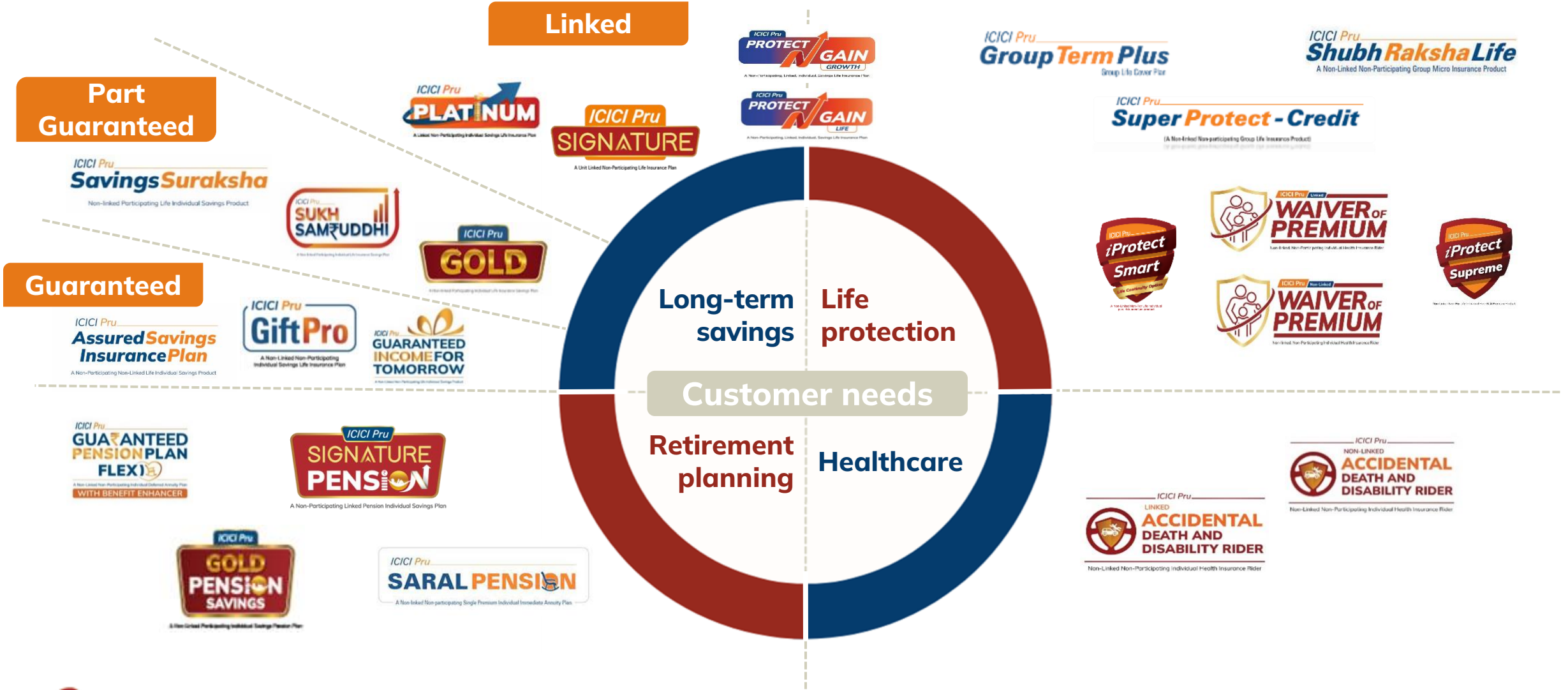
Age 25 - 30

Age 30 - 35

Age 35 - 50

Age 50+

...catering to varied customer needs



Innovation across product categories

Savings



- Simple cost-efficient plan with the flexibility to choose level of protection between SA, fund value or combination of both

- Increasing income
- Choice of amount of moneyback & year
- Low cover multiple for affluent segment



- High sum assured protection alongside wealth creation
- Additional cover on accidental death benefit & disability through inbuilt riders



- Industry's 1st ULIP debt fund with constant maturity proposition
- Aimed at optimising debt fund returns

Constant Maturity Fund

Annuity & Pension



- Industry 1st feature* that offers option to withdraw up to 25% of total premiums paid for life milestones /medical emergencies
- Offers up to 3 complimentary health checkups



- Industry's 1st annuity product to give back 100% of the premiums paid at any time
- Joint-life with waiver of premium option ensures the financial security of the spouse



- Retirement savings growth with market linked returns – flexibility to choose equity, debt or balanced funds
- Option to withdraw 60% of the accumulated amount as tax free
- Option to withdraw funds for specific needs

Protection & Health



- Enhances customer proposition of underlying base policy
- Waiver of premium on death, critical illness & accidental disability



- Life continuity option - Industry 1st feature
- Effective income replacement solution

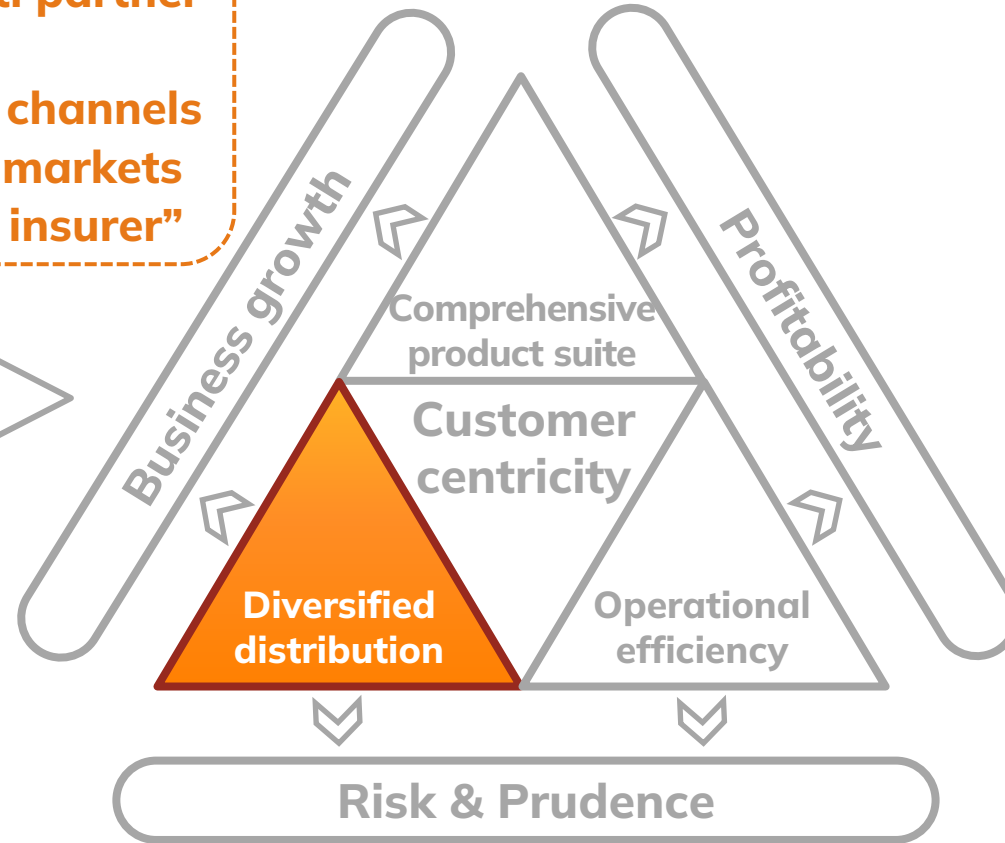
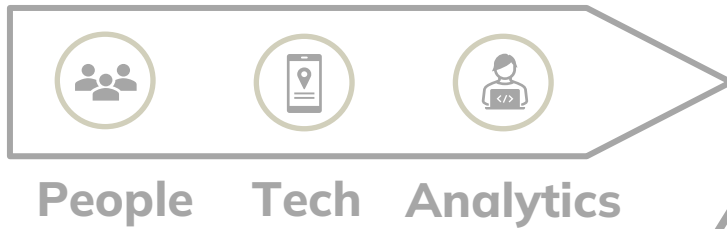
Innovative products/riders/funds addressing customer needs



*In participating pension plan category
ULIP: Unit Linked Insurance Plan; SA: Sum assured

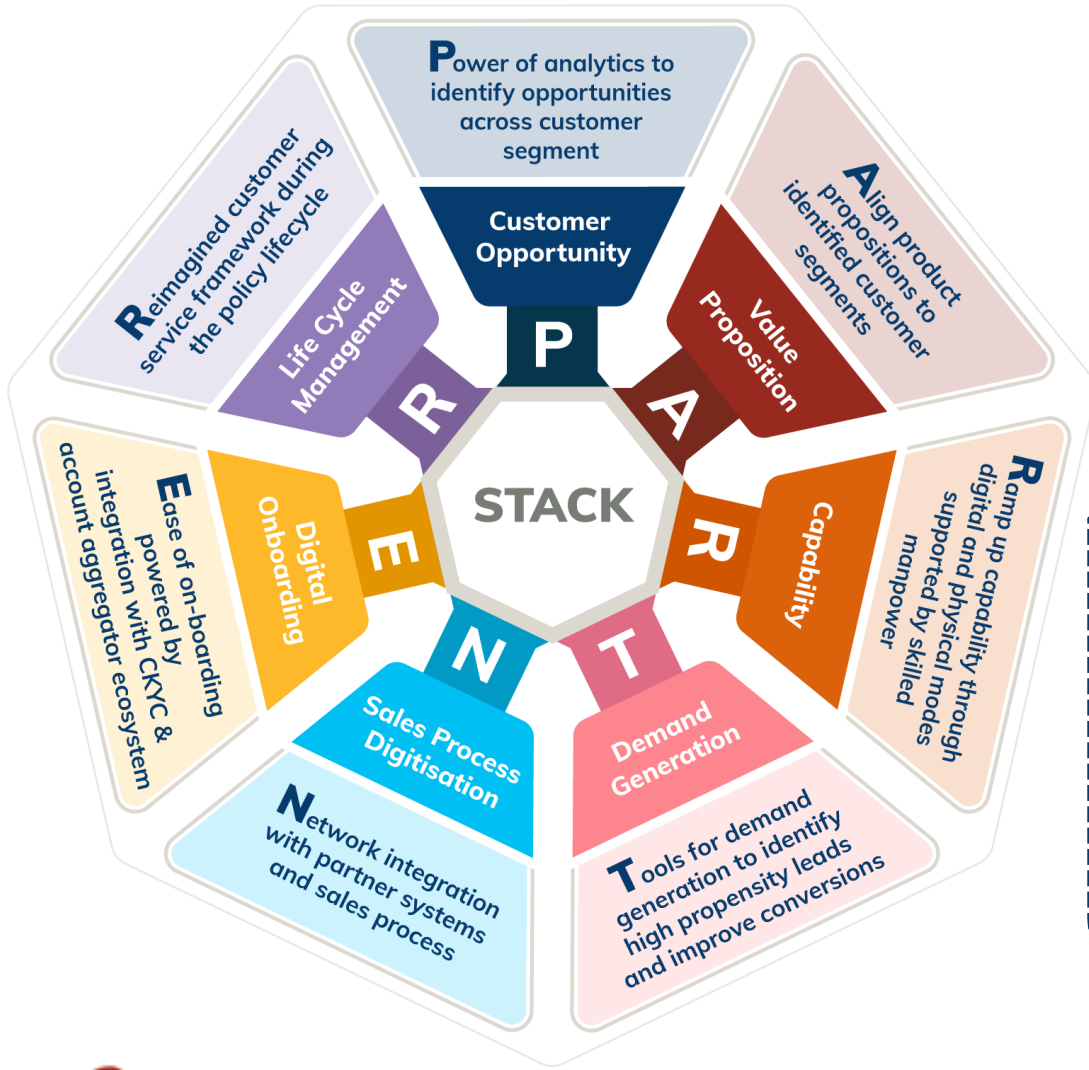
'C'ompetency: Diversified distribution

- Create depth & width in multi partner shops
- Invest & grow in proprietary channels
- Deeper penetration in micro markets
- To be the "most partnerable insurer"



ESG integrated with business management

Most partnerable Company



ICICI Pru Stack

Array of platform capabilities to help us deliver superior value propositions to our customers, in collaboration with our partners



- ~48% of savings policies issued on same day in H1-FY2025
- Same day commission available for select distributors
- New distribution partner onboarded in <2 weeks

Distribution reach & strategy

45 banks

29%¹ | Bancassurance

Strategy: Build profitability

- 2 bank tie-ups done in H1-FY2025
- Access to ~22,000 bank branches
- Protection & Annuity mix 15%

16%¹ | Direct

Strategy: Digital focused upsell campaigns

- Analytics driven upsell channel
- Protection & Annuity mix 45%

1,200+ Partnerships

11%¹ | Partnership Distribution

Strategy: Create depth & add width

- 90+ partnerships added in H1-FY2025
- Non-linked savings 47% & Protection & Annuity mix 30%

211,000+ advisors

30%¹ | Agency

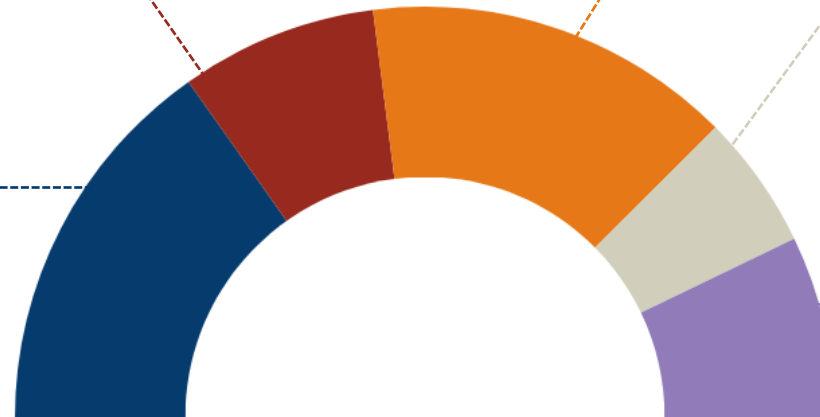
Strategy: Invest & grow

- 29,293 advisors recruited in H1-FY2025
- Linked 57%, Non-Linked savings 19% & Protection & Annuity mix 24%

14%¹ | Group

Strategy: Increase attachment & market share

- Profitable & risk calibrated growth in group protection
- Retail cross sell to members of group policy holders

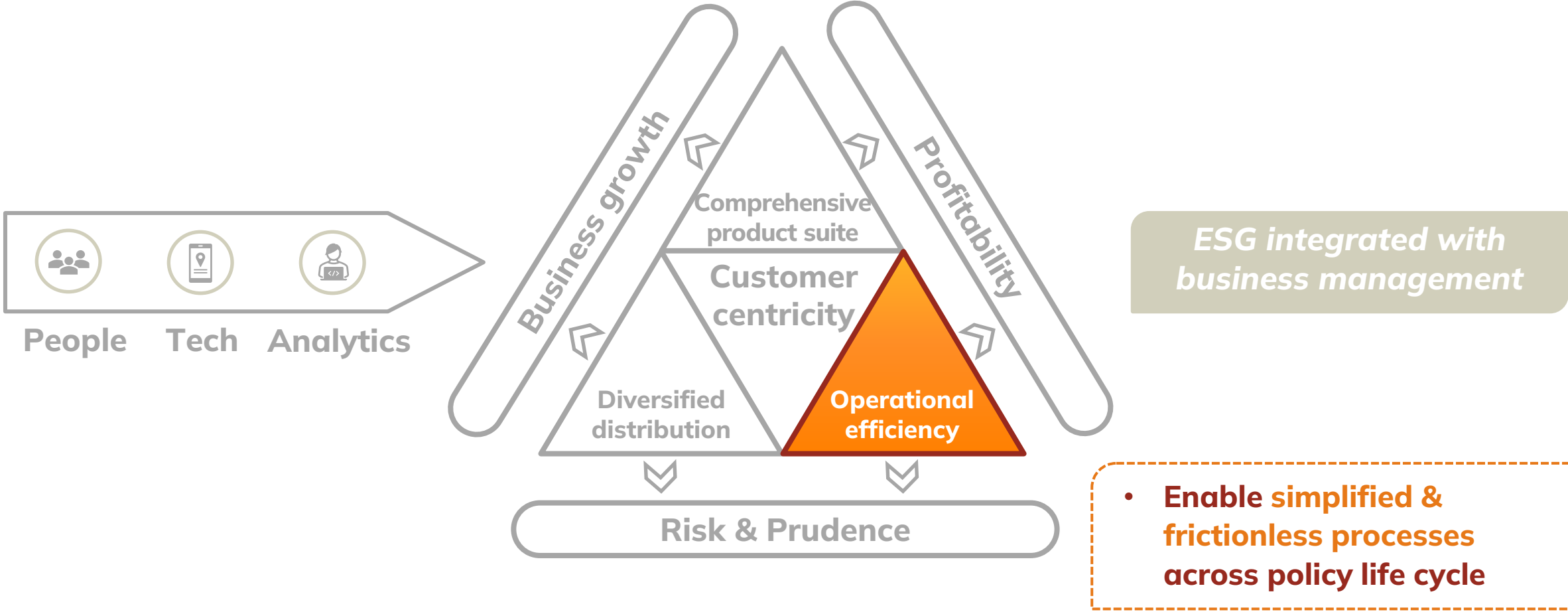


¹Channel mix (based on APE) & all other figures for H1-FY2025

Product mix based on new business premium (retail)

Partnerships includes partners/ banks engaged in group business as well

'C'ompetency: Operational efficiency



Simplified & frictionless onboarding process

Leveraging external data sources for KYC

1

Digital consent (CKYC & Aadhaar) based eKYC, Bank pre population

Financial underwriting through ecosystem enablers

2

- EPFO, Vahan, Digital GST, ITR and MF statement for income estimation
- Document processing through OCR/ICR

Advanced underwriting

3

LLM based AI techniques used to predict underwriting decision

Integration with new age payment techs

4

Digital SI, QR code, WhatsApp based UPI payments etc.

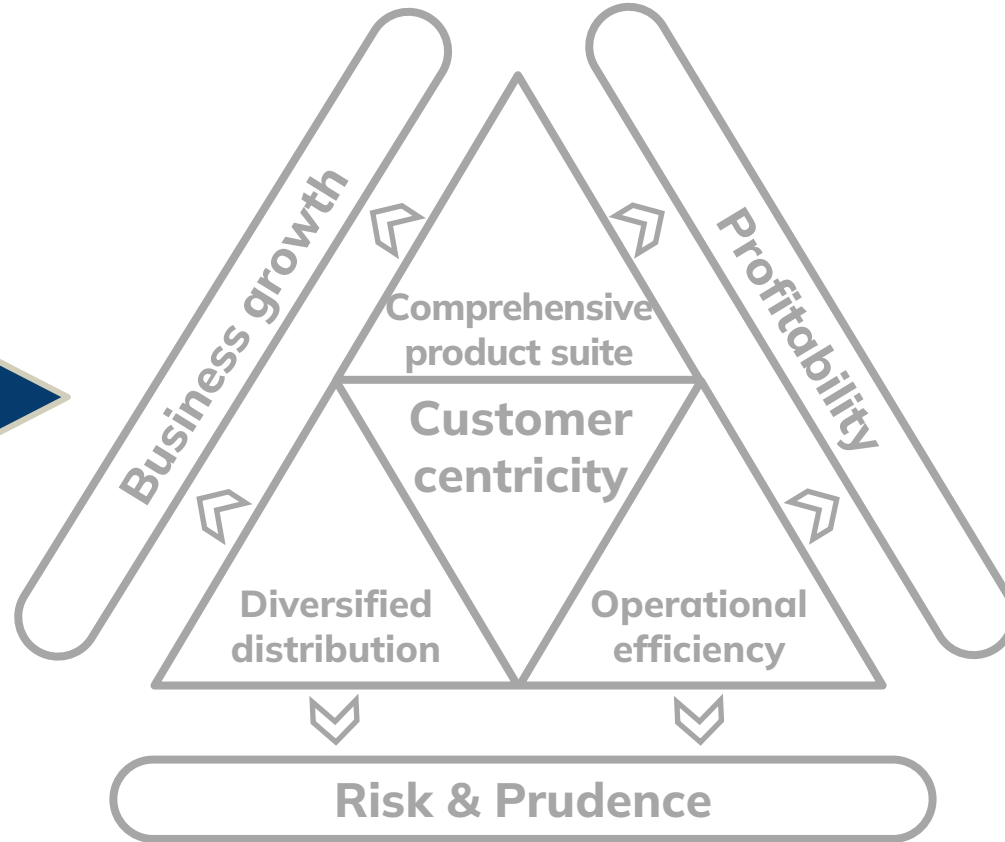
Integration with central agencies for simplified digital customer onboarding

Excellence at every stage



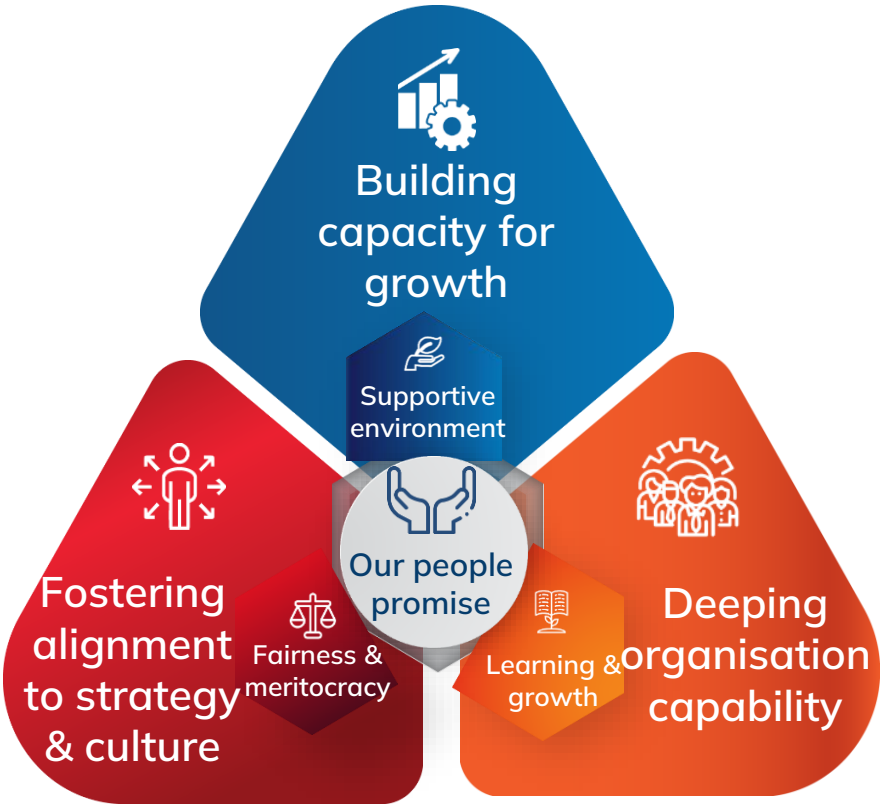
3C Framework

▽ Customer centricity △ Competency ➤ Catalyst

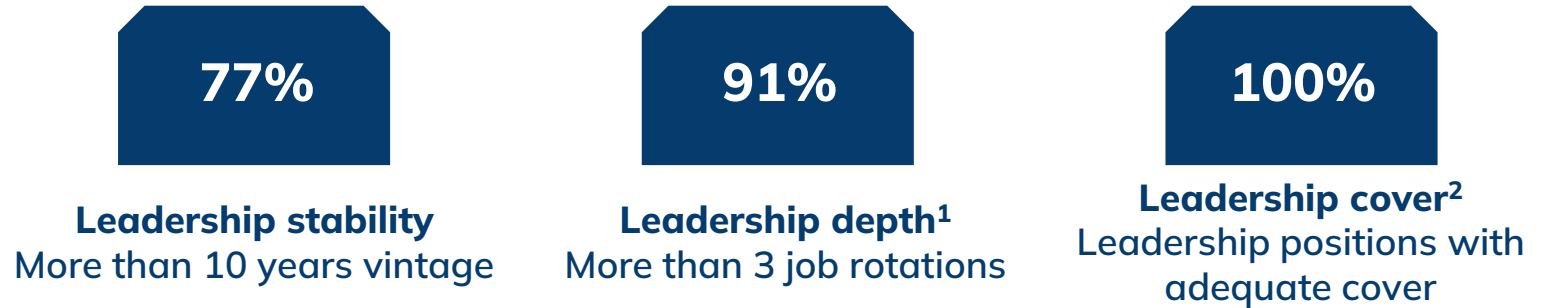


ESG integrated with business management

People strategy aligned to business strategy



Impact on leadership



Impact on culture

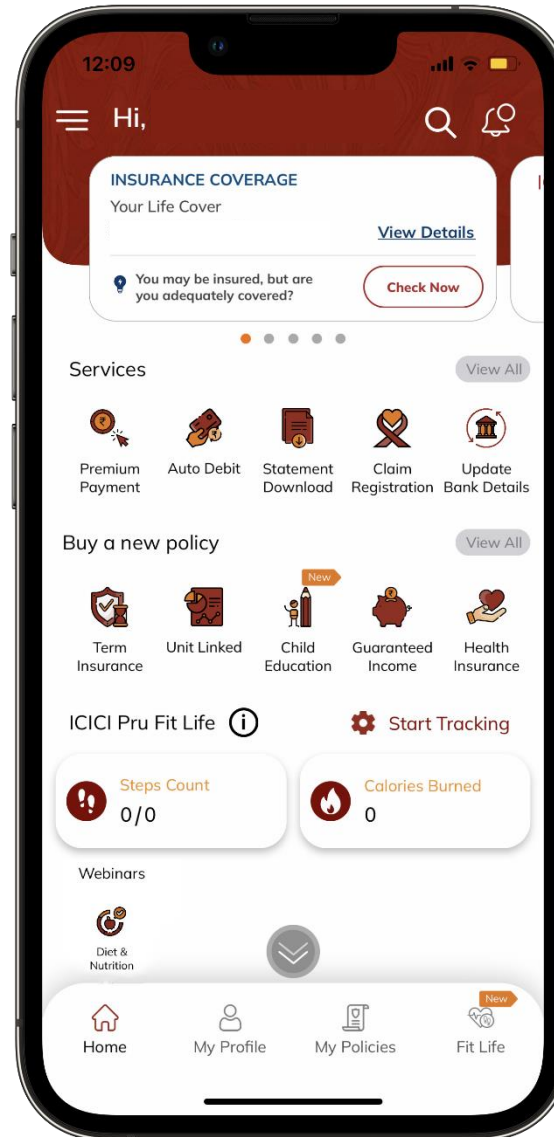


Leveraging technology to deliver value

~9 mn digital service interactions every month

3.3 mn+ app downloads

Highly rated on App store (4.6) & Google Play store (4.7)



99% digital logins & 100% e-insurance account for eligible base

96.4% service interactions are via self-help / digital modes

98% of pages with system uptime of more than 99.85%

Fitness tracker* linked to Google Fit (Android) & Health (iOS)

Technology enabled new business & growth

Pre-sales

- **Collaboration platform**
Online meetings, joint sales calls, invite experts & share content
- **Lead Management System**
Enabled with enhanced voice capability & geographical tagging
- **Saksham & My Coach**
On-the-go e-learning platform with AI capabilities to improve pitching
- **Digital demand generation**
Platform to generate interest, qualify leads with nurture framework & funnel management

Onboarding & issuance

- **InstaPlan**
Pre-sales tool to create customised solution for customer by combining multiple products on-the-go
- **Digital journey**
Smart quote app | End-to-end digital onboarding with form pre-fill Aadhaar & CKYC | Smart doc upload with instant OCR | Video risk verification | Tele & video underwriting | Video welcome kit
- **Leveraging eco system**
Leverage digital public infrastructure by integrating with multiple platforms for smoother onboarding

Partner integration

- **Retail partners:**
Partner integration portal | Easy UI with pre-coded premium quotation pages | Data pre population | Digital payment with SI & digital consent | Video based pre-issuance verification on WhatsApp | Video verification & CKYC as a service
- **Group portal**
End-to-end automated process for on-boarding | Instant certificate of issuance | Instant refund into customer account, in case of cancellation

Technology enabled customer service & claims

Empowering customers

- **Self service**
 1. ~9 mn digital service interactions monthly
 2. >96.4% service interactions are via self-help/ digital modes
- **Renewals**
 1. Flexible premium payment options including multiple UPI
 2. Humanoid: 2-way conversational AI bot with speech recognition capability deployed in customer calls for renewal collection
- **e-Insurance account**
Facility provided to 4 mn+ policyholders to access their insurance policy details
- **Quick claim assistance**
Provided through digital claim registration process, real time tracking through chatbot/WhatsApp & AI-based pre-claim assessment & claim processing

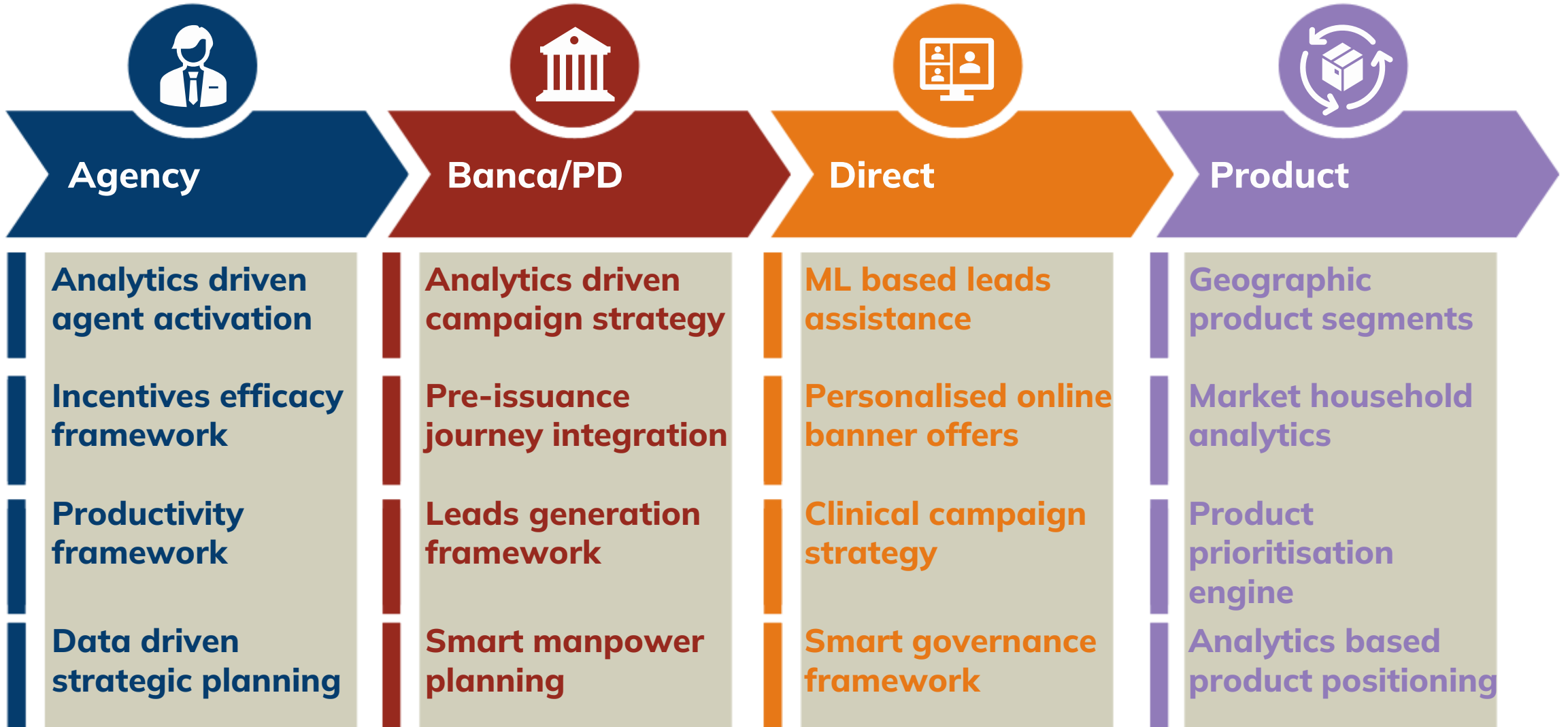
Omni channel

- **Customer mobile application**
3.3 mn+ app downloads with best app rating among the peers
- **24x7 chat/voice assistants**
Flexibility to place service requests & queries 24X7 on LiGo chat bot & WhatsApp bot
- **IVR**
Visual, intuitive & traditional IVRs cater to 64% of eligible customers & thus helps improving productivity
- **Digital Life Verification**
Facility provided for retail annuity customers

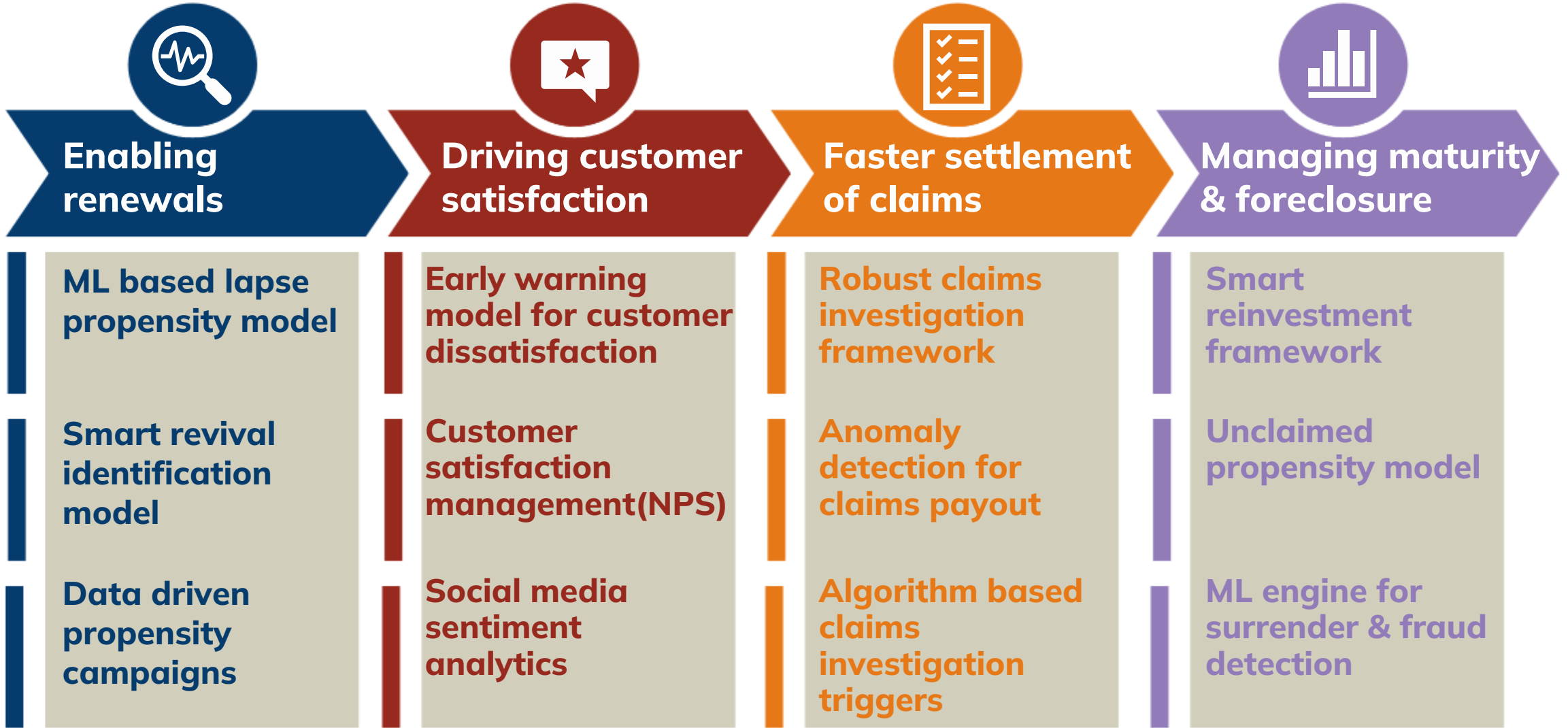
Analytics powering new business



Analytics powering business & product



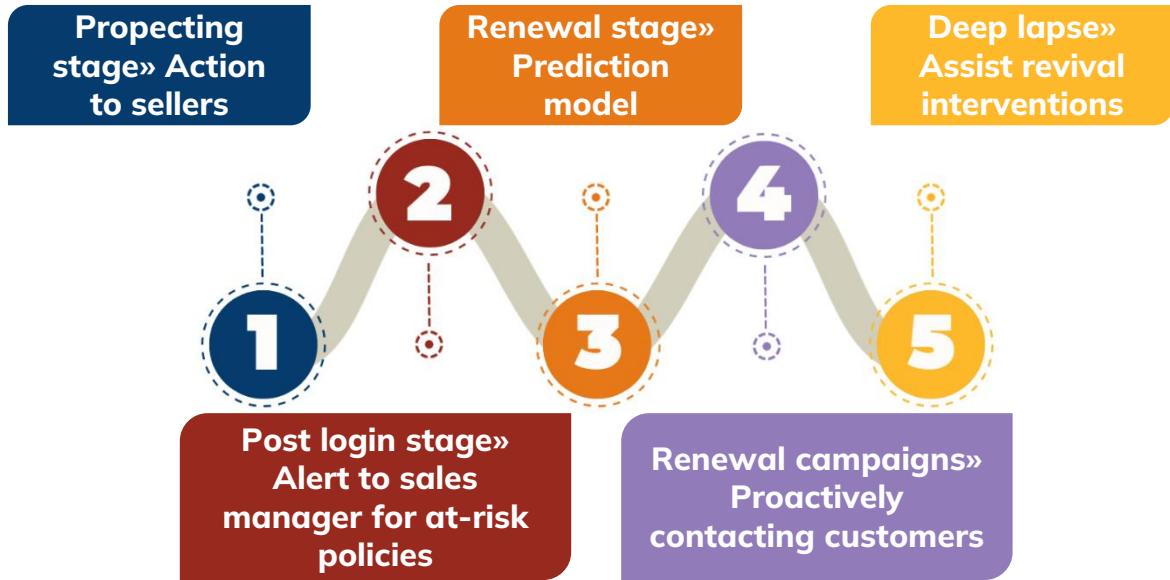
Analytics powering customer service & claims



AI & ML fueling business excellence

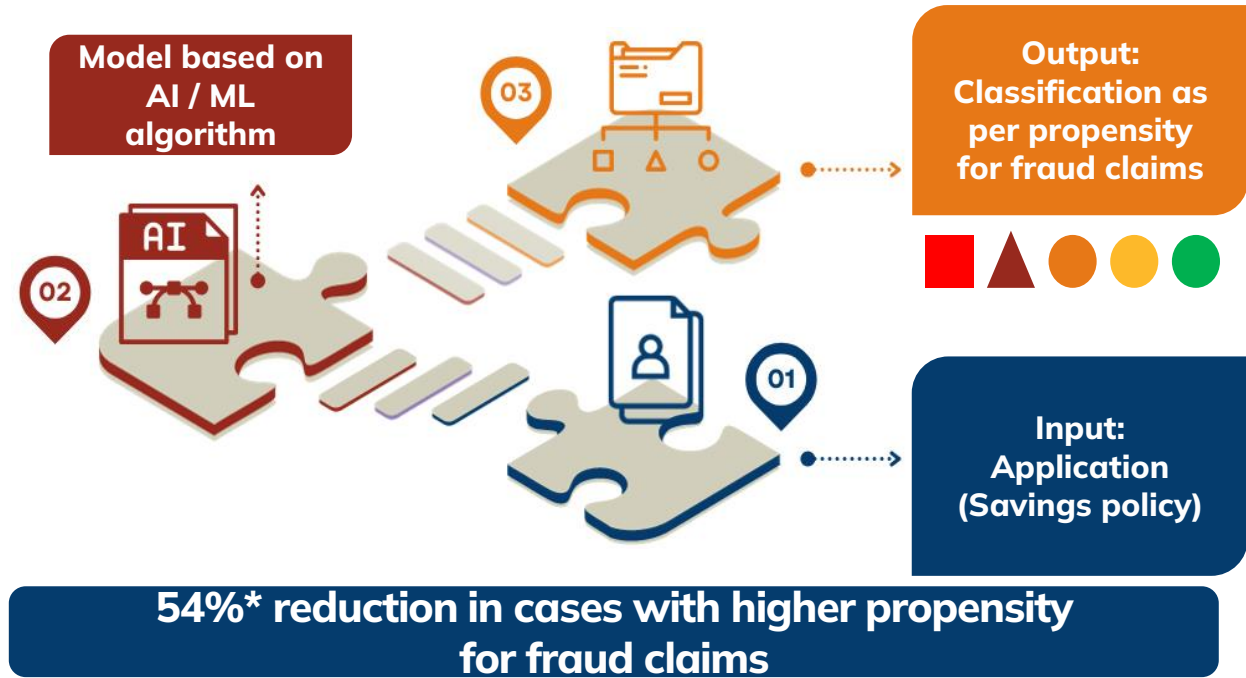
Persistency management

Utilising AI across policy life stages to **provide superior customer experience**



AI based risk management

Focus on extensive utilisation of AI & ML along with data analytics to **mitigate insurance risk at onboarding stage**



54%* reduction in cases with higher propensity for fraud claims

Continued investment in data science & analytics

Integrating ESG into business management

Environmental



Social



Governance



Focus areas

Environment

- Environment

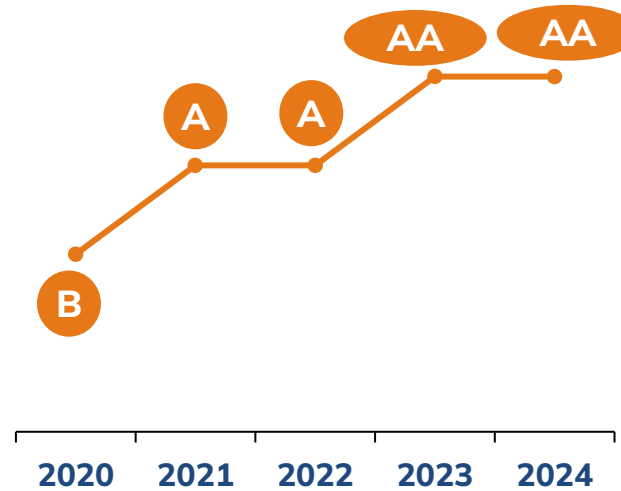
Human capital

- Human capital
- Responsible investing
- Access to finance
- CSR

Governance & business ethics

- Governance & business ethics
- Data privacy & security

ESG rating by MSCI



Disclosure under IR¹ framework FY2024



Integrated annual report since FY2020



ESG report since FY2020



BRSR² as per SEBI since FY2022

- Highest rated Indian insurer as per two of the leading ESG rating agencies
- ESG framework approved by the Board
- Board Sustainability & CSR Committee oversees ESG aspects; Executive Sustainability Steering Committee integrates ESG into business processes
- LEED Platinum certificate (green building rating) received for Company's headquarter
- Gender diversity at 29% in FY2024 – highest among Indian insurers



¹ Integrated reporting; ² Business Responsibility & Sustainability Report; CSR: Corporate Social Responsibility; SEBI: Securities & Exchange Board of India; IRDAI: Insurance Regulatory & Development Authority of India; LEED: Leadership in Energy & Environmental Design

Agenda

- Company strategy & performance
- Opportunity & industry overview



Opportunities in the Indian life insurance industry



1

Long-term savings Steady growth opportunity

- Significant allocation: 60% of household savings towards financial assets for FY2023¹
- Life insurance constitutes 18% of household financial savings at March 31, 2023¹



2

Protection Strong multi-decadal growth opportunity

- Protection gap of \$16.5 tn for FY2020²
- ~15%³ of addressable population covered through individual protection policies
- Individual protection SA⁴ at 21% of GDP; lower than Malaysia: 153%, Thailand: 143%



3

Retirement Next big horizon of growth

- Pension assets at 6.5% of GDP (HK:56%, US:132%, Australia: 145%)⁵
- Annuity can be sold exclusively by life insurers



4

Health Opportunity restricted under current regulations

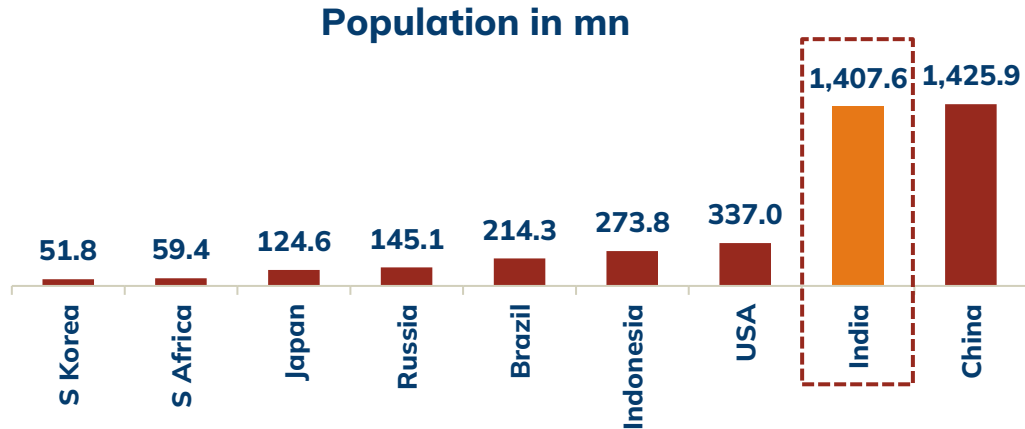
- Under-penetration in health insurance; life insurer market share at 1.6% for FY2021⁶
- Opportunity to sell health riders with savings & protection plans

Favorable demography

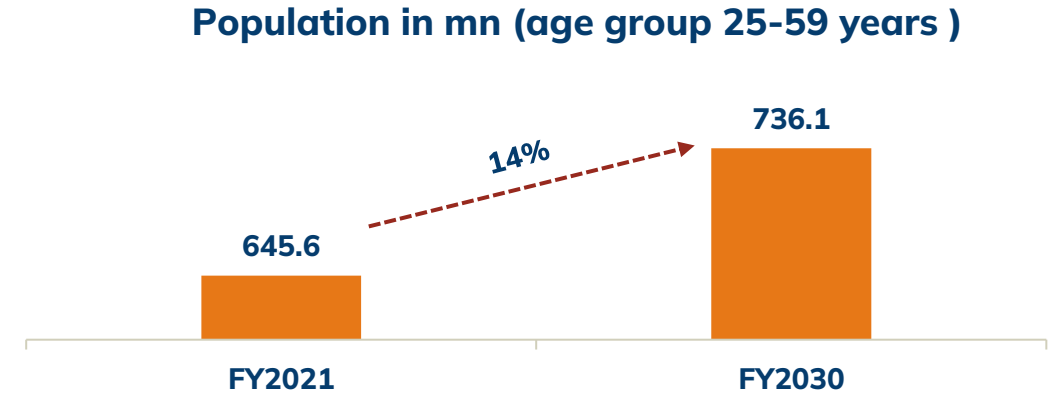


Long-term savings opportunity

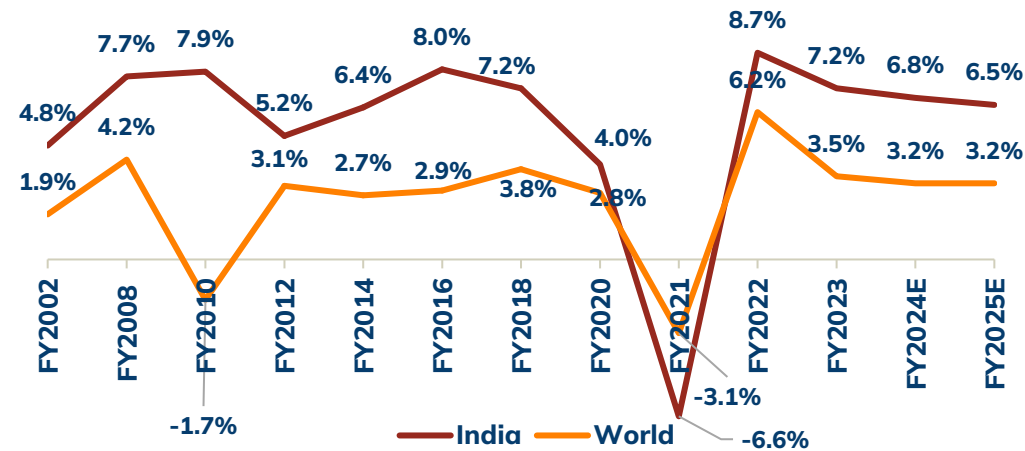
Large & growing population base¹



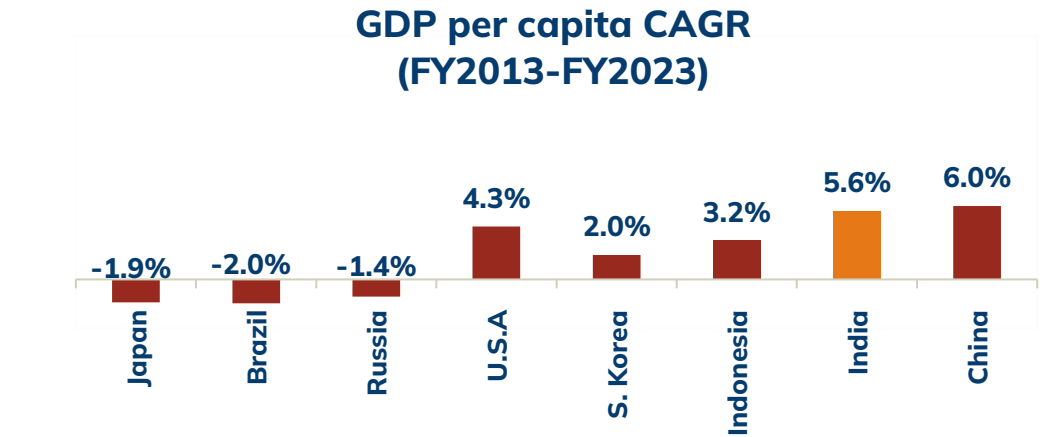
High share of working population in India¹



Driving GDP growth²



Rising affluence³



¹Source: UN population division at July 2022

²Source: World Economic Outlook update, April 2024

³Source: The World Bank

Compound annual growth rate (CAGR)

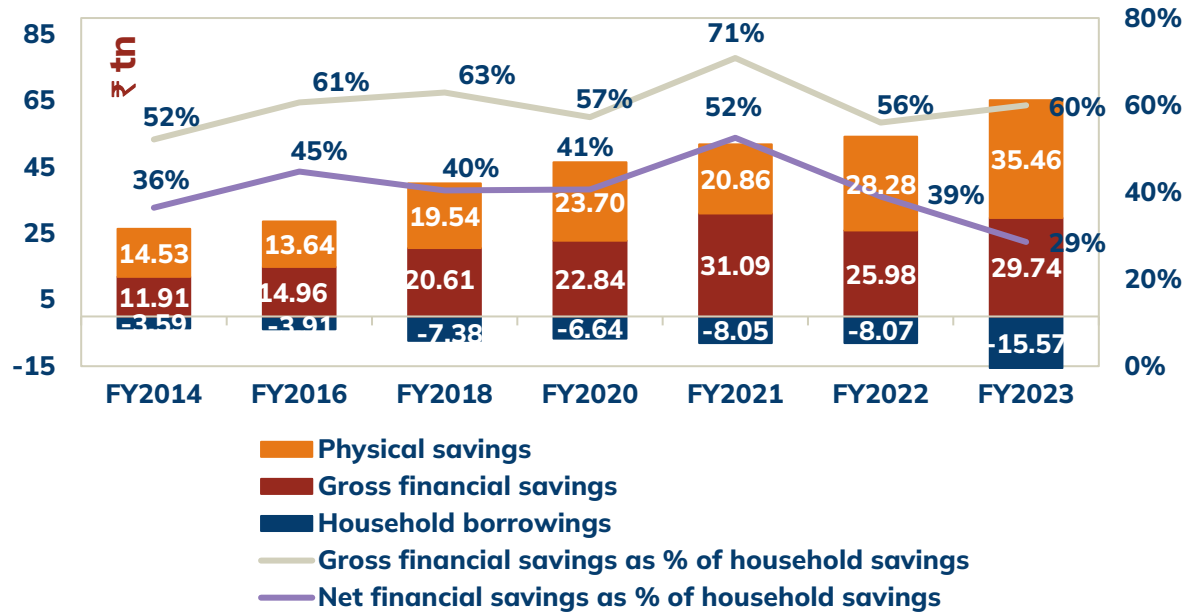
Gross domestic product (GDP)

Financialisation of savings

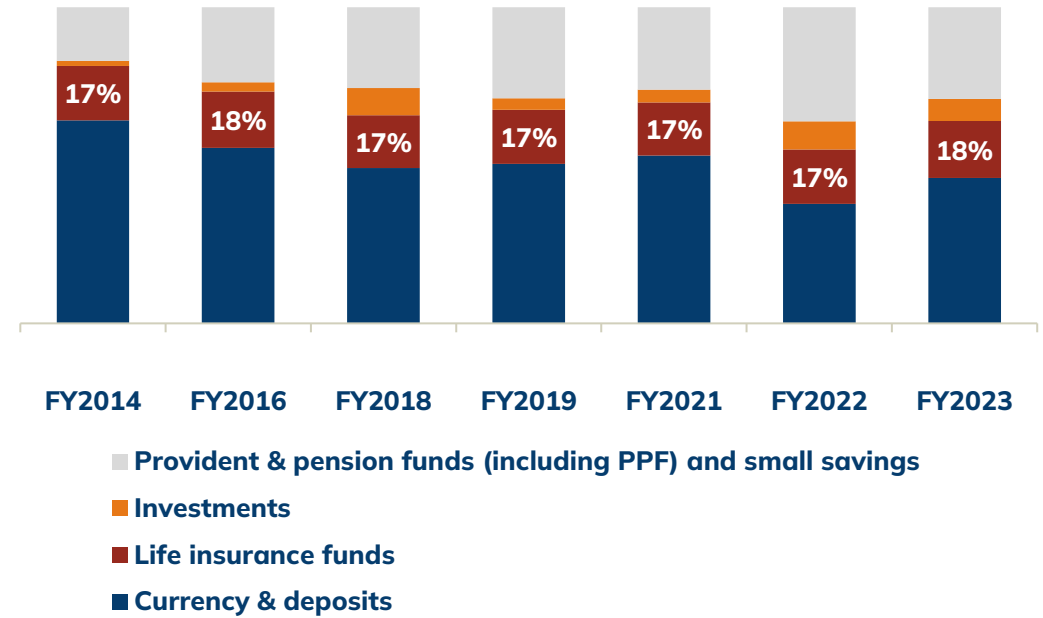


Long-term savings opportunity

Household savings¹



Distribution of financial savings (including currency)²



	FY2002	FY2008	FY2010	FY2012	FY2014	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023
Life insurance premium ³ as % of GDP	2.1%	4.0%	4.1%	3.3%	2.8%	2.7%	2.7%	2.8%	3.2%	2.9%	3.0%



¹Source: RBI & CSO

²Source: RBI

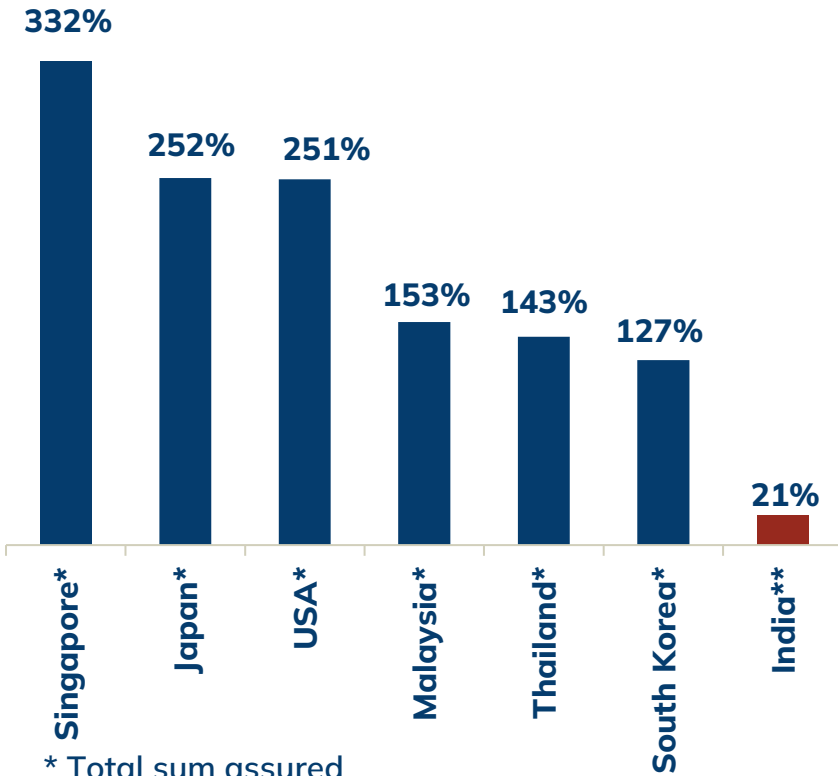
³Total life insurance industry premium including renewal; Source: IRDAI Gross domestic product (GDP)

Low protection penetration

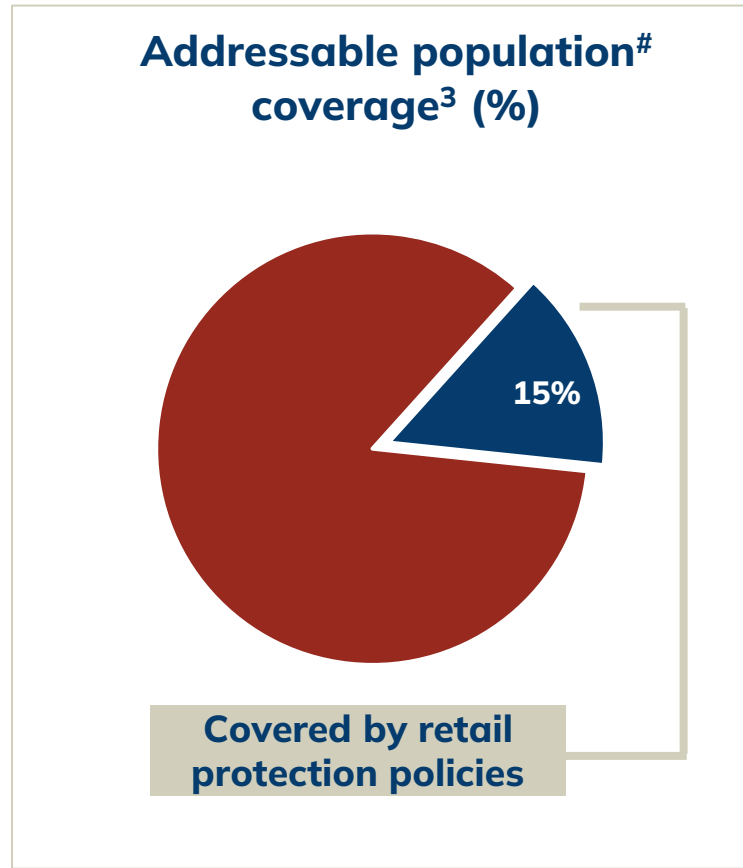


Protection opportunity

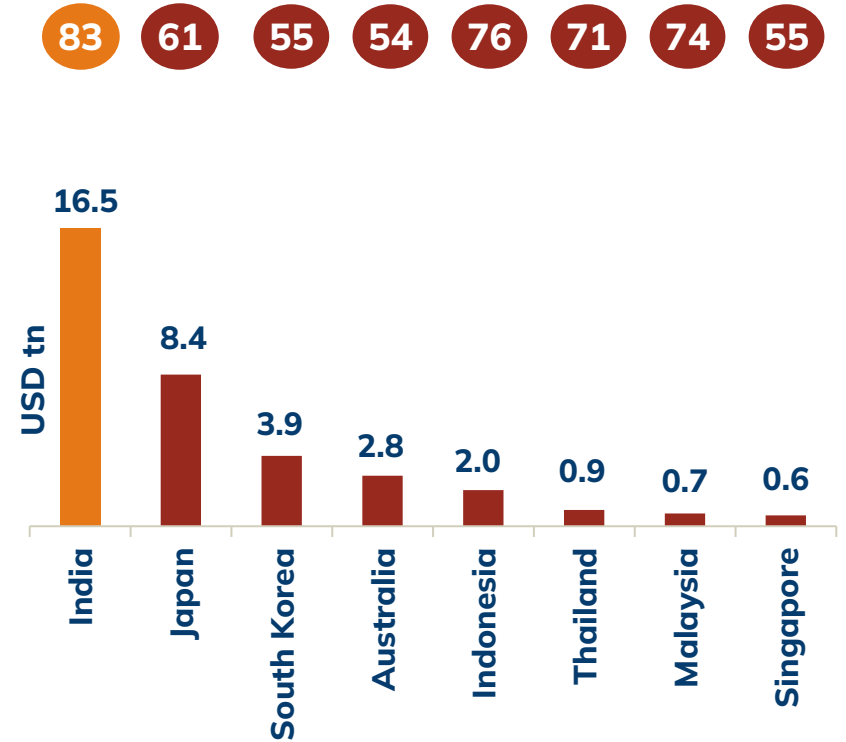
Sum assured as % of GDP^{1,2}



Addressable population[#] coverage³ (%)



Protection gap (%)^{4,5}



* Total sum assured
 ** Retail protection sum assured (Company estimates)
 Gross domestic product (GDP)

¹FY2023 for India; Source: NSO & Company estimates
²FY2018 for USA & Japan; FY2020 for other countries;
 Source: McKinsey estimates

³Inforce no. of lives for retail protection/no. of returns with income > ₹ 0.25 mn

⁴Protection gap (%): Ratio of protection lacking/protection needed
⁵Source: Swiss Re, Closing Asia's mortality protection gap, 2020
[#]Income tax department data with individual income > ₹ 0.25 mn & Company estimates

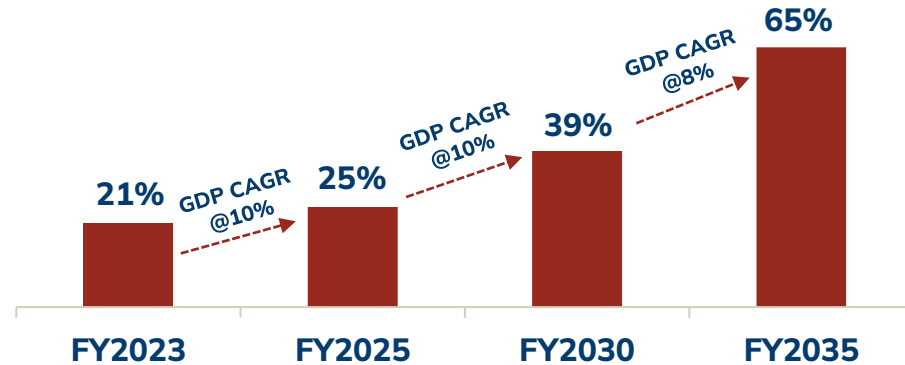


Low sum assured (SA) as % of GDP

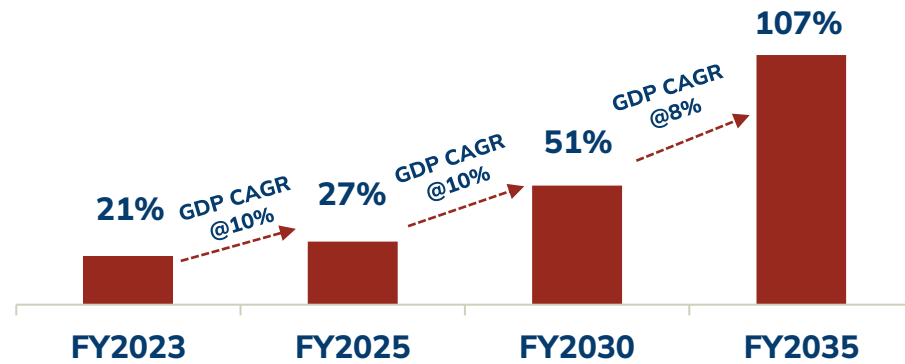


Protection opportunity

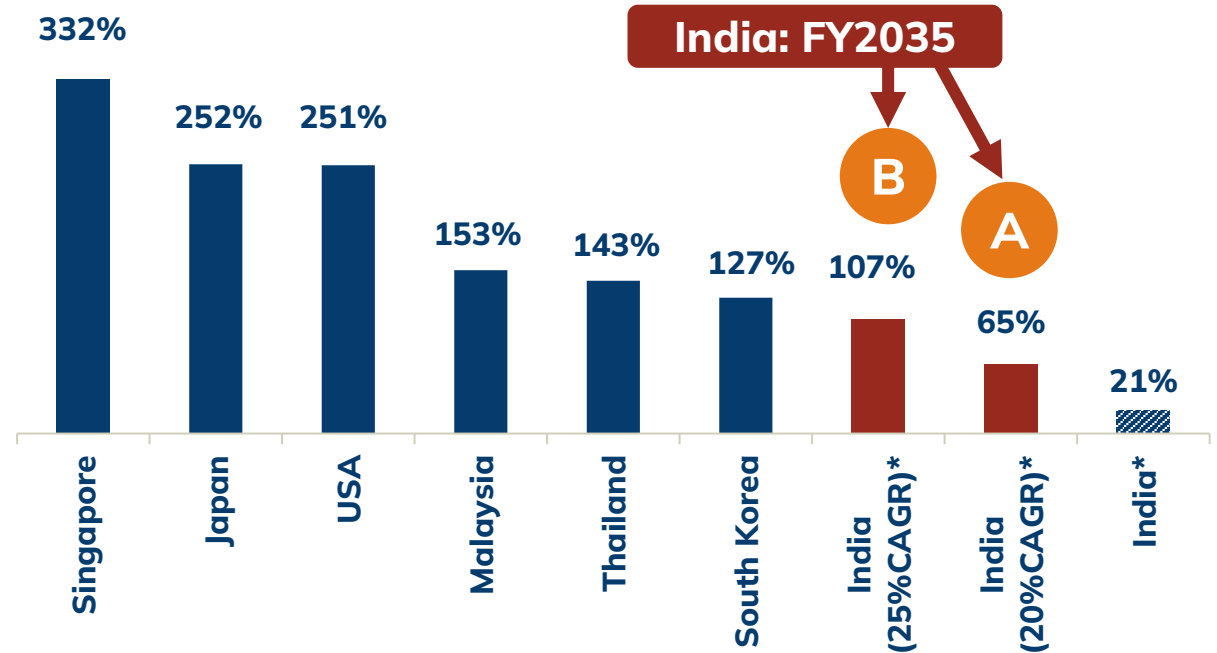
A SA as % of GDP (SA growth @ 20% CAGR)



B SA as % of GDP (SA growth @ 25% CAGR)



SA as % of GDP^{1,2}



¹FY2023 for India; Source: NSO & Company estimates

²FY2018 for USA & Japan; FY2020 for other countries; Source: McKinsey estimates

*For retail protection sum assured (Company estimates)

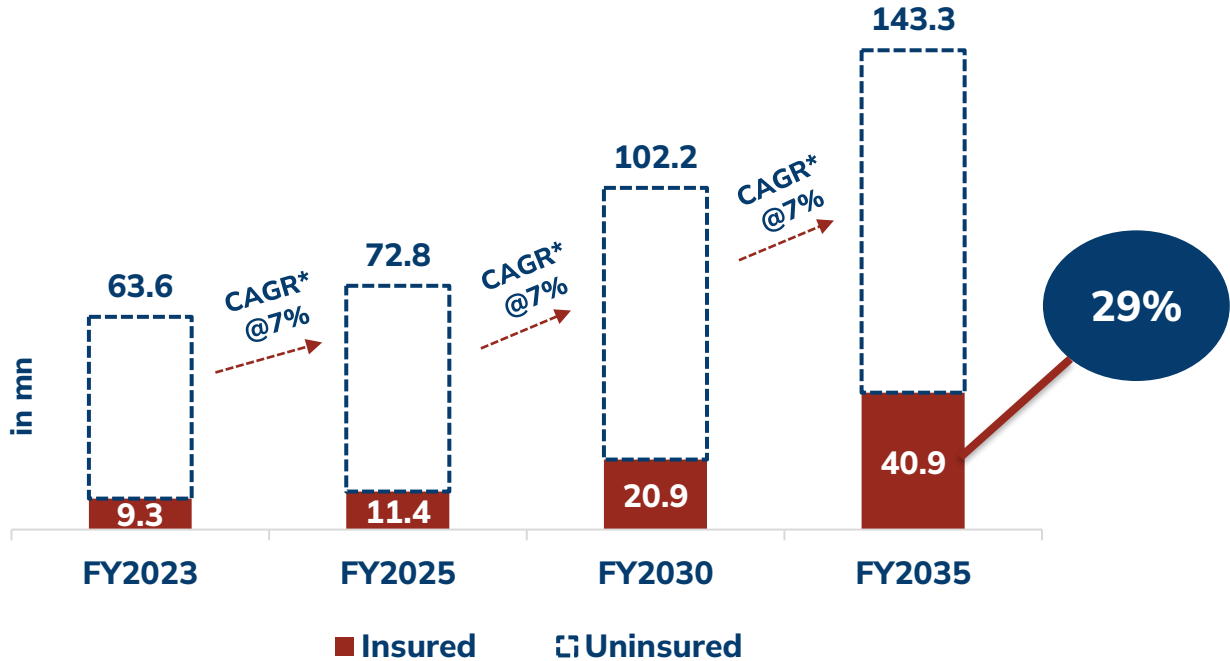
Gross domestic product (GDP); Compound annual growth rate (CAGR)

Addressable population (%)

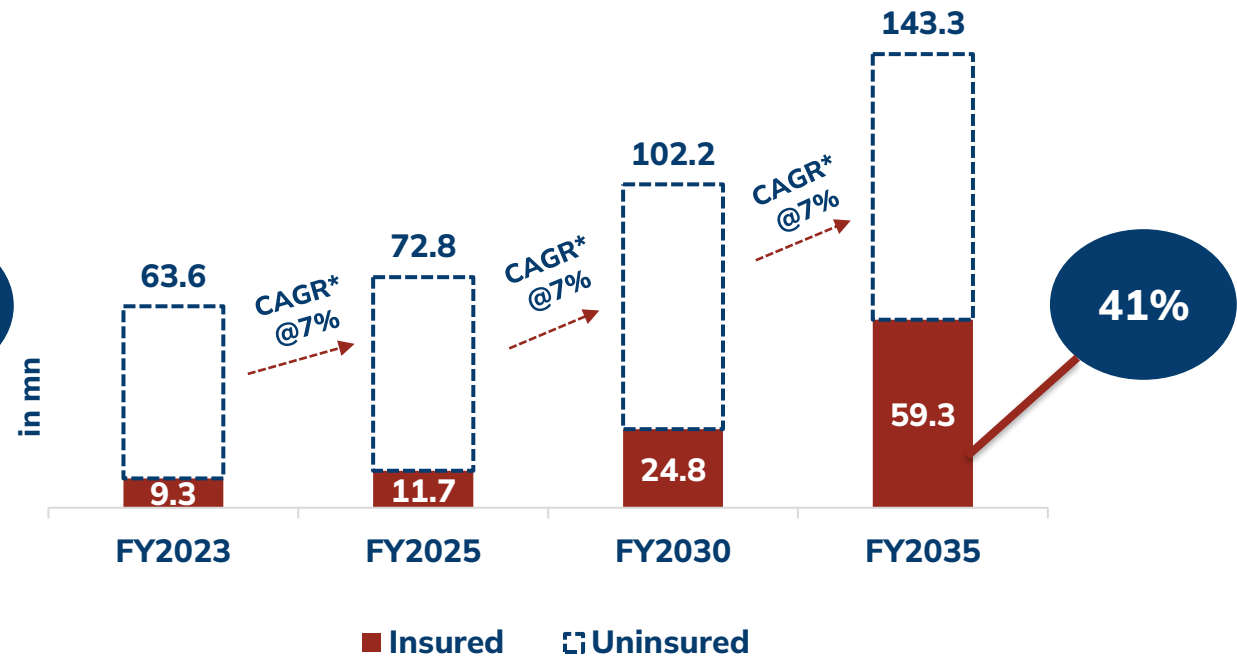


Protection opportunity

15% CAGR in new policy count¹



20% CAGR in new policy count¹



~40% of India's addressable population expected to be covered by FY2035²



¹Assumed 10% lapse rate for in-force policies each year
²Estimates at accelerated policy growth rates of 20% CAGR
 Compound annual growth rate (CAGR)
 *Industry opportunity size

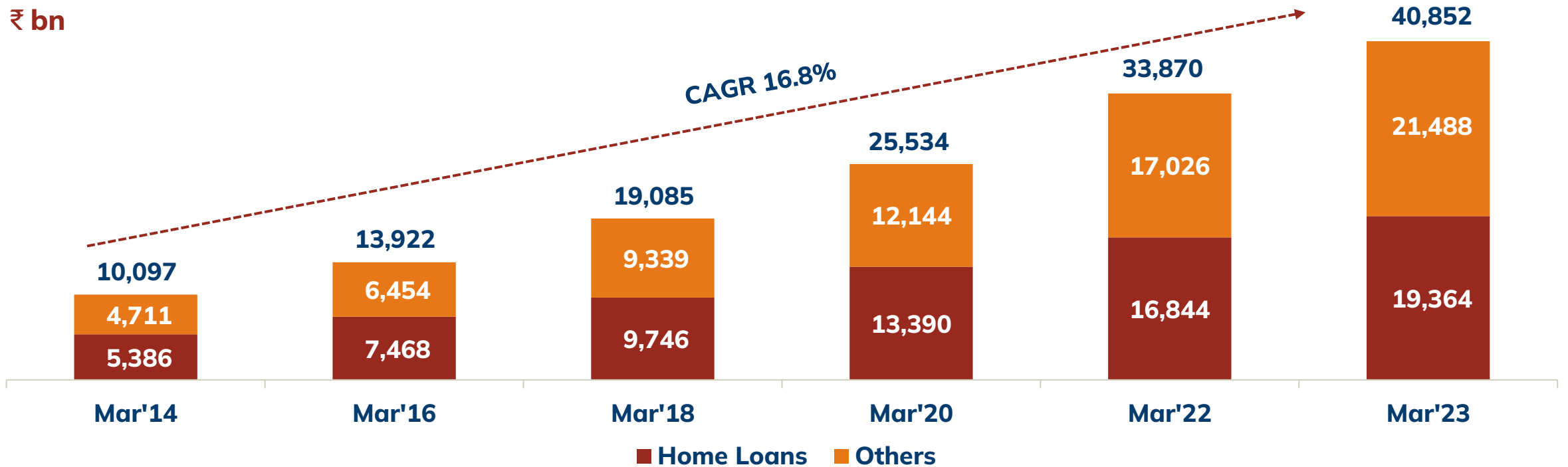
Strong growth in retail credit



Protection opportunity

Retail credit¹

₹ bn



- Healthy growth in retail credit
- Credit life is voluntary



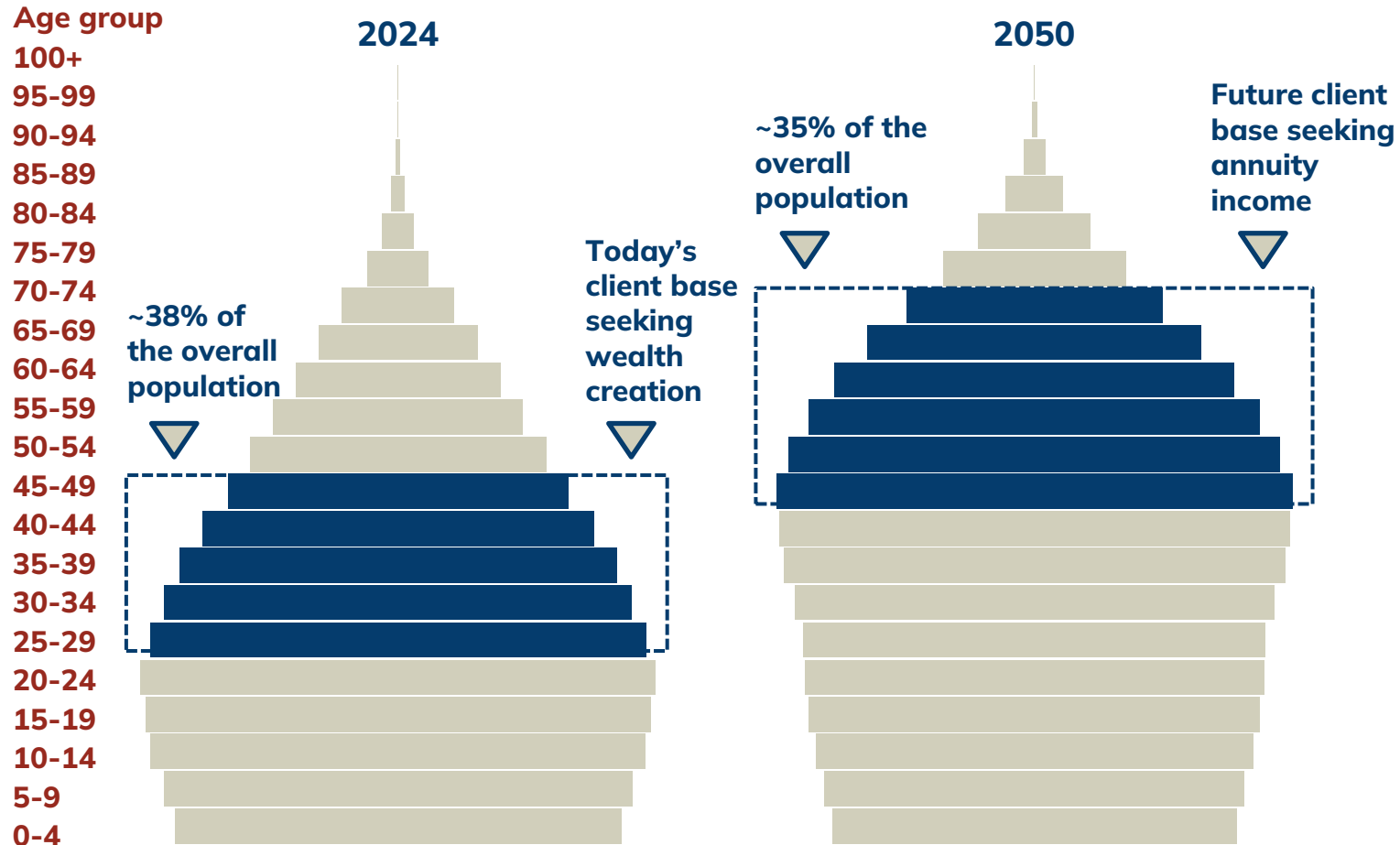
¹Source: RBI: Deployment of Gross Bank Credit by Major Sector
Compound annual growth rate (CAGR)
Components may not add up to the totals due to rounding off

Rising retirement population in India

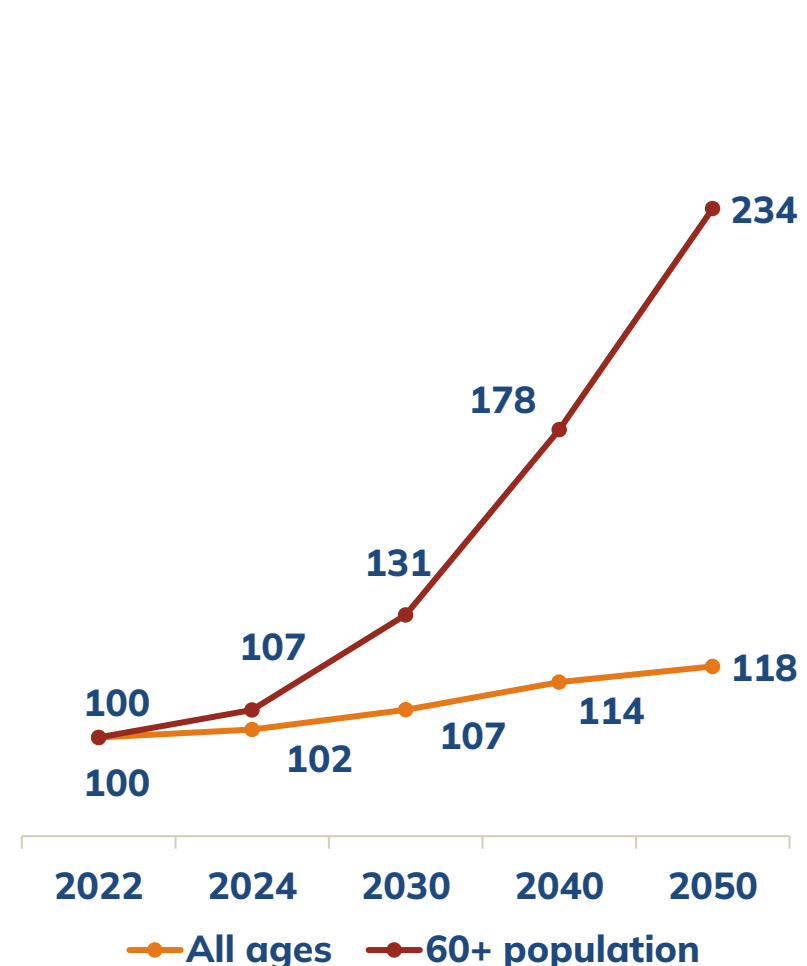


Retirement opportunity

Demography shift over next ~25 years¹



Faster growth of ageing population²



¹Source: UN Population Division 2022
²Rate of growth in population depicted by taking the base population as 100 for the year 2022 (Source: UN Population Division 2022)

Retirement needs under-served

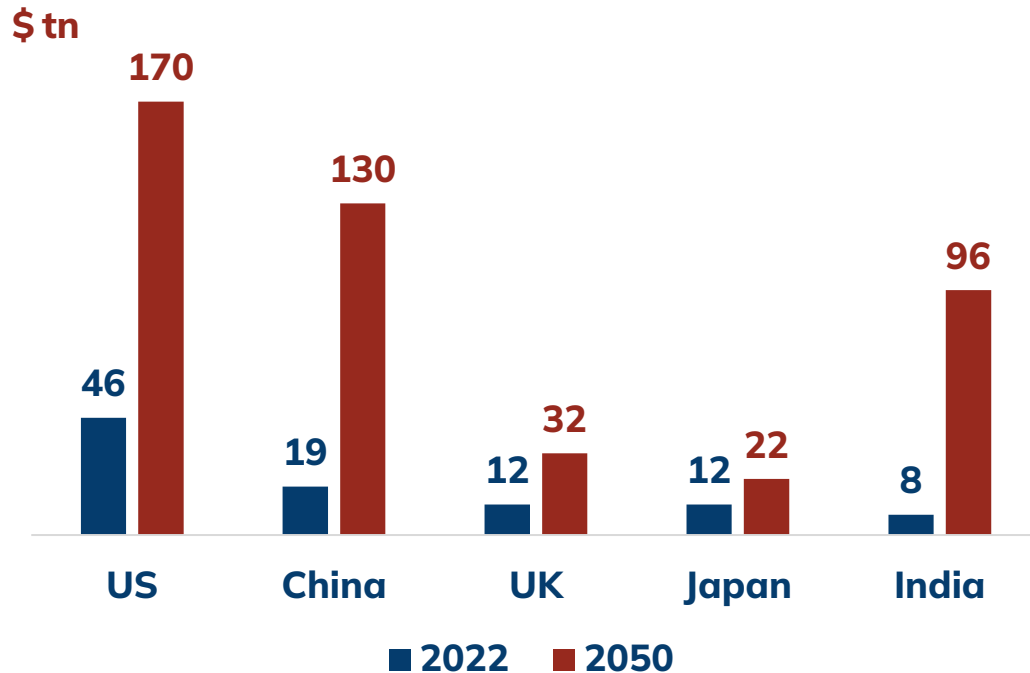


Retirement opportunity

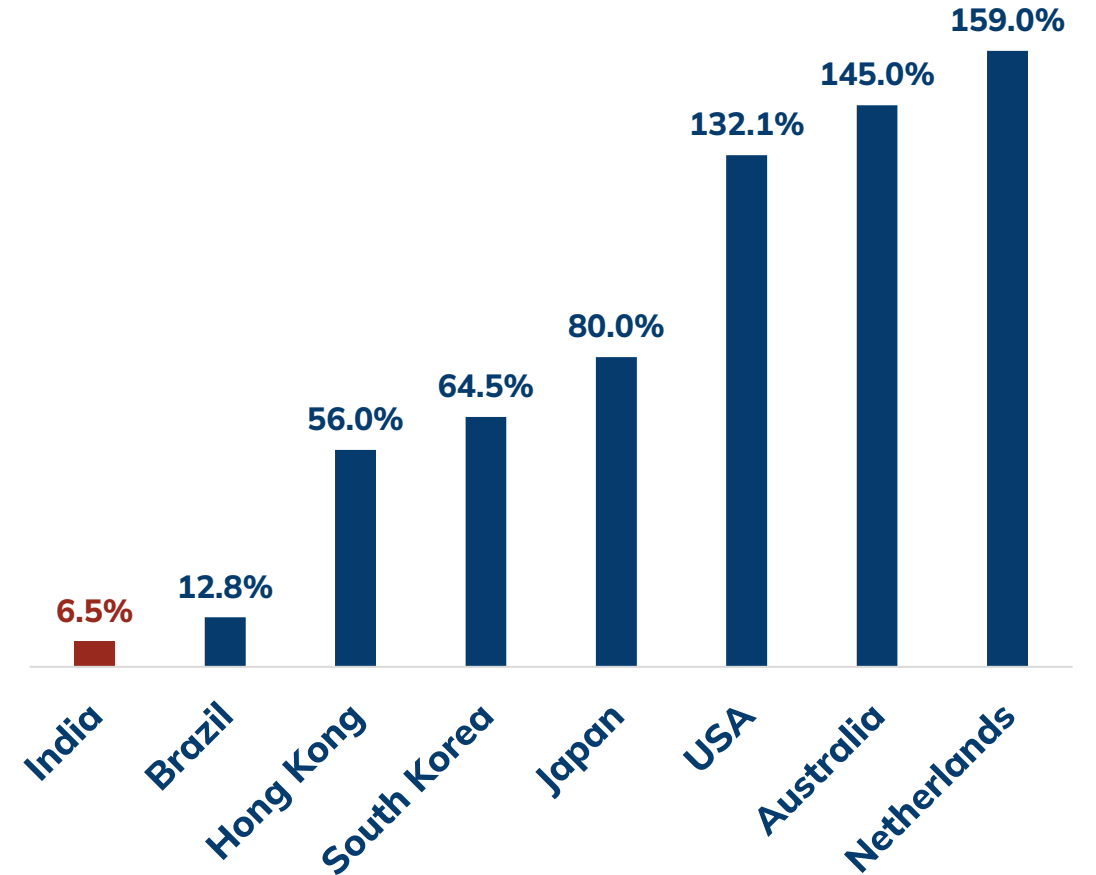
Retirement savings gap projections¹

5.0% 7.4% 3.7% 2.3% 9.6%

Projected retirement savings gap widening CAGR



Pension assets/GDP²



¹Source: Swiss Re, October 2023

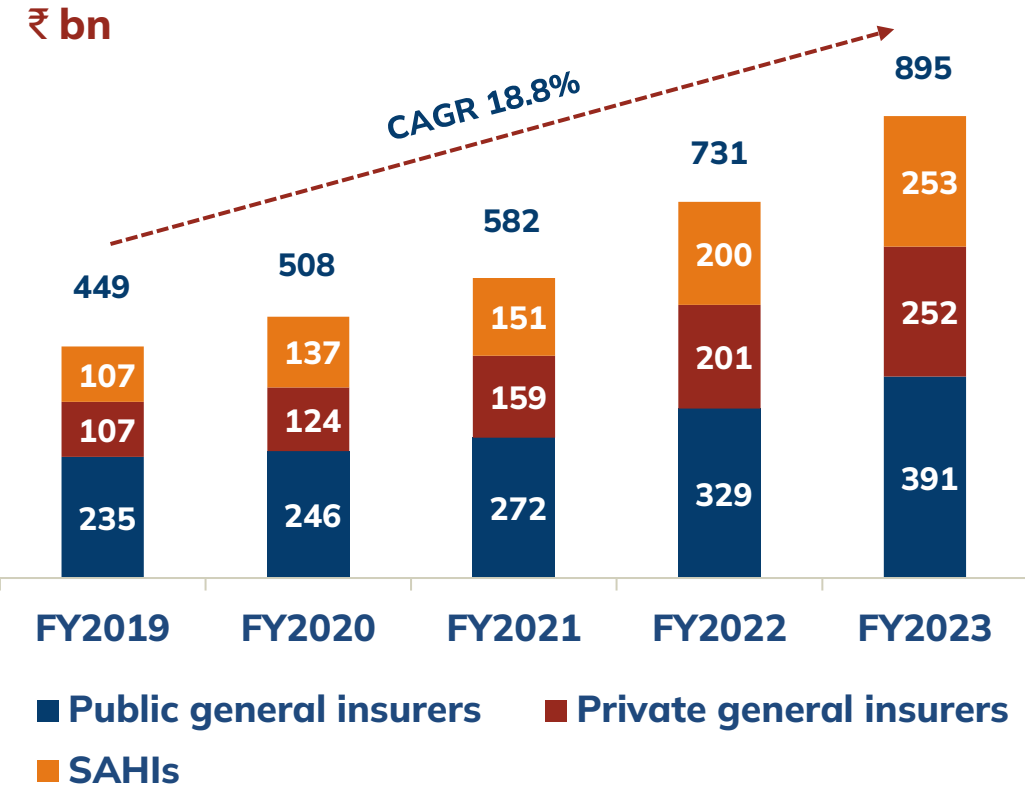
²Source: Global Pension Assets Study, 2024

Gross domestic product (GDP); Compound annual growth rate (CAGR)

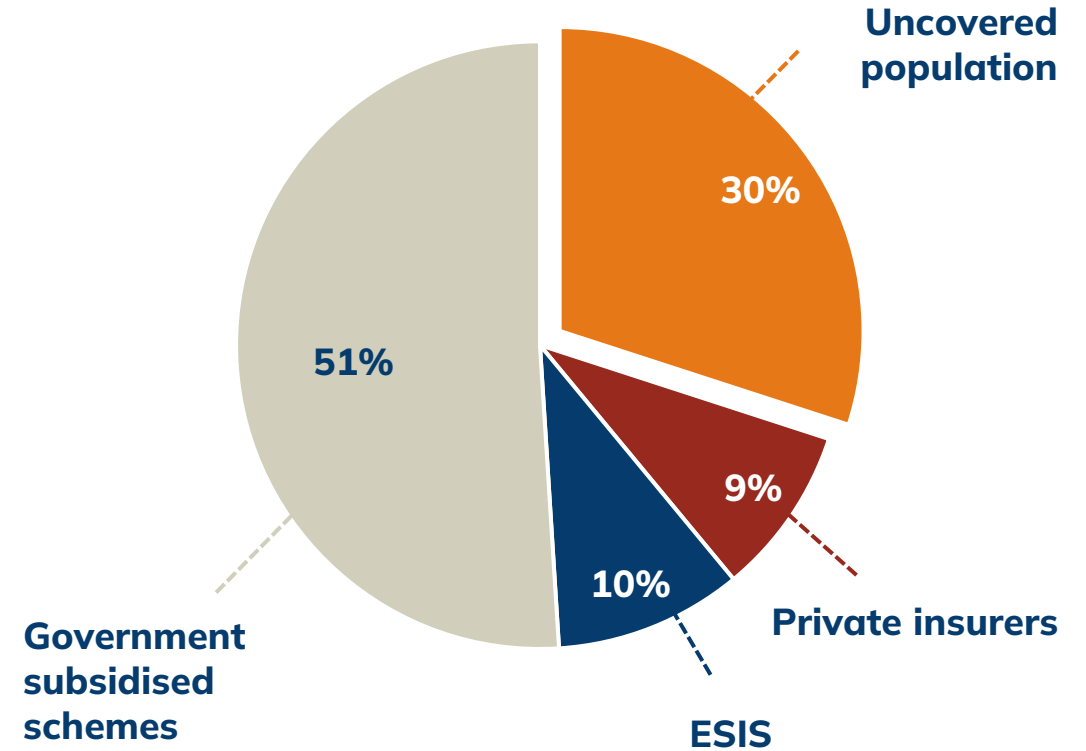
Indicators of health opportunity



Health insurance premium trend¹



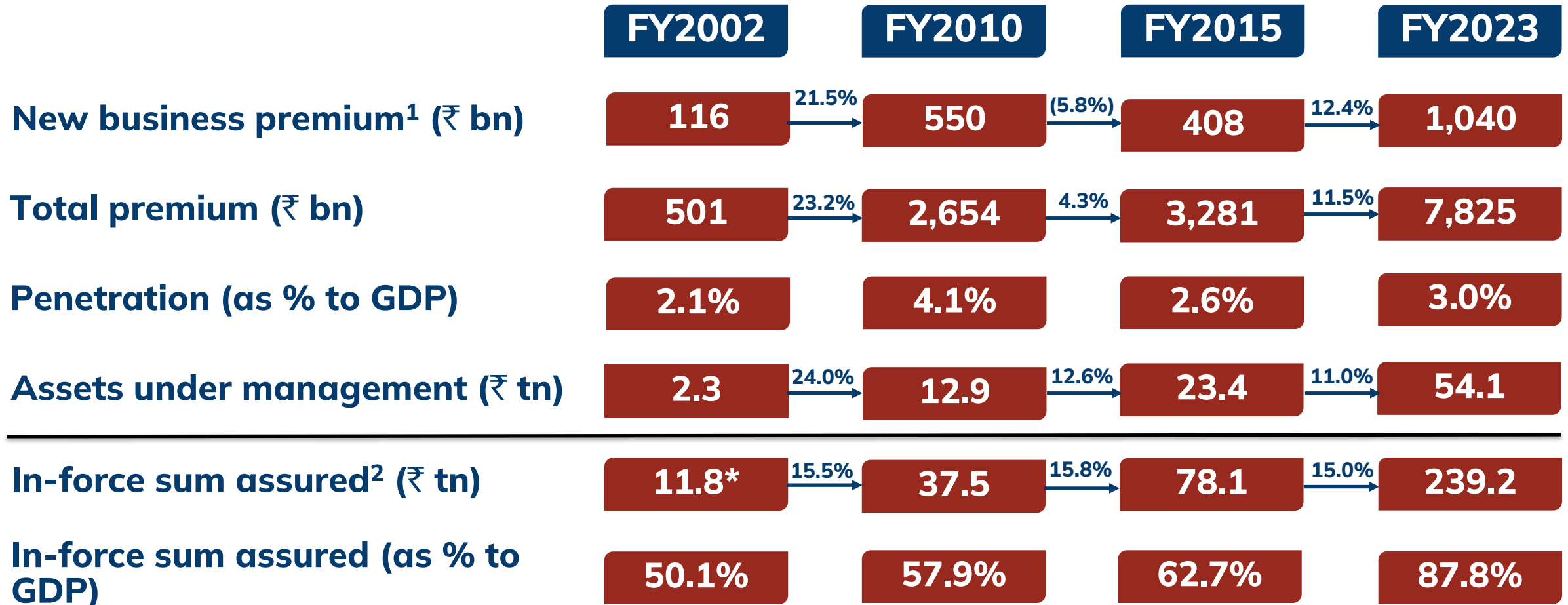
% of population covered by health schemes²



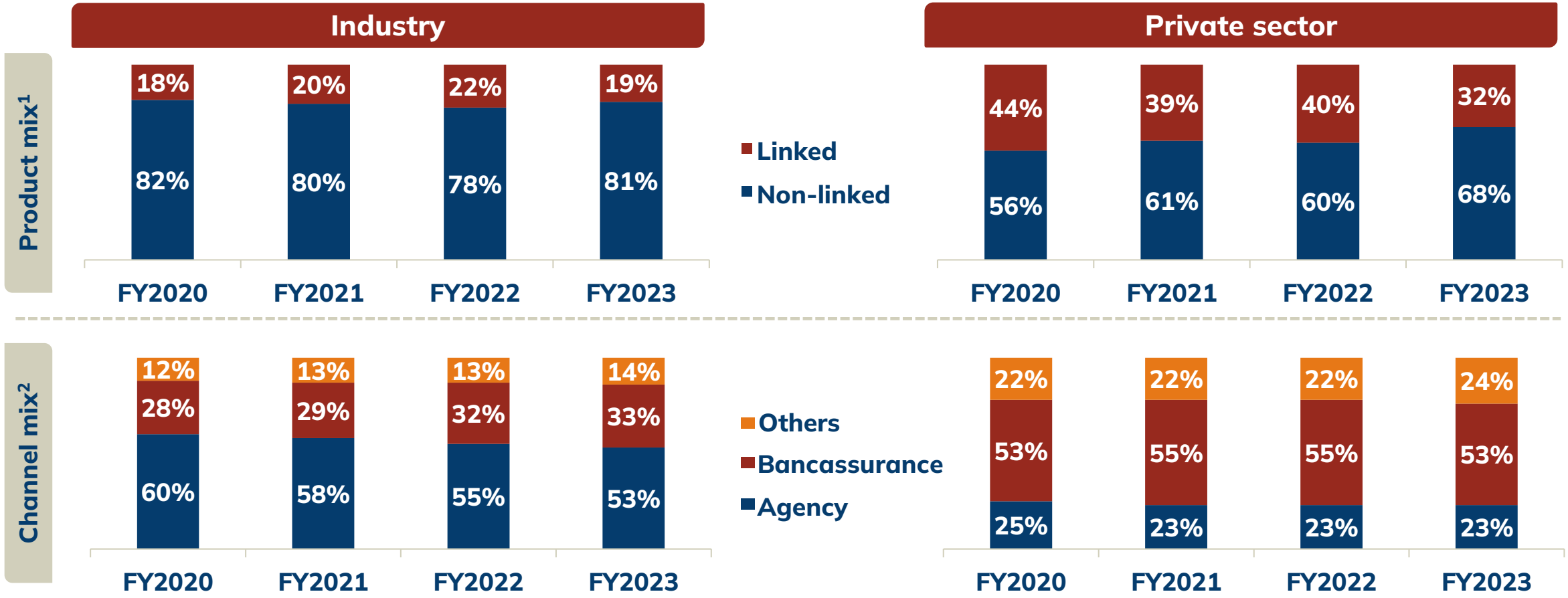
¹Source: IRDAI Annual Report 2022-23

²Source: NITI Aayog: Health Insurance for India's Missing Middle
 SAHIs: Stand-alone Health Insurers; ESIS: Employees' State Insurance Scheme
 Compound annual growth rate (CAGR)
 Components may not add up to the totals due to rounding off

Evolution of life insurance industry in India



Historical product & channel mix



Well developed banking sector enables bancassurance to be largest channel for private players



¹Based on new business weighted premium
²Based on individual new business premium
 Source: Life insurance council

Annexures: Others

Awards & Accolades: Q2-FY2025 (1/2)

Digital Insurer of the year



Team of the year



Best Life Insurer



Outstanding Customer Service



ASSOCHAM Excellence Awards 2024

ASSOCHAM Excellence Awards 2024

Insurance Asia News-Country Awards 2024

Insurance Asia News-Country Awards 2024

Excellence in claim management

Excellence in AI solution

Best Mobile Application (Life Insurance)

Most effective ROI driven campaign



Elets 9th BFSI Leadership Awards

Elets 9th BFSI Leadership Awards

5th Annual BFSI Excellence Awards

2nd Pitch BFSI Marketing Awards 2024



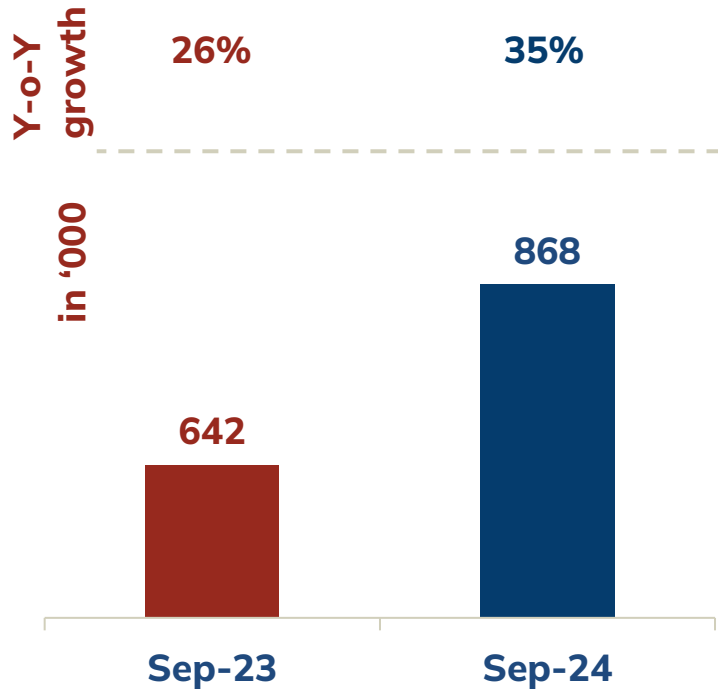
Assocham: Associated Chambers of Commerce and Industry of India; AI: Artificial Intelligence; BFSI: Banking, Financial Services and Insurance; ROI: Return on investment

Awards & Accolades: Q2-FY2025 (2/2)

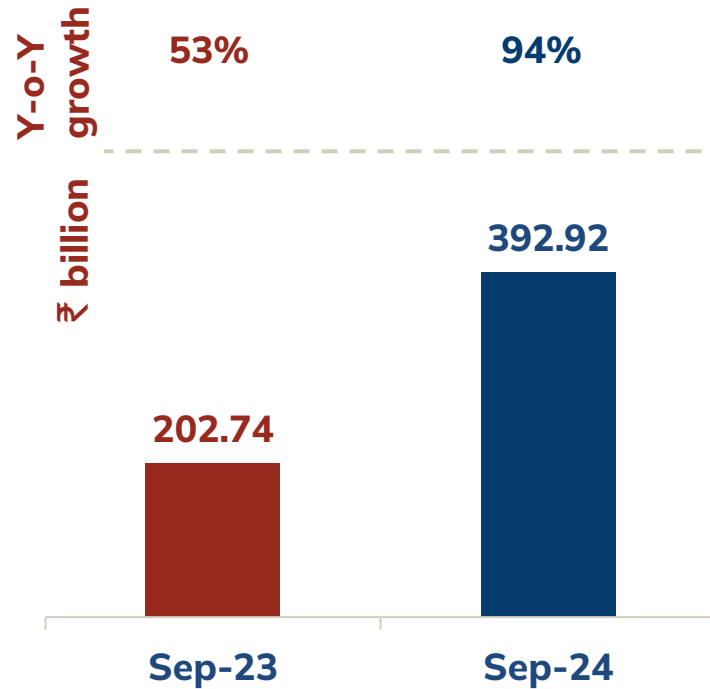
<p>Best ESG Report</p>	<p>Best ESG programme / Practices</p>	<p>Best sustainable use of ESG</p>	<p>Great Indian ESG organisation of the year - Insurance</p>
			
<p>CMO Asia</p>	<p>CMO Asia</p>	<p>CMO Asia</p>	<p>Transformance Forums</p>
<p>Best in Training & Organizational Development</p>		<p>Innovation in Retention Strategy</p>	
			
<p>National Awards For Excellence 2024</p>		<p>National Awards For Excellence 2024</p>	

Retirement focus: ICICI Pru PFM

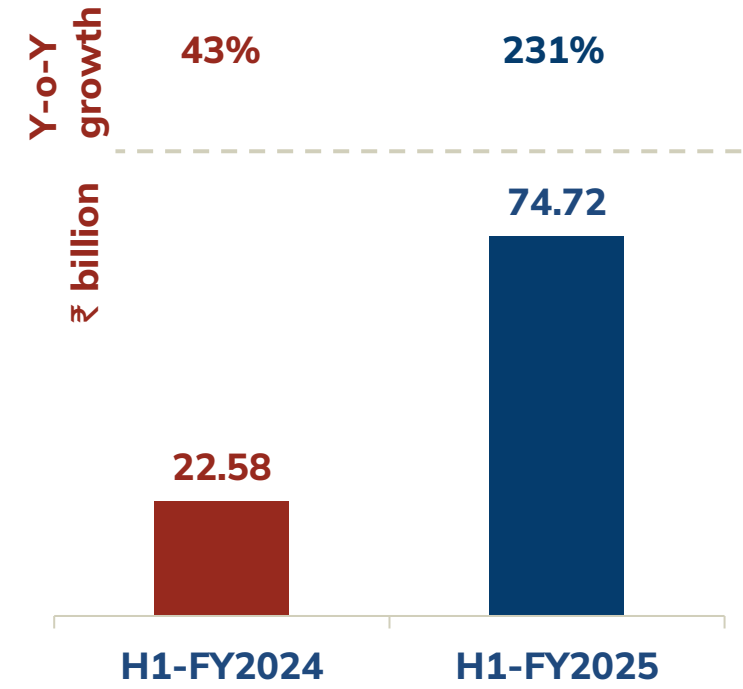
Total subscribers



Assets under management



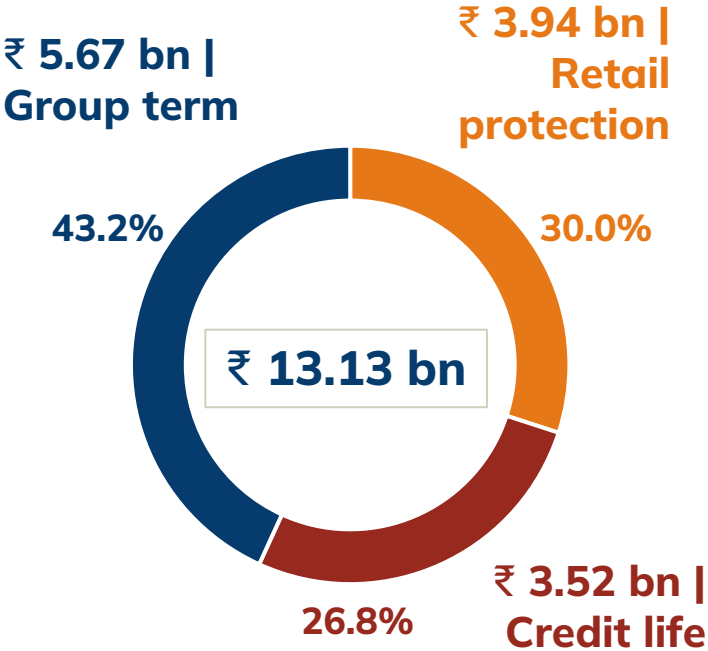
Net inflows



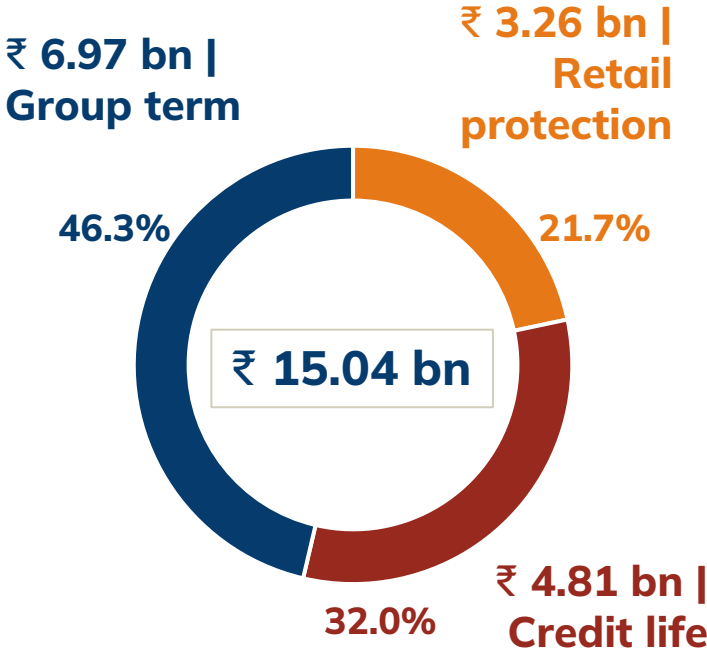
40% of NPS retirement corpus mandated for annuity conversion, significantly enhances insurance industry's annuity growth outlook

Trend in protection APE

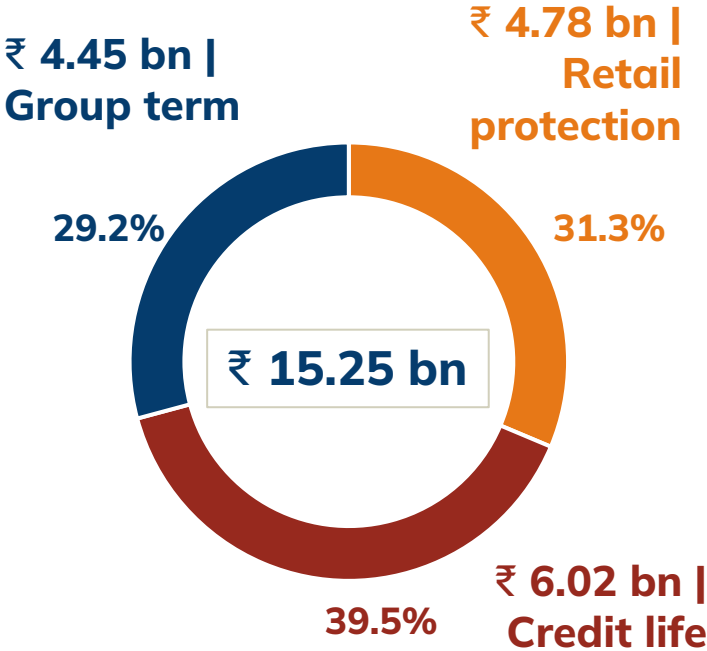
FY2022



FY2023



FY2024



Strong revival in retail protection; Sustained momentum in credit life segment



Retail protection includes term with return of premium; FY2022: ₹ 0.14 bn, FY2023: ₹ 0.74 bn, FY2024: ₹ 0.90 bn
 APE: Annualised Premium Equivalent

Interest rate risk management

Guaranteed return savings product

- Derivatives used to lock in yields for future premiums
 - Underlying bonds for derivatives selected based on tenure of liability
-

Retail protection business

- Asset liability duration matching
-

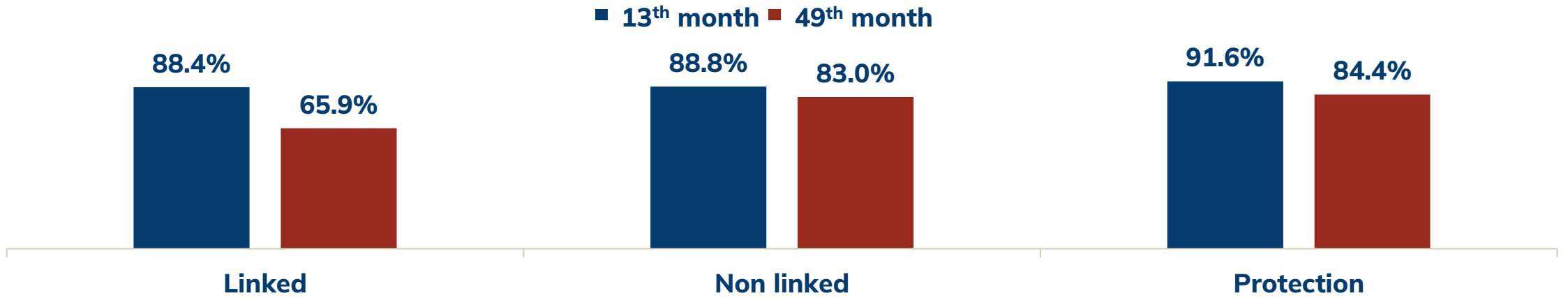
Annuity products

- Duration matching & cash flow matching
- Derivatives undertaken to lock in yields for future premiums & match asset liability durations

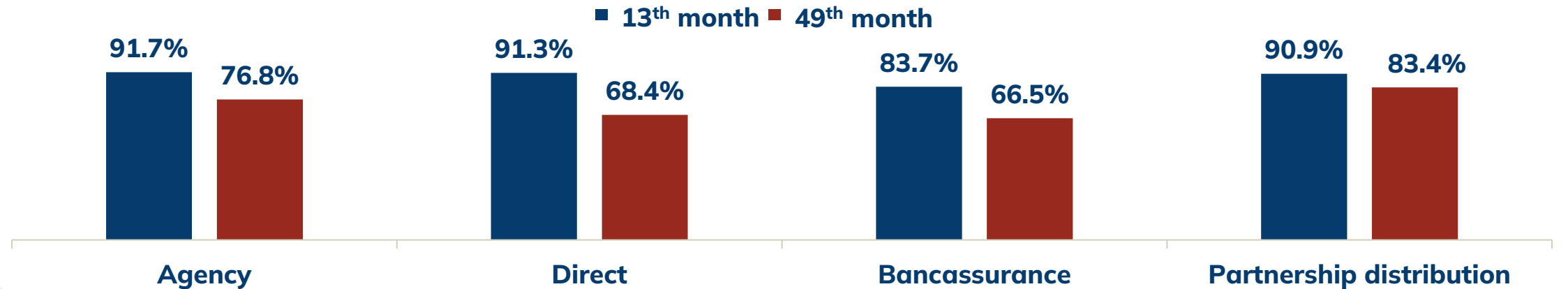
Review of pricing based on current interest rate environment

Retail persistency: FY2024

Persistency across product categories

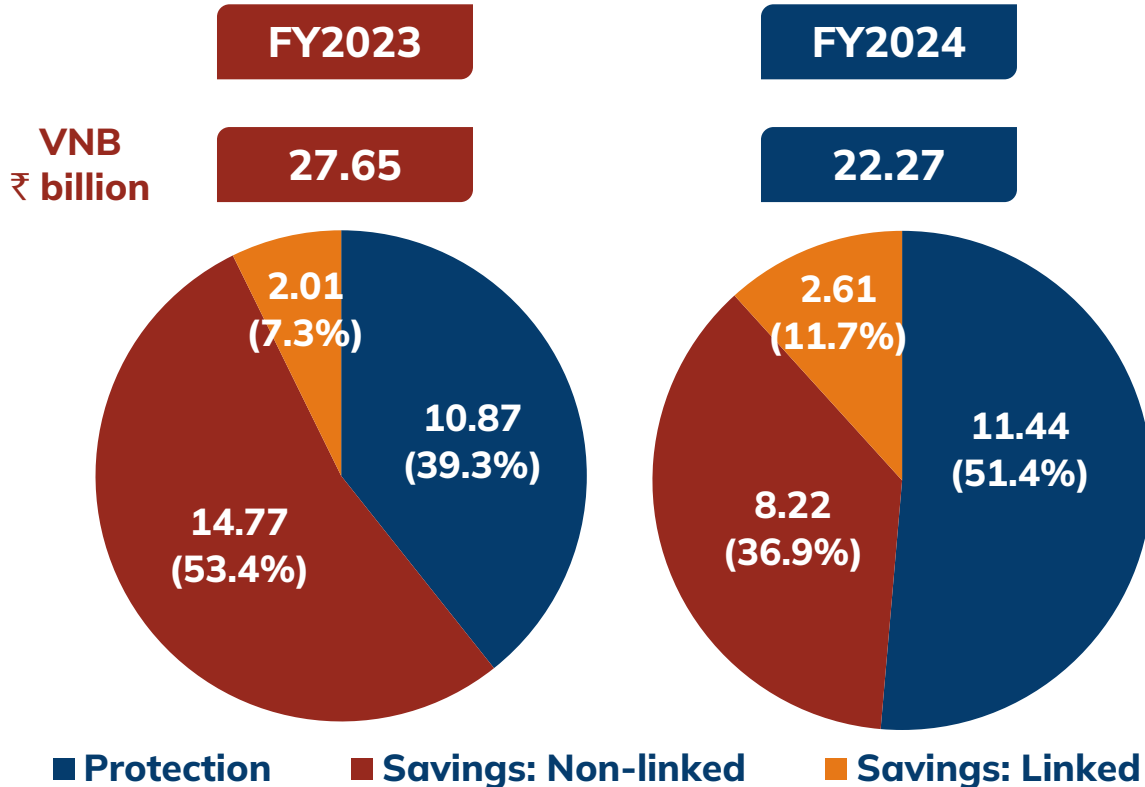


Persistency across channel categories

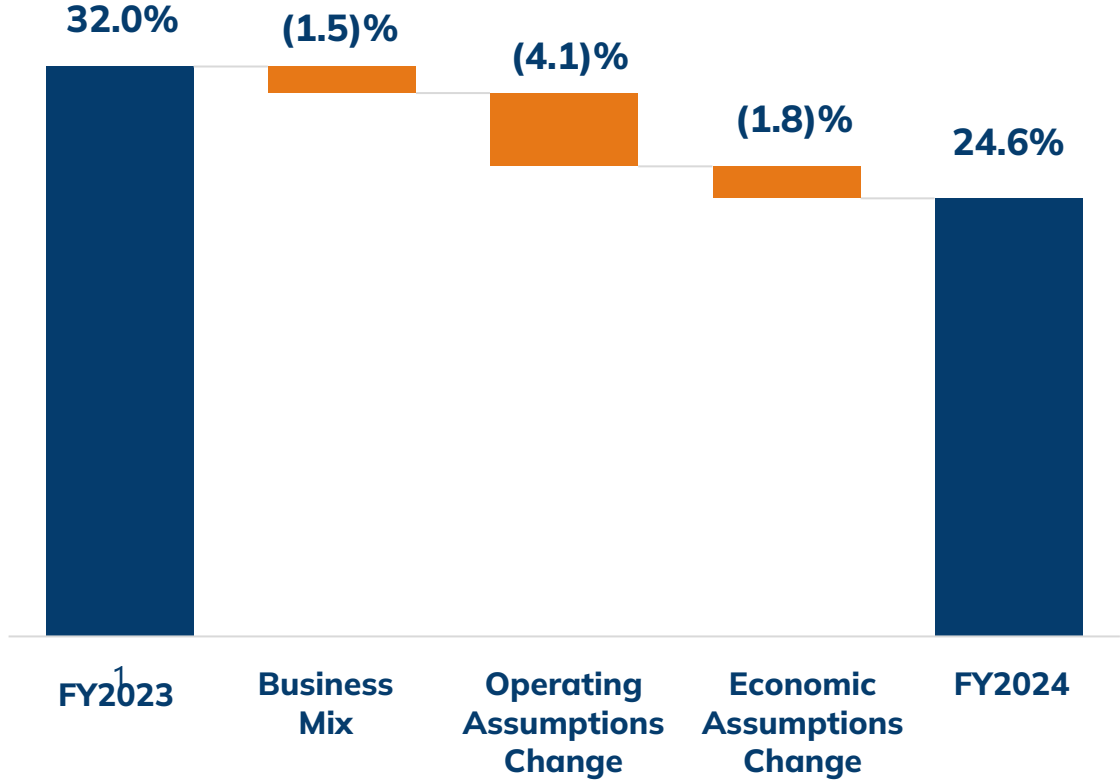


Value of New Business (VNB)

VNB contribution*



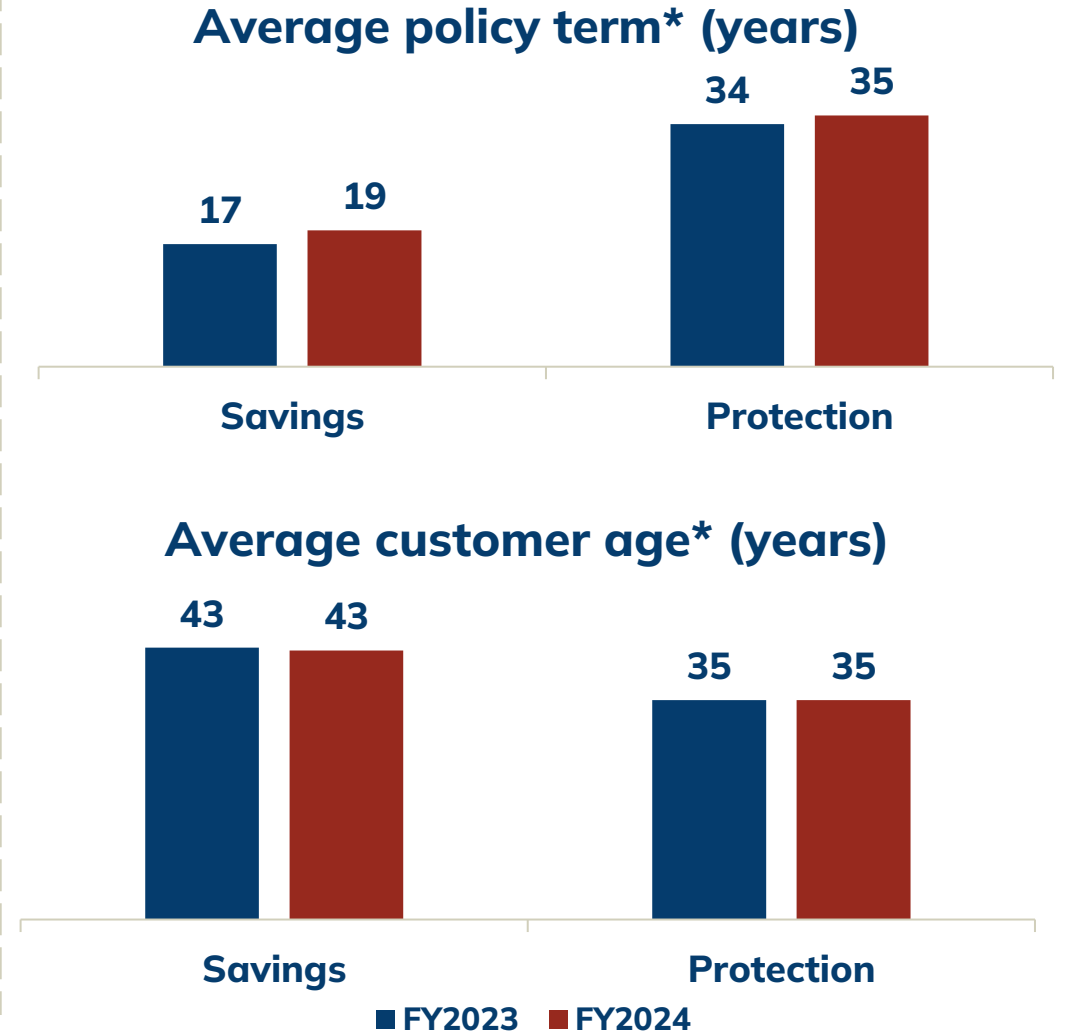
VNB margin movement



*Figures in brackets represent share of VNB Total may not add up due to rounding off

Average APE by product categories

Segment (₹)	FY2023	FY2024
ULIP	177,057	182,940
Non-linked savings	119,748	114,033
Protection	23,086	36,284
Total	118,928	130,593



Channel wise product mix¹

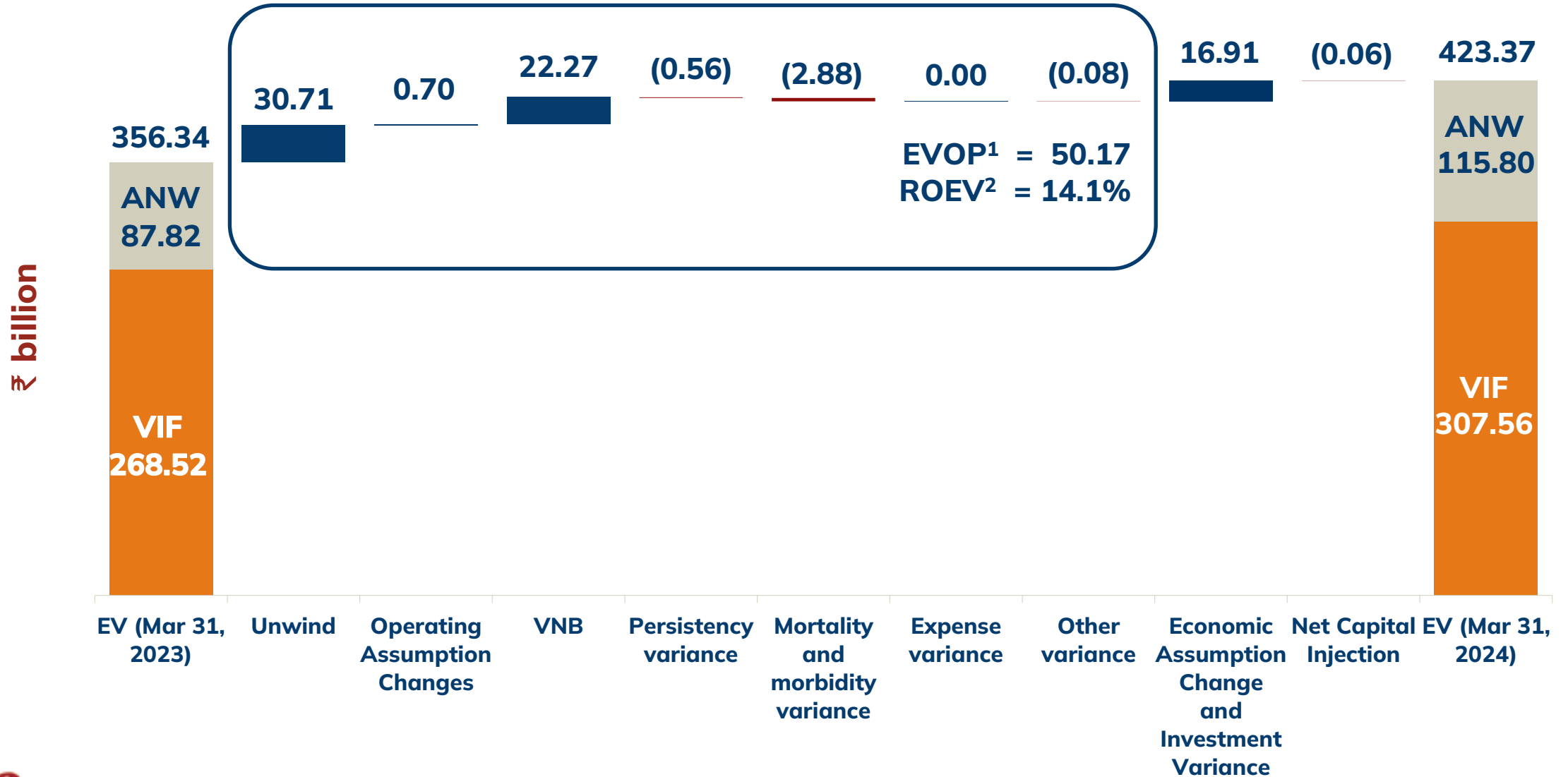
Channel category	Product category	FY2022	FY2023	FY2024
Bancassurance	ULIP	70.7%	57.0%	58.6%
	Non-linked savings	19.2%	31.7%	30.3%
	Annuity	4.9%	7.3%	5.2%
	Protection	5.2%	4.0%	5.9%
	Total	100.0%	100.0%	100.0%
Agency	ULIP	42.6%	35.6%	46.0%
	Non-linked savings	48.8%	55.4%	30.6%
	Annuity	3.9%	6.4%	21.0%
	Protection	4.7%	2.6%	2.4%
	Total	100.0%	100.0%	100.0%
Direct	ULIP	73.4%	69.0%	75.5%
	Non-linked savings	13.6%	17.4%	8.7%
	Annuity	6.6%	8.4%	9.8%
	Protection	6.4%	5.3%	6.0%
	Total	100.0%	100.0%	100.0%
Partnership distribution	ULIP	13.7%	8.8%	18.3%
	Non-linked savings	71.8%	75.8%	54.0%
	Annuity	2.1%	6.7%	11.8%
	Protection	12.4%	8.5%	15.9%
	Total	100.0%	100.0%	100.0%

Product wise channel mix¹

Product category	Channel category	FY2022	FY2023	FY2024
ULIP	Bancassurance	57.0%	46.6%	38.8%
	Agency	20.8%	26.1%	31.0%
	Direct	19.6%	23.7%	24.6%
	Partnership distribution	2.6%	3.6%	5.5%
	Total	100.0%	100.0%	100.0%
Non-linked savings	Bancassurance	27.3%	25.0%	33.6%
	Agency	42.1%	39.1%	34.5%
	Direct	6.4%	5.7%	4.8%
	Partnership distribution	24.1%	30.1%	27.1%
	Total	100.0%	100.0%	100.0%
Annuity	Bancassurance	49.1%	36.5%	14.2%
	Agency	23.8%	28.8%	58.2%
	Direct	22.0%	17.6%	13.1%
	Partnership distribution	5.1%	17.0%	14.5%
	Total	100.0%	100.0%	100.0%
Protection	Bancassurance	39.6%	31.0%	31.8%
	Agency	21.7%	18.4%	13.0%
	Direct	16.2%	17.2%	16.1%
	Partnership distribution	22.5%	33.4%	39.1%
	Total	100.0%	100.0%	100.0%

Annexures: Embedded value

Analysis of movement in EV



¹ EVOP is the embedded value operating profit net of tax

² ROEV is the return on embedded value net of tax

EV results prepared as per APS 10 and reviewed by Milliman Advisors LLP

ANW: Adjusted net worth; VIF: Value of in-force; EV: Embedded value; VNB; Value of new business

Analysis of movement in EV¹

₹ billion	FY2020	FY2021	FY2022	FY2023	FY2024
Opening EV	216.23	230.30	291.06	316.25	356.34
Unwind	17.25	16.61	20.85	27.08	30.71
Value of New Business (VNB)	16.05	16.21	21.63	27.65	22.27
Operating assumption changes + Operating variance	(0.42)	2.24	(10.56)	0.15	(2.81)
<i>Operating assumption changes</i>	<i>(2.25)²</i>	<i>3.09</i>	<i>(0.91)</i>	<i>(1.61)</i>	<i>0.70</i>
<i>Operating variance</i>	<i>1.83</i>	<i>(0.85)</i>	<i>(9.64)</i>	<i>1.76</i>	<i>(3.52)</i>
<i>Persistency variance</i>	<i>0.85</i>	<i>1.10</i>	<i>1.51</i>	<i>1.43</i>	<i>(0.56)</i>
<i>Mortality and morbidity variance</i>	<i>0.42</i>	<i>(2.37)³</i>	<i>(11.87)³</i>	<i>0.22</i>	<i>(2.88)</i>
<i>Expense variance</i>	<i>0.01</i>	<i>0.01</i>	<i>0.07</i>	<i>0.03</i>	<i>0.00</i>
<i>Other variance</i>	<i>0.56</i>	<i>0.41</i>	<i>0.64</i>	<i>0.08</i>	<i>(0.08)</i>
EVOP	32.88	35.05	31.92	54.88	50.17
Return on embedded value (ROEV)	15.2%	15.2%	11.0%	17.4%	14.1%
Economic assumption change and investment variance	(14.76)	25.67	(4.37)	(14.49)	16.91
Net capital injection	(4.05)	0.04	(2.36)	(0.30)	(0.06)
Closing EV	230.30	291.06	316.25	356.34	423.37

¹As per Indian Embedded Value (IEV) method

²Negative impact of ₹ 5.49 billion due to change in effective tax rate

³Mortality variance includes the negative impact of COVID claims
Components may not add up to the totals due to rounding off

Sensitivity analysis

Scenario	% change in VNB		% change in EV	
	FY2023	FY2024	FY2023	FY2024
Increase in 100 bps in the reference rates	(4.2)	(11.7)	(3.5)	(3.5)
Decrease in 100 bps in the reference rates	4.8	10.9	3.7	3.8
10% increase in the discontinuance rates	(3.4)	(4.8)	(0.5)	(0.4)
10% decrease in the discontinuance rates	3.6	5.1	0.6	0.4
10% increase in mortality/morbidity rates	(10.0)	(14.9)	(1.9)	(2.0)
10% decrease in mortality/morbidity rates	10.1	15.0	2.0	2.1
10% increase in acquisition expenses	(11.8)	(18.0)	Nil	Nil
10% decrease in acquisition expenses	11.8	18.1	Nil	Nil
10% increase in maintenance expenses	(2.3)	(3.4)	(0.8)	(0.8)
10% decrease in maintenance expenses	2.3	3.4	0.8	0.8
Tax rates increased to 25%	(10.4)	(11.4)	(6.4)	(6.6)
10% increase in equity values	0.4	1.1	1.7	1.6
10% decrease in equity values	(0.4)	(1.0)	(1.7)	(1.7)

Economic assumptions underlying EV & VNB

Tenor (years)	Reference rates	
	March 31, 2024	September 30, 2024
1	7.2%	6.7%
5	7.3%	6.9%
10	7.2%	7.1%
15	7.3%	7.2%
20	7.3%	7.2%
25	7.4%	7.3%
30	7.4%	7.3%

Glossary (1/2)

- **Annualized Premium Equivalent (APE):** APE is the sum of the annualized first year premiums on regular premium policies, & ten percent of single premiums, from both individual & group customers
- **Retail Weighted Received Premium (RWRP):** Premiums actually received by the insurers under individual products & weighted at the rate of ten percent for single premiums
- **Total Weighted Received Premium (TWRP):** Measure of premiums received on both retail & group products & is the sum of first year & renewal premiums on regular premium policies & ten percent of single premiums received during any given period
- **Sum Assured:** The amount that an insurer agrees to pay on the occurrence of a stated contingency
- **Cost Ratio:** Cost ratio is a measure of the cost efficiency of a Company. Expenses are incurred on new business as well as on renewal premiums. Cost ratio is computed as a ratio of all expenses incurred in a period (comprising commission, operating expenses, provision for doubtful debts & bad debts written off) to total weighted received Premium (TWRP)
- **Persistency Ratio:** Persistency ratio is the percentage of policies that have not lapsed & is expressed as 13th month, 49th month persistency etc. depicting the persistency level at 13th month (2nd year) & 49th month (5th year) respectively, after issuance of contract

Glossary (2/2)

- **Value of New Business (VNB):** VNB is used to measure profitability of the new business written in a period. It is present value of all future profits to shareholders measured at the time of writing of the new business contract. Future profits are computed based on long-term assumptions which are reviewed annually. VNB is also referred to as NBP (new business profit). VNB margin is computed as VNB for the period/APE for the period. It is similar to profit margin for any other business
- **Embedded Value (EV):** EV represents the present value of shareholders' interests in the earnings distributable from the assets allocated to the business after sufficient allowance for the aggregate risks in the business
- **Embedded Value Operating Profit (EVOP):** EVOP is a measure of the increase in the EV during any given period due to matters that can be influenced by management
- **Return on Embedded Value (RoEV):** RoEV is the ratio of EVOP for any given period to the EV at the beginning of that period
- **Solvency Ratio:** Solvency ratio is calculated as ratio of Available Solvency Margin (ASM) over Required Solvency Margin (RSM)
- **Assets Under Management (AUM):** AUM refers to the carrying value of investments managed by the Company & includes loans against policies & net current assets pertaining to investments

Safe harbour

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



Thank you



**FY2024 Annual
Report**



**Sustainability
factsheet**



**FY2024 ESG
Report**