

October 7, 2022

General Manager
Listing Department
BSE Limited,
Phiroze Jeejeebhoy Tower,
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

Please note the updated investor presentation enclosed alongwith this letter.

The same is also made available on the website of the Company.

Thanking you,

Yours sincerely,

For ICICI Prudential Life Insurance Company Limited

Sonali Chandak
Company Secretary
ACS 18108

Encl.: As above



Performance update

October 07, 2022

September 2022 update

Premium growth

₹ billion	Q4- FY2022	FY2022	Q1- FY2023	July 2022	August 2022	September 2022	H1- FY2023
New business sum assured	2,599.83	7,731.46	2,209.35	957.28	753.51	879.91	4,800.05
Y-o-Y growth	26.7%	25.4%	24.9%	91.3%	47.8%	47.8%	42.3%
New business premium	47.88	150.36	31.84	13.44	14.21	14.10	73.59
Y-o-Y growth	(6.7%)	15.4%	24.4%	16.2%	11.3%	(4.0%)	13.9%
APE ¹ (Total)	26.08	77.33	15.20	6.29	6.25	7.46	35.19
Y-o-Y growth	3.9%	19.7%	24.7%	10.5%	(2.3%)	(2.9%)	10.1%
RWRP ²	20.74	62.99	11.01	4.50	4.69	5.93	26.13
Y-o-Y growth	(3.5%)	15.5%	16.8%	(5.6%)	(14.0%)	(4.8%)	1.0%

Agenda

- Company strategy and performance
- Opportunity
- Industry overview

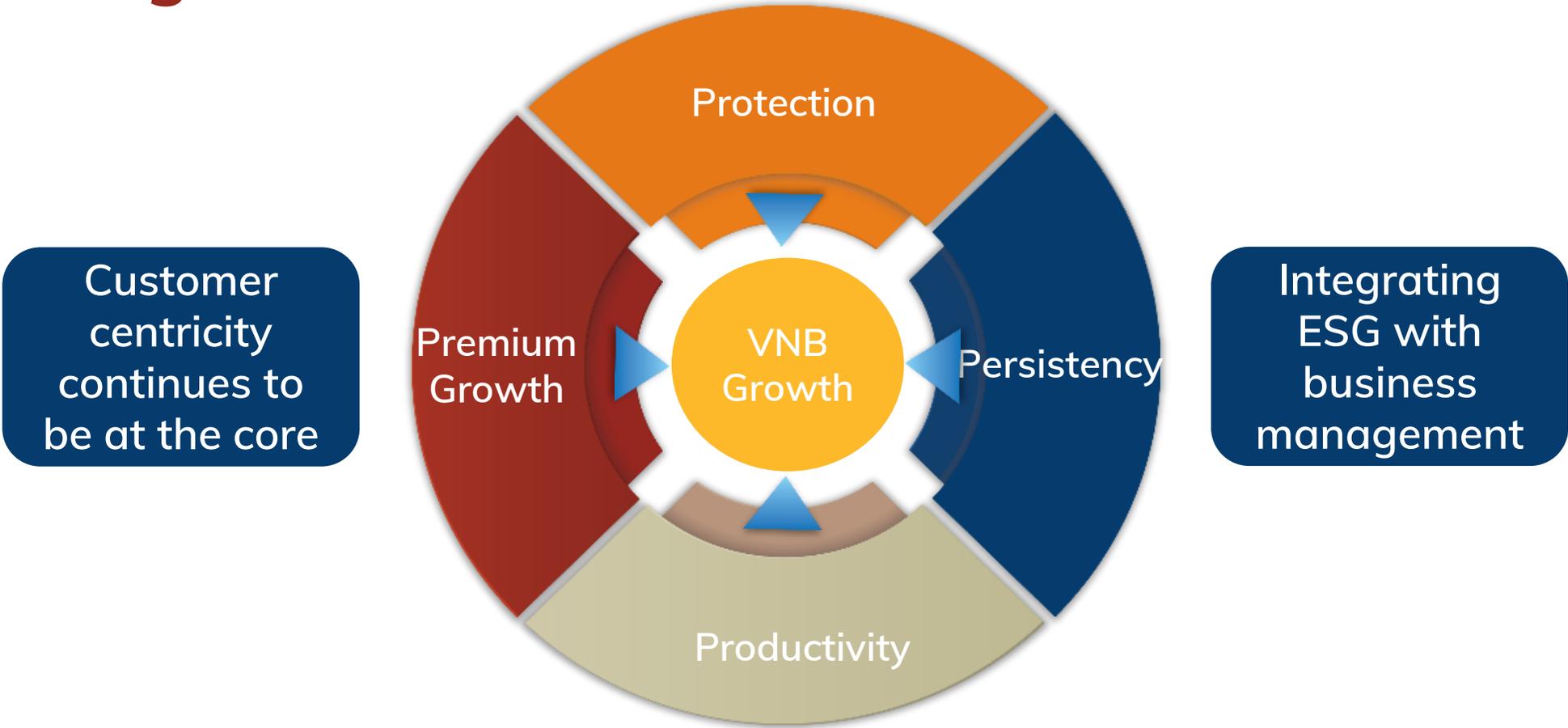


Agenda

- **Company strategy and performance**
- **Opportunity**
- **Industry overview**



Key strategic elements



Aspiration to double the FY2019 VNB in four years

Premium growth

Premium growth

- Deepen penetration in under-served customer segments
- Enhance current distribution
- Create new distribution
- Augment capability in Health and Protection
- Increase focus on Pension and Annuity

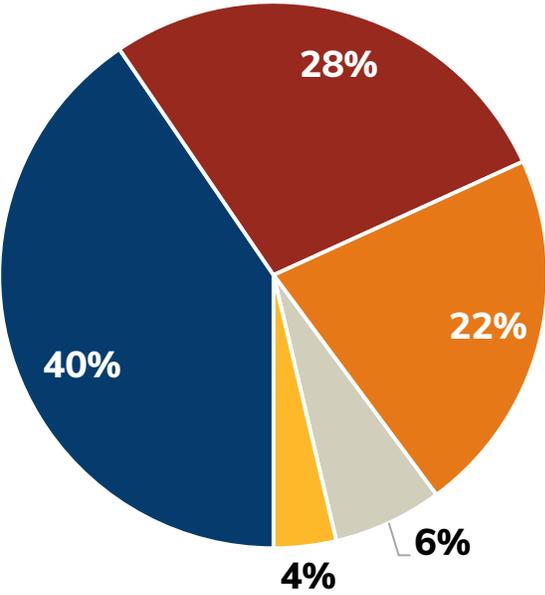
₹ billion	FY2022	Q1-FY2023
Annualised premium equivalent	77.33	15.20
<i>YoY growth</i>	<i>19.7%</i>	<i>24.7%</i>
New business premium (NBP) ¹	150.36	31.84
<i>YoY growth</i>	<i>15.4%</i>	<i>24.4%</i>

Robust growth maintained despite market volatility

Premium growth: Product and Distribution

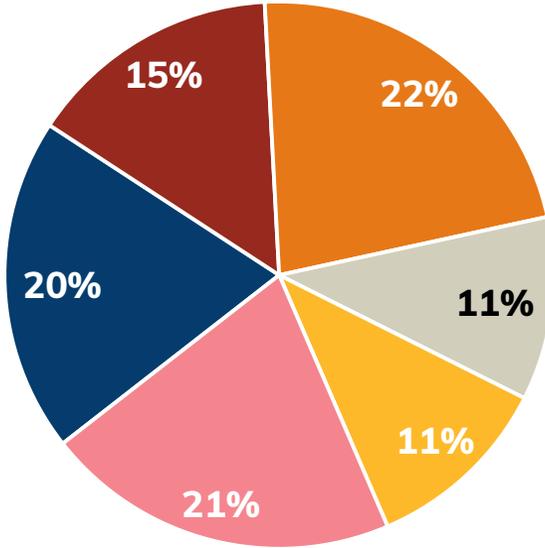
Product mix

Q1-FY2023



Distribution mix

Q1-FY2023



■ Linked ■ Non-linked ■ Protection ■ Annuity ■ Group

■ Banca - ICICI Bank ■ Banca - Other Banks
 ■ Agency ■ Direct
 ■ Partnership Distribution ■ Group

Well diversified product and distribution mix



Based on APE

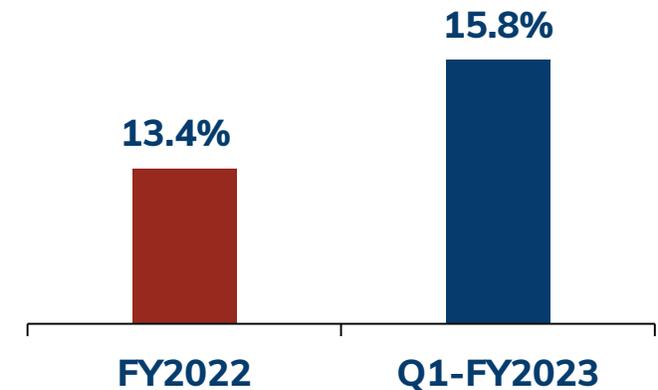
Protection growth

Protection focus

Continue to grow both retail and group lines of business

₹ billion	FY2022	Q1-FY2023
Protection APE ¹	13.13	3.30
<i>YoY growth</i>	<i>25.5%</i>	<i>22.2%</i>
Protection Mix	17.0%	21.7%

Sum assured market share² (%)



Overall market leadership based on new business sum assured

Persistency improvement

Persistency

Improve persistency across all cohorts

Persistency#	FY2022	2M-FY2023	
13 th month	84.6%	85.5%	↑ 90 bps
49 th month	63.4%	65.0%	↑ 160 bps

Significant improvement in persistency



Regular and Limited pay persistency in accordance with IRDAI circular on 'Public Disclosures by Insurers' dated September 30, 2021; 12 month rolling persistency

Productivity improvement

Productivity

Continue to leverage technology for process re-engineering and to drive productivity

₹ billion	Q1-FY2022	FY2022	Q1-FY2023	Growth
APE	12.19	77.33	15.20	24.7%
Total expenses	10.36	53.63	12.29	18.6%
Cost/TWRP ¹ (%)	19.9%	18.6%	23.8%	-
Cost/TWRP (savings LOB) (%)	11.9%	12.8%	16.9%	-

Topline growth ahead of expense growth

Resilient Balance Sheet

Insurance risks

- Emerging mortality experience is within expectation
- ₹ 0.16 billion of COVID-19 claims in Q1-FY2023 against IBNR provision held of ₹ 0.24 billion
- Closing COVID-19 IBNR provision of ₹ 0.24 billion

High quality assets

- 98% of fixed income in sovereign or AAA; 0.3% of fixed income below AA
- Zero NPA since inception

Strong solvency ratio

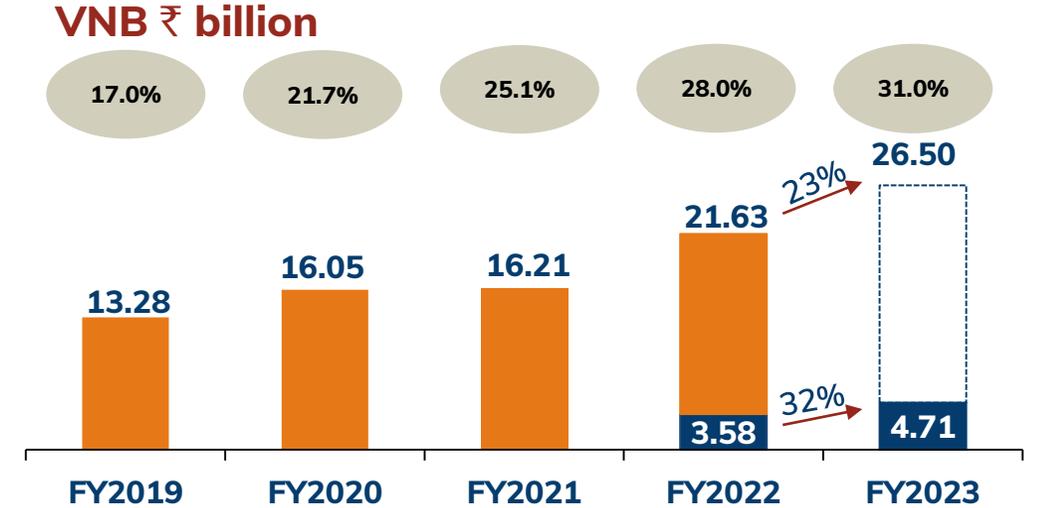
- Solvency ratio of 203.6% at June 30, 2022

Liability profile

- 77% of liabilities largely pass on the market performance to customers
- Non par guaranteed return book: 2.2% of liabilities

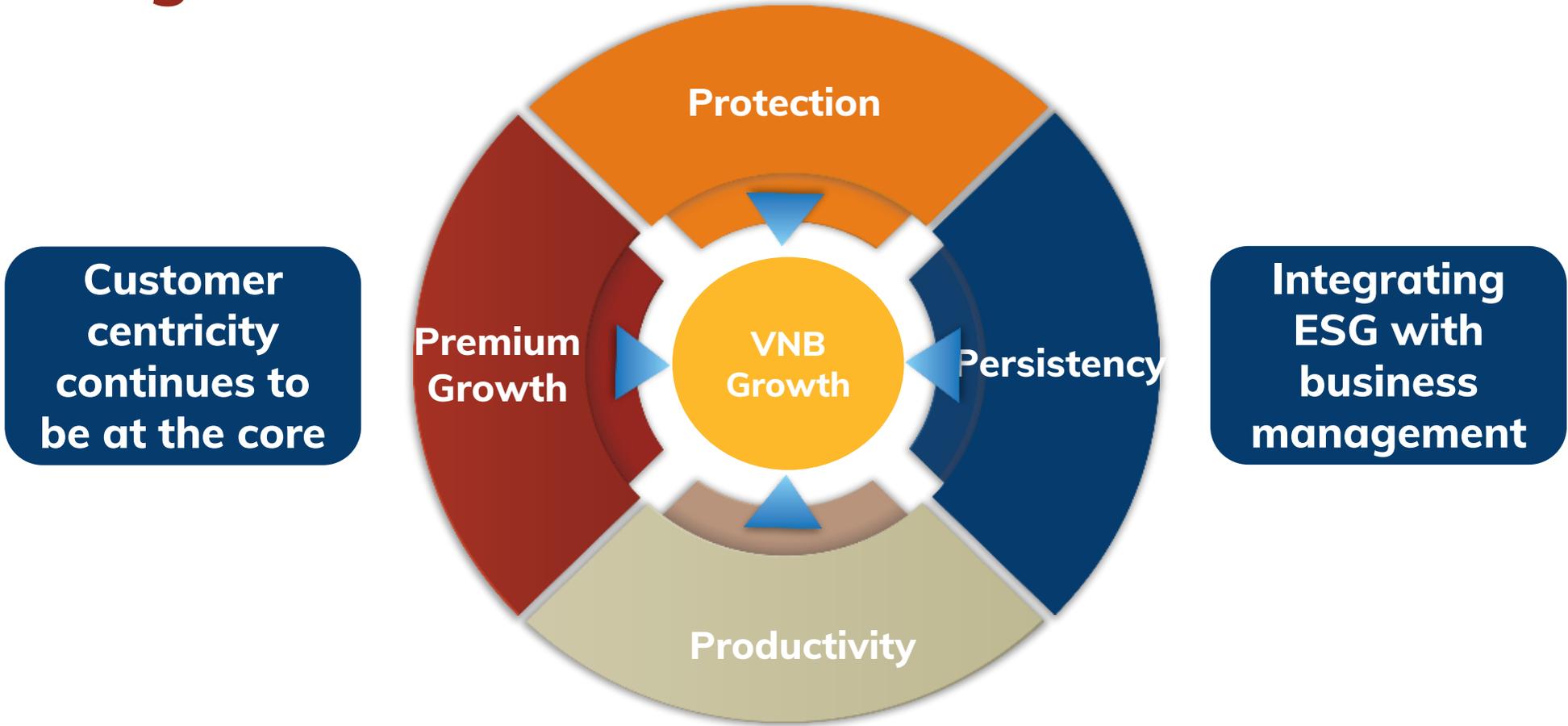
Value of New Business (VNB)

₹ billion	FY2021	FY2022	Q1-FY2023
Value of New Business (VNB) ¹	16.21	21.63	4.71
VNB growth	1.0%	33.4%	31.6%
VNB margin	25.1%	28.0%	31.0%



On track to double FY2019 VNB by year end

Key strategic elements



Aspiration to double the FY2019 VNB in four years

4P: Premium

Products available across all categories



Non-linked

Savings

Linked

Savings with guarantee and equity participation

Guaranteed savings; Immediate/ Deferred Annuity

ULIP: Suite of funds for Equity and Debt

ULIP: with capital guarantee



Retail

Protection

Group

Pure term, term with accident cover

Critical illness, Disease specific

Pure term, Micro insurance, Credit insurance, Critical illness



Performance across segments

Segments	APE (₹ billion)			Mix (%)	
	FY2022	Q1-FY2023	Growth (%)	FY2022	Q1-FY2023
Savings	64.20	11.90	25.3%	83.0%	78.3%
Linked	37.38	6.16	15.1%	48.3%	40.5%
Non-linked	21.21	4.21	40.8%	27.4%	27.7%
Annuity	3.00	0.98	69.0%	3.9%	6.4%
Group funds	2.61	0.56	(3.4%)	3.4%	3.7%
Protection	13.13	3.30	22.2%	17.0%	21.7%
Total APE	77.33	15.20	24.7%	100.0%	100.0%

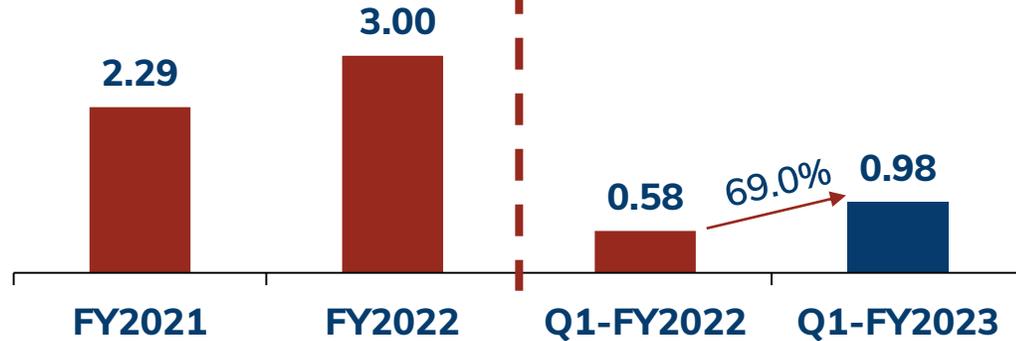
Strong growth across product segments

Pension and Annuity

A comprehensive pension provider

Annuity

Annuity APE (₹ billion)



Annuity APE grew by 69% in Q1-FY2023; annuity mix¹ of 18%

Pension fund management (AUM)

₹ billion



Pension fund AUM grew by 40% over June 2021

Significant focus on driving synergy between ICICI Pru Life and ICICI Pru PFM

Enhancing distribution

Strategy: Create depth and add width

- ~800 partnerships; 13 new partnerships
- Protection and Annuity mix 26%, Non-linked savings 62%

Strategy: Build profitability

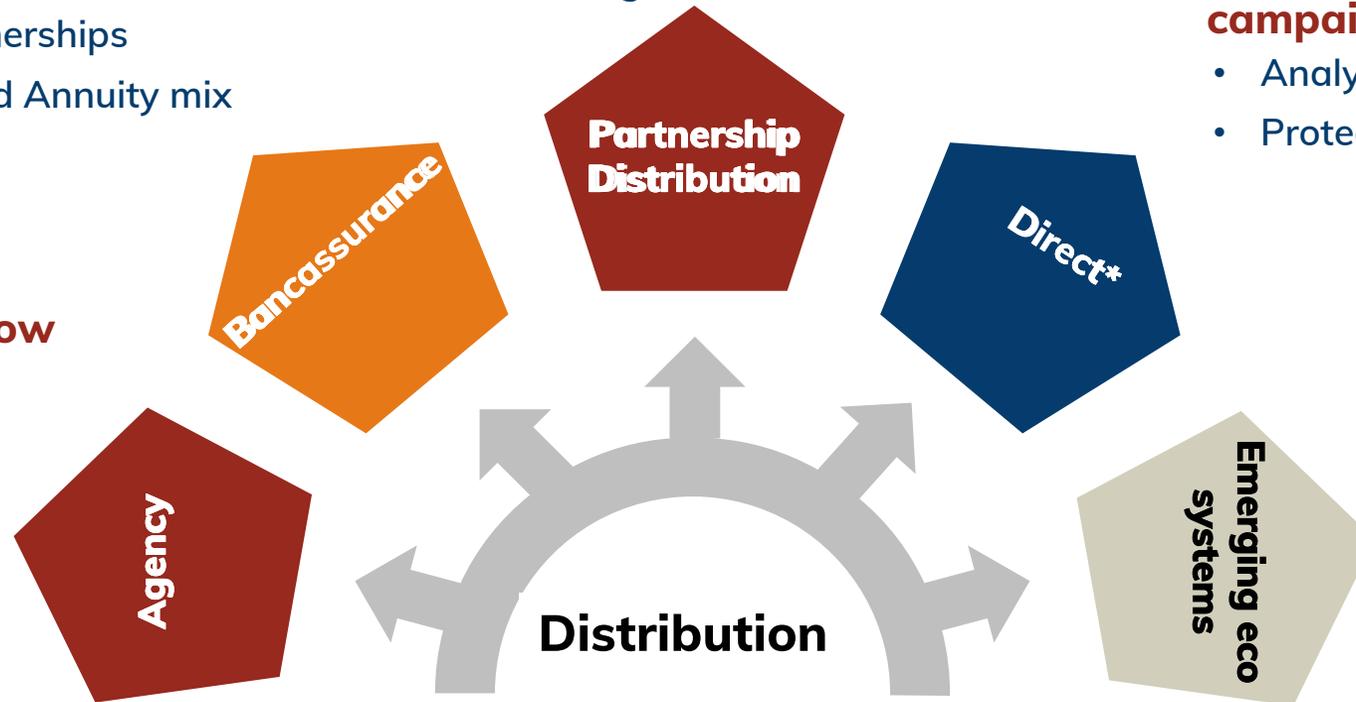
- 30 bank partnerships
- Protection and Annuity mix 43%

Strategy: Digital focused upsell campaigns

- Analytics driven upsell channel
- Protection and Annuity mix 52%

Strategy: Invest and grow

- 6,821 agents recruited during Q1-FY2023
- Diversified product mix: Protection and Annuity 34%, Non-linked savings 35% and linked 31%



Strategy: Partner with non-traditional distributors

- Tie-up with wallets, payment banks, fin-tech companies etc.
- Product customization

~800 partnerships including 30 banks; > 200,000 advisors

Performance across distribution channels

Channels	APE (₹ billion)			Mix (%)	
	FY2022	Q1-FY2023	Growth (%)	FY2022	Q1-FY2023
Bancassurance	30.12	5.28	12.1%	38.9%	34.7%
<i>ICICI Bank</i>	<i>19.26</i>	<i>3.01</i>	<i>(10.9%)</i>	<i>24.9%</i>	<i>19.8%</i>
<i>Other banks</i>	<i>10.85</i>	<i>2.27</i>	<i>70.7%</i>	<i>14.0%</i>	<i>14.9%</i>
Agency	18.28	3.41	24.5%	23.6%	22.4%
Direct	9.97	1.65	3.1%	12.9%	10.9%
Partnership distribution	7.16	1.69	65.7%	9.3%	11.1%
Group	11.80	3.18	50.0%	15.3%	20.9%
Total APE	77.33	15.20	24.7%	100.0%	100.0%

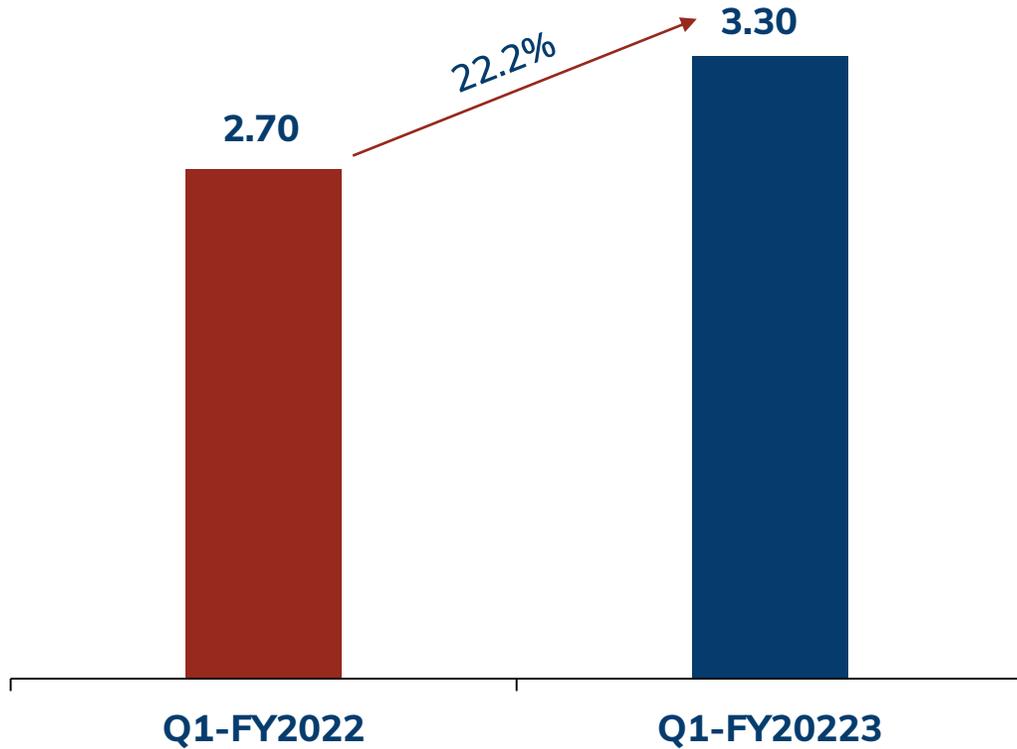
Strong growth across most distribution channels

4P: Protection

Protection business

Protection APE

₹ billion



Protection APE grew by 22% in Q1-FY2023

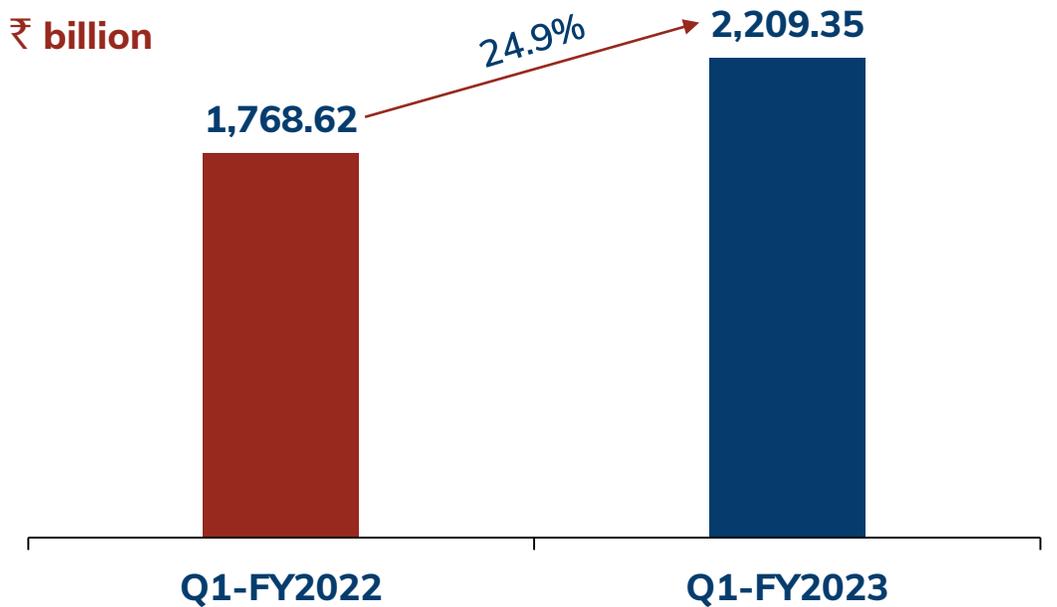
Sum assured¹

Market share (%)

14.7%

15.8%

₹ billion



Sum assured grew by 25% in Q1-FY2023

4P: Persistency

Persistency

Regular and Limited pay

Month	2M-FY2022	FY2022	2M-FY2023
13 th month	85.0%	84.6%	85.5%
25 th month	73.7%	77.3%	77.6%
37 th month	66.4%	66.9%	67.8%
49 th month	64.9%	63.4%	65.0%
61 st month	50.8%	54.7%	55.7%

Fully paid and Single premium

Month	2M-FY2022	FY2022	2M-FY2023
13 th month	100.0%	100.0%	100.0%
25 th month	99.6%	100.0%	100.0%
37 th month	97.6%	99.0%	99.3%
49 th month	95.8%	96.4%	96.6%
61 st month	99.1%	99.2%	99.3%

Significant improvement across cohorts

4P: Productivity

Productivity: Cost efficiency

	Q1-FY2022	FY2022	Q1-FY2023
Expense ratio (excl. commission) ¹	14.7%	12.8%	17.9%
Commission ratio ²	5.2%	5.8%	5.9%
Cost/TWRP ³	19.9%	18.6%	23.8%
Cost/Average AUM ⁴	1.9%	2.4%	2.1%
Cost/TWRP (Savings LOB)	11.9%	12.8%	16.9%

₹ billion	Q1-FY2022	FY2022	Q1-FY2023
Commission	2.71	16.73	3.06
Non-commission	7.65	36.90	9.23

Topline growth ahead of expense growth



¹Expense ratio: All insurance expenses (excl. commission)/(Total premium- 90% of single premium)

²Commission ratio: Commission/(Total premium- 90% of single premium)

³Cost/(Total premium- 90% of single premium)

⁴Annualized cost/Average assets under management during the period

VNB growth levers update (4P's)

₹ billion	FY2022	Q1-FY2023	Growth
Value of New Business (VNB) ¹	21.63	4.71	31.6%
VNB margin	28.0%	31.0%	-

₹ billion	FY2022	Q1-FY2023	Growth
Premium growth (APE)	77.33	15.20	24.7%
Protection growth (APE)	13.13	3.30	22.2%
Persistency (13 th month) ²	84.6%	85.5%	-
Persistency (49 th month) ²	63.4%	65.0%	-
Productivity (Cost/TWRP: Savings) ³	12.8%	16.9%	-

¹For full year, based on actual cost; Q1: based on management forecast of full year cost

²Regular and Limited pay persistency of respective financial years in accordance with IRDAI circular on 'Public Disclosures by Insurers' dated September 30, 2021; 12 month rolling persistency

³Total Cost including commission / (Total premium – 90% of single premium)

Financial update

Financial metrics

₹ billion	Q1-FY2022	FY2022	Q1-FY2023
Profit after Tax	(1.86)	7.54	1.56
Solvency ratio	193.7% ¹	204.5% ²	203.6% ¹
AUM	2,231.71 ¹	2,404.92 ²	2,300.72 ¹

Solvency ratio continues to be strong at 203.6%

ENVIRONMENTAL, SOCIAL AND GOVERNANCE



ESG: Approach and focus areas



Sustainability is intrinsic to life insurance as we serve long term savings and protection needs

3 pillars of our sustainability



Environmental
leaving the planet a better place for our next generation



Social
giving back to the society



Governance
transparency in functioning

Our focus areas



Human Capital



Responsible Investing



Governance & Business Ethics



Data Privacy & Security



Access to Finance & CSR



Environment

New initiatives



Diversity & inclusion



Environmental impact

ESG Ratings Improvement

- Analysis of the assessment by ESG research firms on each parameter and benchmarking of ESG disclosures by companies with good scores
- Introduction of initiatives & disclosures based on gap analysis
- Outcome: Upgrade by two well known ESG rating agencies (Currently the best among Indian insurance companies); Improvement in ESG score by FTSE Russell in Q1-FY2023

Focus area: Human capital



Enabling employee wellbeing

1. **Focus on building awareness, establishing policies and enabling habit formation**
2. **Physical wellness campaigns :** Anti tobacco, heart care, critical illness (diabetes, cancer etc.), continue with health-focused policies
3. **Mental wellness campaigns:** Remove stigma, encourage practice of restorative breaks for employees
4. **Financial wellness campaigns:** Lifestage based, specific sessions for women



Enabling productivity

1. **Talent attraction & onboarding**
 - **46%** fresher hiring; robust onboarding & training framework
2. **Learning & development**
 - ~ **1.2 million** digital learning hours
 - **11,000+** employees certified
 - **96%** leadership depth, **86%** leadership stability
3. **Performance & talent management**
 - Alignment to Board KPIs
 - Differentiated rewards based on performance and potential
 - Identification of bench for all key roles based on talent management and succession planning processes



Building an agile & engaged workforce

1. **Enabling a diverse workforce**
 - Equal opportunity employer, Diversity & Inclusion policy instituted
 - Diversity Council constituted
 - ~ **40%** women in non-sales roles
2. **Engagement framework**
 - 3i framework to align employees to strategy, enhance connect & belongingness to the Company
3. **Robust grievance redressal framework**
4. **Employee surveys**
 - **90%+** Voice of Employee survey* score on alignment, advocacy, support, technology & infra, health & safety measures and learning & engagement opportunities
 - NPS: **90%** for top talent, **87%** overall

Focus area: Responsible investing



Three pronged approach

Stewardship policy and process

ESG Integration

ICICI Prudential Sustainable Equity Fund

Engaging with investee companies

Disclosing voting actions

Framework made operational; subscribed to ESG ratings by an external service provider

Became signatory to UN PRI¹

Benchmarked against NSE 100 ESG Index



~45% of our AUM*: Infrastructure/ housing and Government bonds (₹ 332 billion and ₹ 758 billion respectively).

Focus area: Governance and Data privacy

Governance Structure



Board composition

- >50% IDs including Chairman
- Committees: > 50% IDs/ NEDs and chaired by IDs



Board Diversity

- Policy on Board diversity & criteria on appointment of Directors
- Woman Independent Director
- BNRC now includes a woman director



Evaluation framework

- Evaluation framework for the Directors, Chairman, the Board and its Committees

Compensation Framework



Compensation Policy

- Based on Meritocracy and Fairness within the framework of prudent risk management



Governance

- Compensation of WTDs approved by BNRC, Board, IRDAI and Members



Alignment

- WTD compensation aligned to KPIs incl. financial and non-financial metrics along with risk parameters; capping & deferral of bonus; malus & clawback provisions

Information/Cyber security



Data Privacy Policy

- Privacy policy covering collection, usage, storage, retention, sharing only for specific purposes with consent and security related aspects



Cyber Security Framework

- Information and Cyber Security Policy
- ISO 27001: ISMS certification

Risk Management



Risk Management Policy

- Board, BRMC & ERC oversight
- Covers financial, operational, sustainability and reputational risk



Mitigating risk

- Framework sets out limits and controls for risk exposure
- Risk-based internal audit framework
- ISO 22301: BCM certification

Business Ethics/Compliances



Policies

- Code of Conduct
- POSH
- ABC Policy
- AML Policy

- Compliance Policy
- Framework for Managing Conflicts of Interest
- Insider Trading Code
- Whistle Blower Policy

Focus area: Access to finance, CSR and Environment



Access to Finance

- **45.6 mn** lives impacted by micro insurance products (**58.1 mn** lives total)
- **84.6%** - One of the best persistency¹ ratios (13th month) in the industry.
- **24x7 service architecture; 91.5%** self-help usage
- **97.8%** - One of the best claim settlement ratios²; **1.46 days**³ average TAT
- **Providing financial safety net to society** – **21,600** retail death claims settled and **238,000** Group claims settled
- Insurance awareness campaigns, focus on right selling & product suitability
- Robust policy & framework for grievance redressal



CSR

- ₹ **68.2 million** spent for CSR initiatives
- Over **155,000** children and adults beneficiaries supported through the COVID-19 vaccination program
- **61.4 million** consumers reached through the Consumer awareness and education program
- **1,558** underprivileged youth trained through ICICI Academy for Skills – skill development program
- **2,117** underprivileged beneficiaries supported through other CSR programs



Environment

- **~1,700 tonnes** of carbon footprint saved through:
 - Responsible consumption of energy
 - Water conservation
 - Replace, reduce and recycle approach
- **96%** of new business applications logged digitally
- **94%** shareholders communicated digitally
- Green energy implemented for some offices in Mumbai (From Jan 2022)
- External consultant for carbon emissions project has been finalised and on boarding activity in progress

Technology @ICICI Prulife

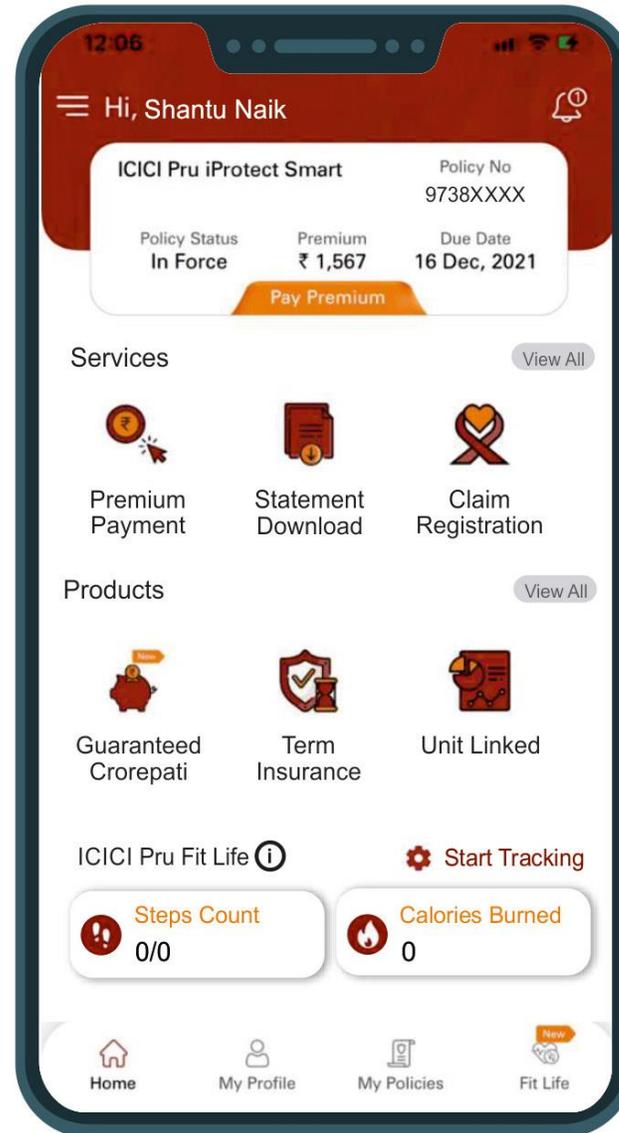
Digital@iciciprulife

~3.1 million digital service interactions every month

1.1 million+ app downloads

Highest rated app within life insurance industry

Access to over 45 types of policy transactions



Digital logins at 96%

>91.8% service interactions are via self-help / digital modes

97% of pages having a system uptime of 99% & above

Fitness tracker to monitor health statistics

New business & growth

Pre-sales

Collaboration platform –

Online meetings, joint sales calls, invite experts, share content 

24x7 cognitive bots –

24x7 query resolution using chat bots viz. Chat Buddy, PSF Guru, Tara

Lead Management System –

Enhanced with voice capability and geographical tagging 

Learner's Box and MyCoach

On-the-go e-learning modules with AI capabilities to improve pitch

Demand generation–

Digital platform to generate interest, qualify leads with nurture framework and funnel management

Onboarding & issuance

InstaPlan - A pre-sales tool to create a customized solution for the customer by combining multiple products on the go

Term by invite - Pre approved offers with zero documents or medical

Digital journey

- ❖ End to end digital onboarding
- ❖ Form pre-fill with OCR of KYC document
- ❖ 3-click PASA onboarding
- ❖ Smart doc upload with instant OCR
- ❖ E-Quote app
- ❖ Video risk verification
- ❖ Tele & video underwriting

Leveraging eco system

- ❖ Partner and third party data for pre-population and process de-congestion
- ❖ Document aggregator integration to get income details for financial underwriting



Partner integration

- ❖ **Partner integration portal**
- ❖ **Easy UI** – Pre-coded premium quotation pages
- ❖ **Data pre population**
- ❖ No KYC document, digital payment with SI and **digital consent**

Video based Pre -issuance verification on WhatsApp

- ❖ **Instant Certificate of issuance**
- ❖ **Instant refund** into customer account, in case of cancellation 
- ❖ Video verification and CKYC as a service enabled for partners
- ❖ End-to-end digital journey for group partners

Group portal - An end to end automated process for on-boarding group customers

Customer service



Empowering customers

Self service

- ❖ ~3.1Mn. digital service interactions monthly
- ❖ >91.8% service interactions are via self-help / digital modes



Renewals

- ❖ **Flexible premium payment options** including multiple UPI
- ❖ **Humanoid** - Two way conversational AI bot with speech recognition capability deployed in customer calls for renewal premium collection; provides superior customer experience and scalability

Quick claim assistance through digital claim registration process, real time tracking through chatbot/WhatsApp, and AI-based pre-claim assessment, and claim processing



Omni channel

Mobile application

- ❖ 1.1 mn+ app downloads with best app rating among the peers



24x7 chat/voice assistants

- ❖ LiGo chat bot; WhatsApp bot; E-mail bot



Voice bot

- ❖ Voice bot on IVR, which provides customers with personalized interactions with a human touch.
- ❖ >50% of calls handled by bots end-to-end, thus improving productivity

Digital Life Verification for Individual Annuity Customer



Digital experience



Personalization

Hyper personalization

Personalised messages to handhold customers throughout journey

Segmented targeting

Reaching the customer by mapping their interests/affinities



Interactive banners

Banners with built-in calculators for instant and customised quotes



Search engine optimization –

Use of Machine Learning (ML) to rank ICICI Pru higher on search engines



Actionable insights

Nudge engine/ Actionable insights - Data analytics based system which suggests the best suited action to achieve the next goal



Smart solutions – Pre-approved personalized best offers for instant issuance and persistency backed by data

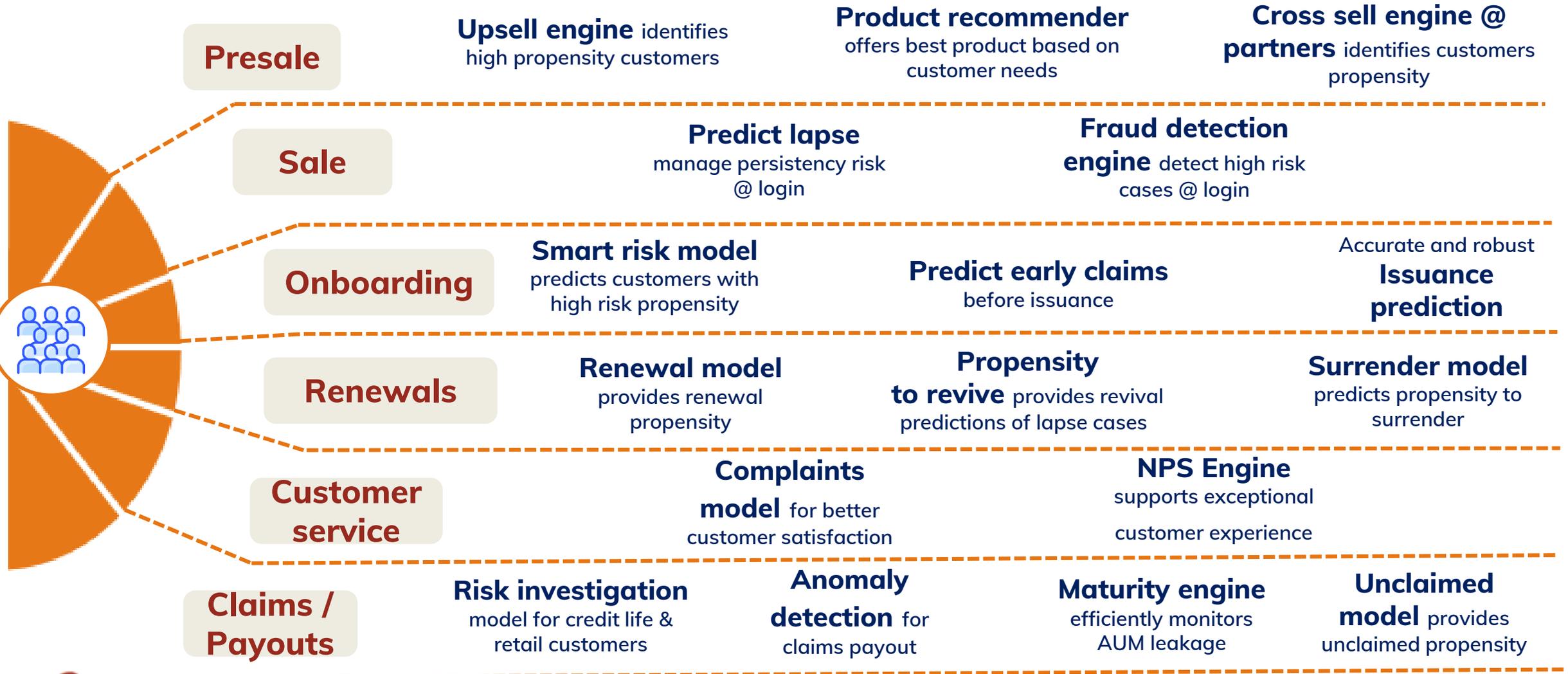
Modular data integration approach to meet partner requirements



Use of AI & ML to analyze structured & unstructured data

Cognitive automation – End-to-end process automation using intelligent and cognitive automation tools

Data excellence @ every phase of customer journey



Awards and Accolades – Q1-FY2023

Only Indian insurance Company to be featured in the list of top 100 companies in BW Businessworld – ‘India’s Most Sustainable Companies’



Best Contact Centre



Technology Champion of the Year – Life Insurance



BW Businessworld in association with Sustain Labs Paris

Customer Fest Leadership Awards 2022

Quantic 3rd Annual BFSI Technology Excellence Awards 2022

3rd Emerging Asia Awards 2021 - Indian Chamber of Commerce (ICC)

Gold in the BFSI category for the Campaign “Protect & Save)



2nd runner up award for Best Life Insurance Company of the Year

Runner up award for the Company with the Best Risk Management Strategy (Life)

Jury award for Best Innovation and Diversification introduced by a Company (Life)

ET Brand Equity Kaleido Awards 2022



Agenda

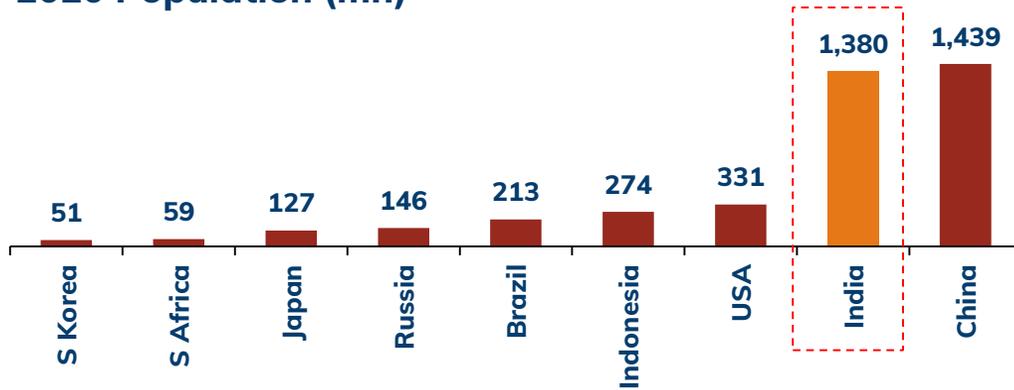
- Company strategy and performance
- **Opportunity**
- Industry overview



Favorable demography

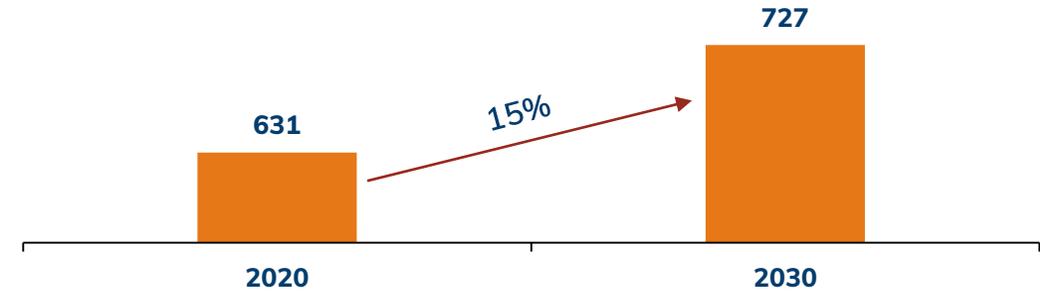
Large and growing population base¹

2020 Population (mn)

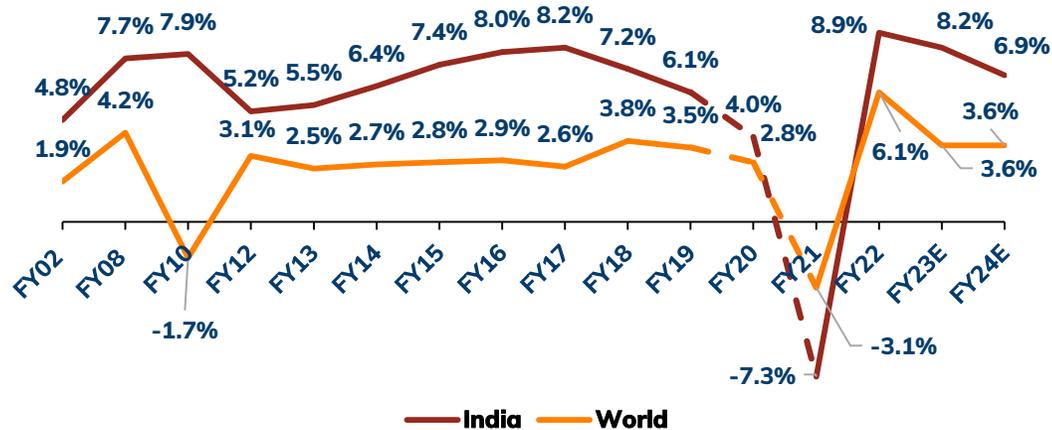


High share of working population¹

Population of age 25-59 years (in mn)

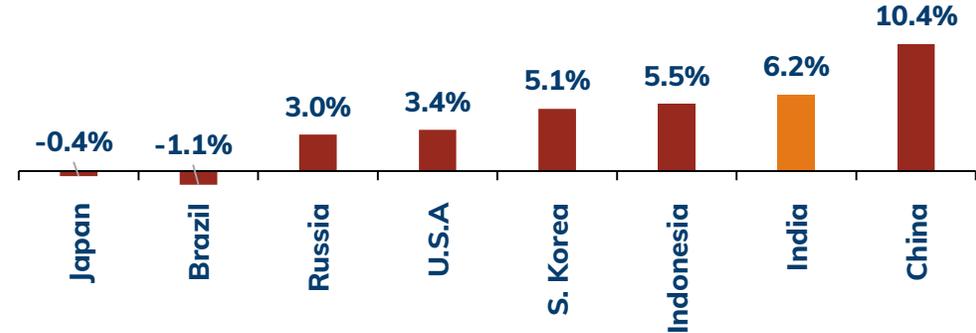


Driving GDP growth²



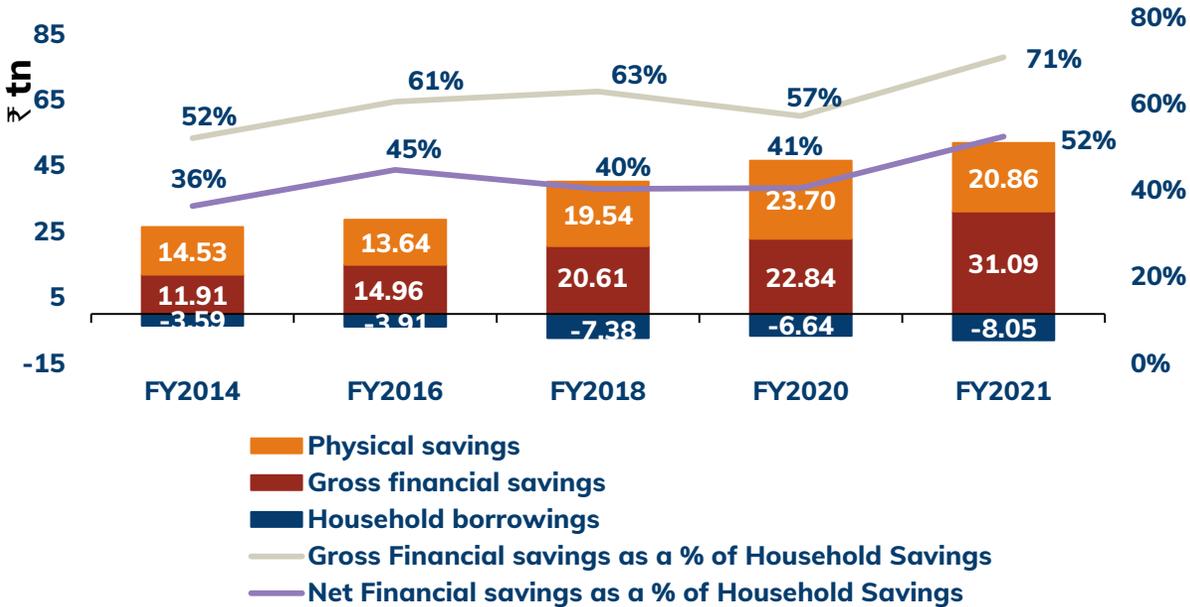
Rising affluence³

GDP per capita CAGR (FY2010-FY2022)

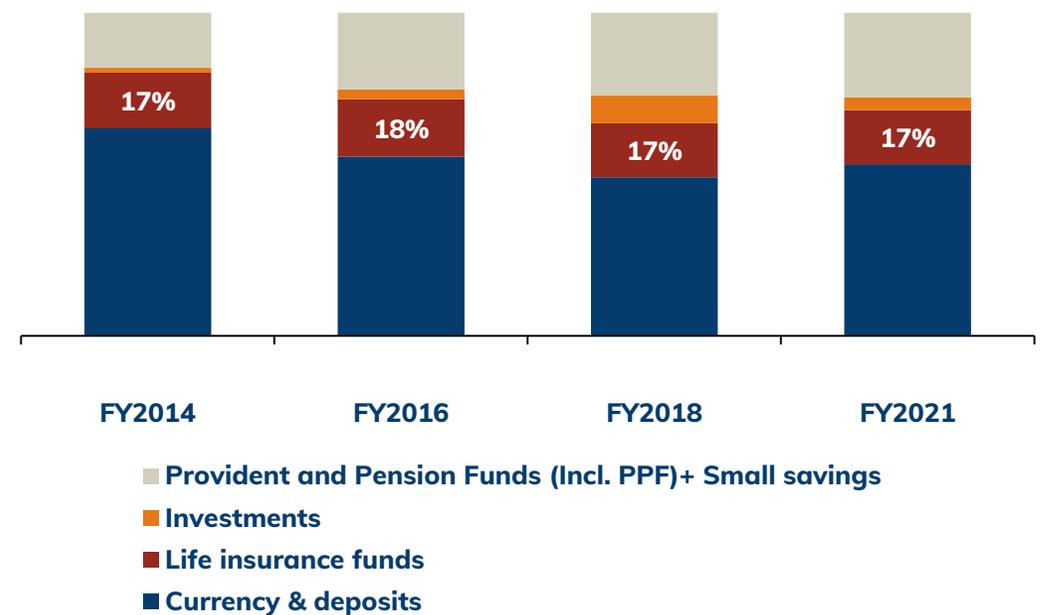


Financialisation of savings: Opportunity for insurance

Household savings¹



Distribution of financial savings (including currency)²



FY2002 FY2008 FY2010 FY2012 FY2014 FY2018 FY2019 FY2020 FY2021

Life insurance premium³
as % of GDP

2.1% 4.0% 4.1% 3.3% 2.8% 2.7% 2.7% 2.8% 3.2%



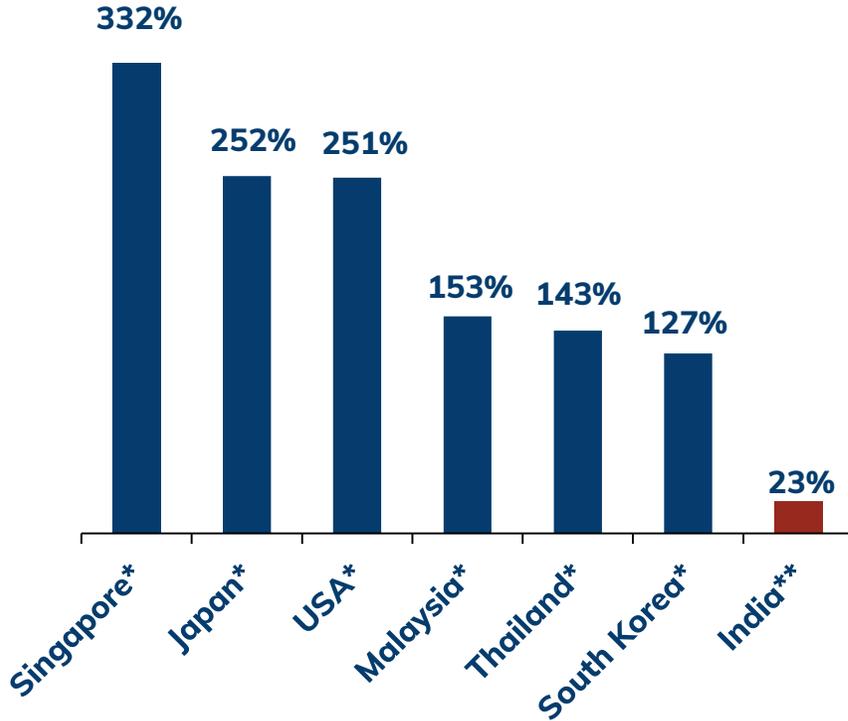
¹Source: RBI and CSO

²Source: RBI

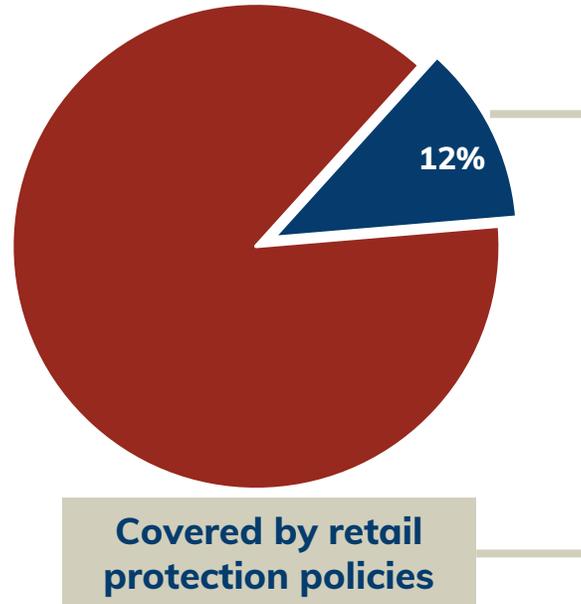
³Total life insurance industry premium including renewal; Source: IRDAI

Protection opportunity: Low penetration

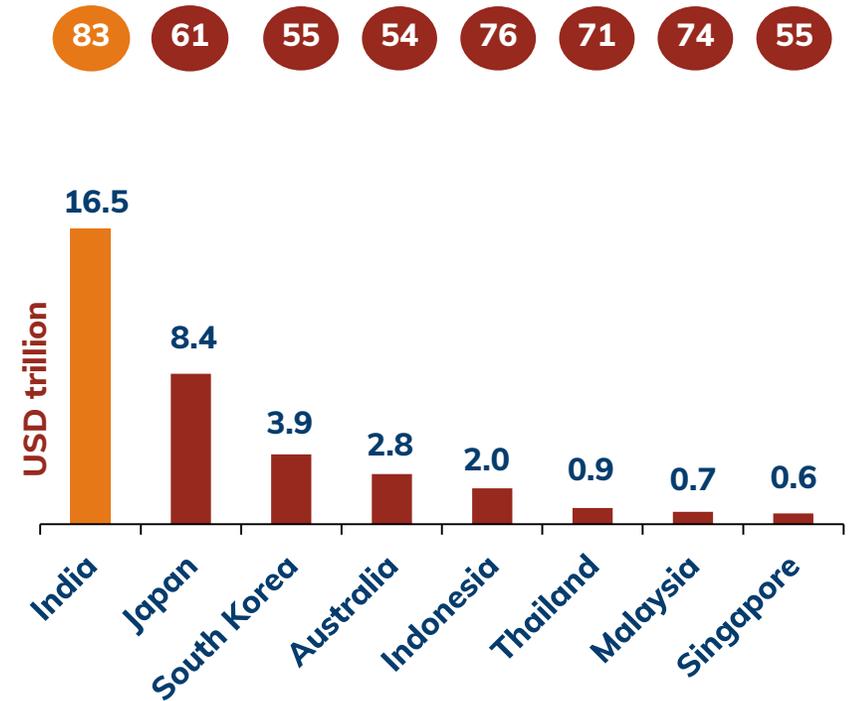
Sum Assured as a % of GDP^{1,2}



Addressable population[#] coverage³ (%)



Protection gap (%)^{4,5}



* Total sum assured

** Retail protection sum assured (company estimates)

Based on Income Tax Department data for individuals (annual income > ₹ 250,000) and company estimates



¹As of FY2021 for India (GDP Source: National Statistics Office, protection sum assured source: company estimates)

²As of FY2020 (for USA & Japan as of FY2018) Source: McKinsey estimates

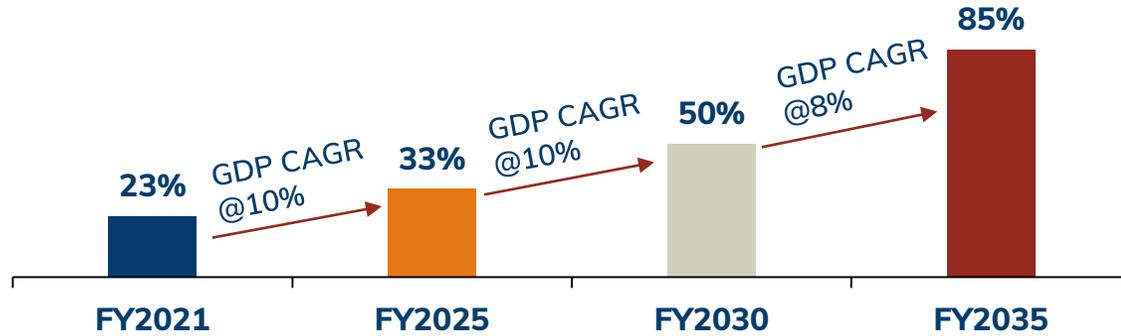
³Addressable population coverage= Inforce no. of lives for retail protection/ No. of returns with income > ₹ 250,000

⁴Protection gap (%): Ratio of protection lacking/protection needed

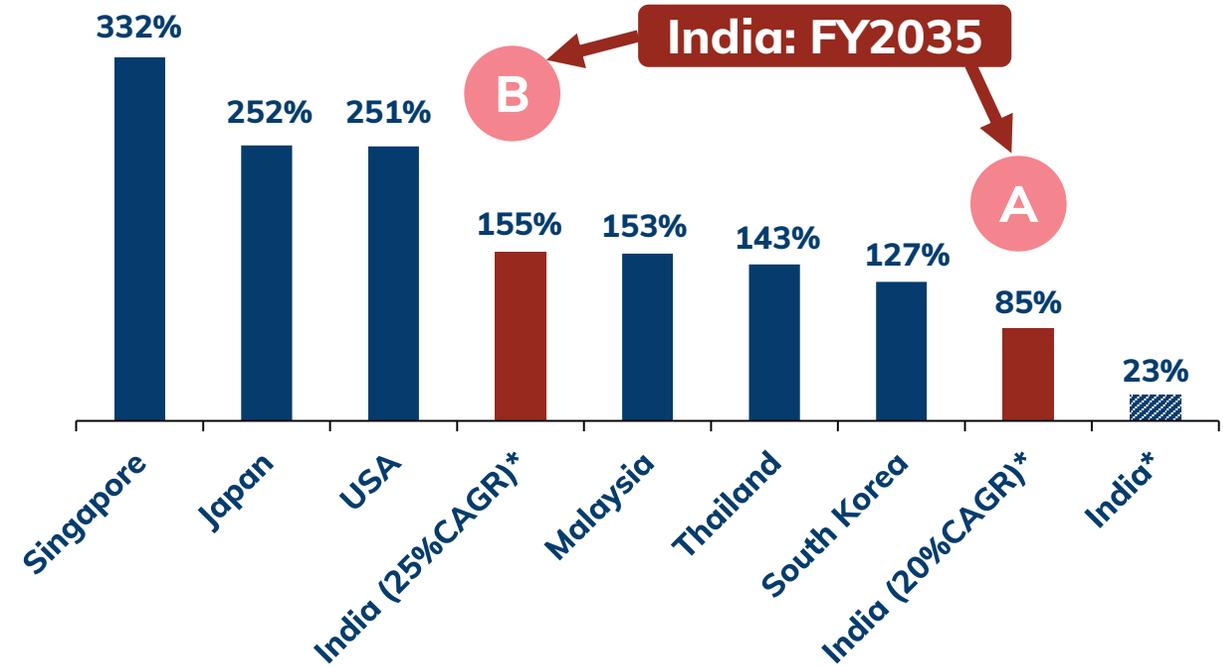
⁵Source: Swiss Re, Closing Asia's mortality protection gap, 2020

Protection opportunity: Sum assured as a % of GDP

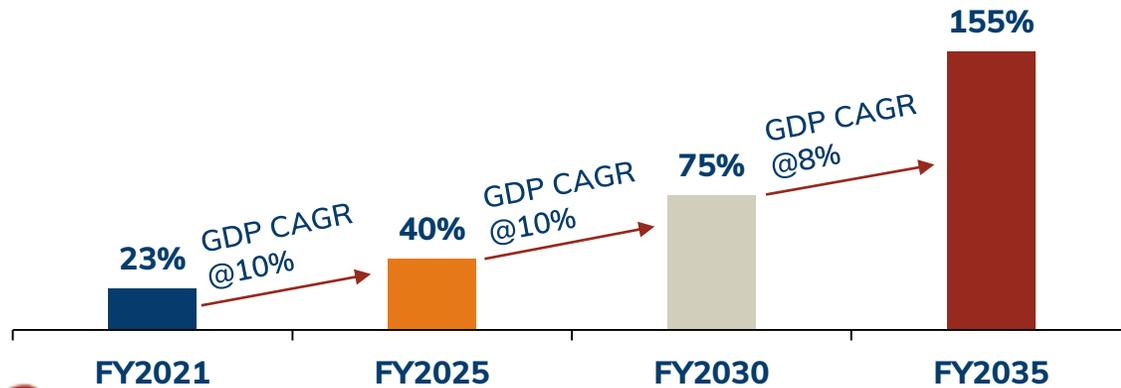
A Sum Assured (SA) as a % of GDP:
Assuming SA growth @ 20% CAGR



Sum Assured as a % of GDP^{1,2}



B Sum Assured (SA) as a % of GDP:
Assuming SA growth @ 25% CAGR



* For retail protection sum assured (company estimates)

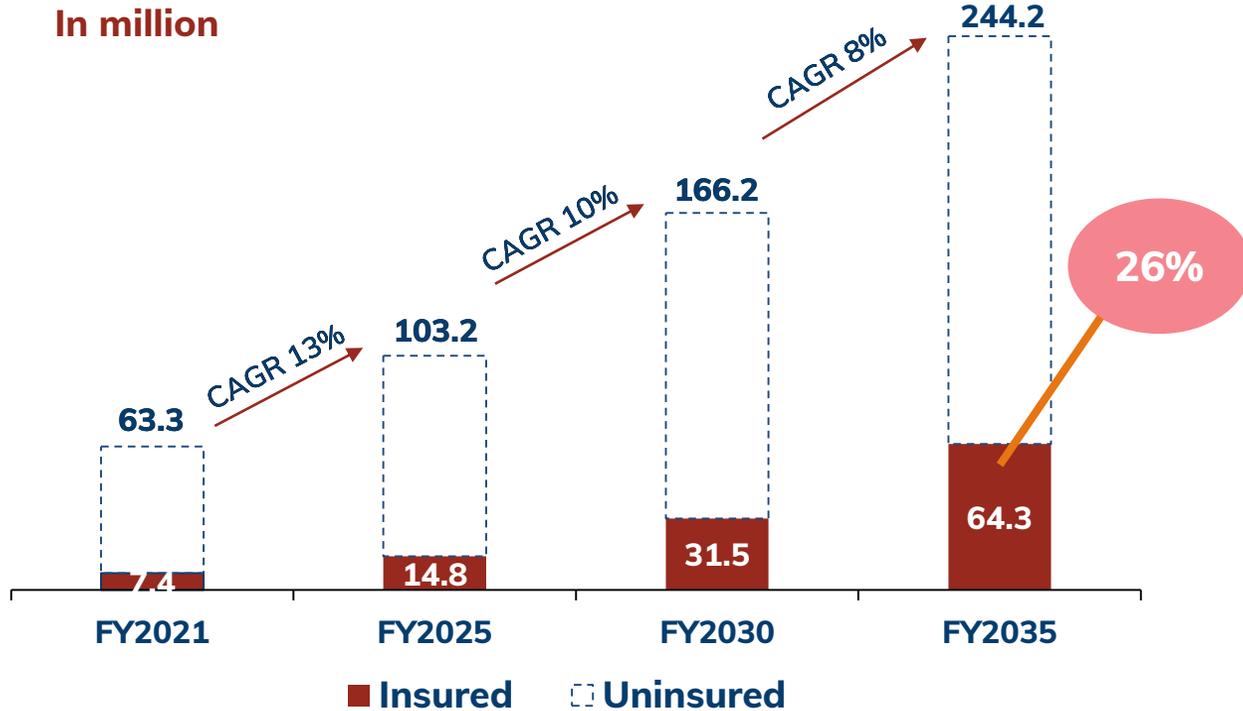


¹As of FY2021 for India (GDP Source: National Statistics Office, protection sum assured source: company estimates)

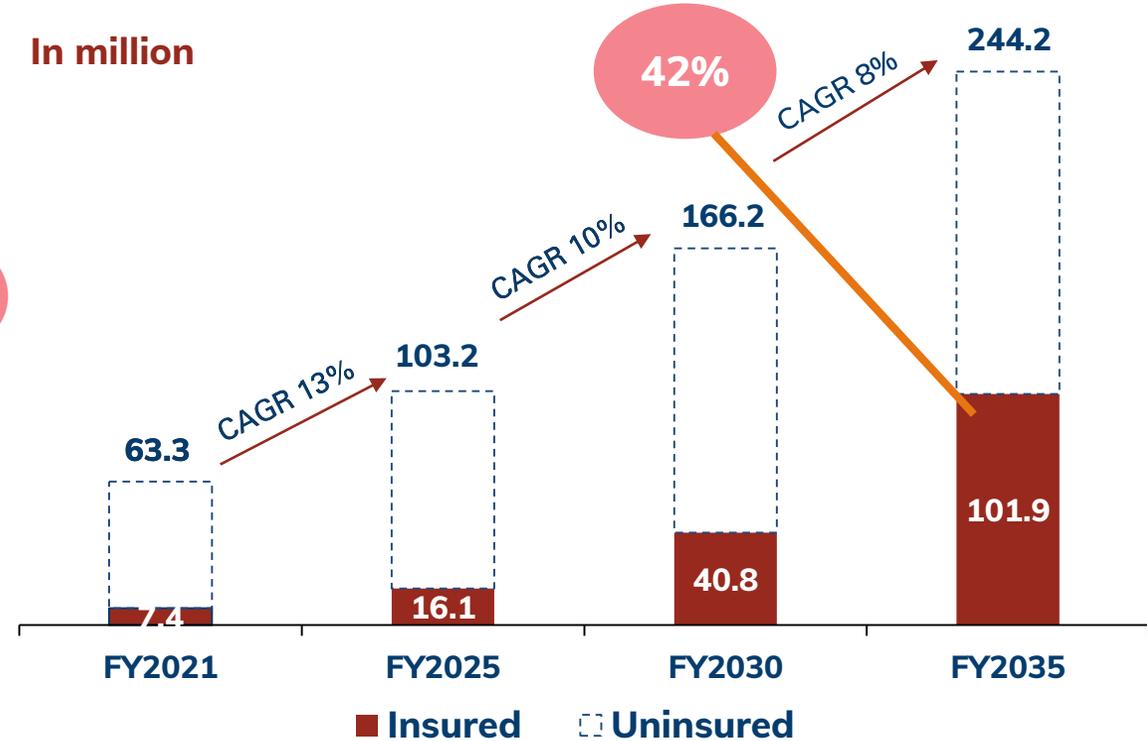
²As of FY2020 (for USA & Japan as of FY2018) Source: McKinsey estimates

Protection opportunity: Addressable population coverage (%)

With 15% CAGR in new policy count from FY2020 to FY2035



With 20% CAGR in new policy count from FY2020 to FY2035

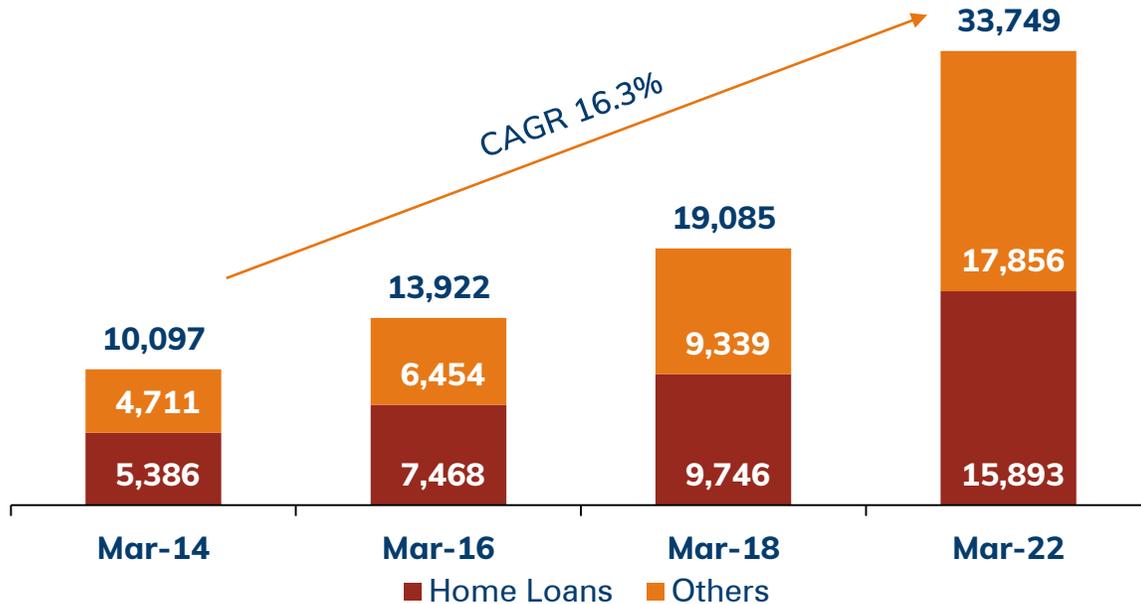


Even at accelerated policy growth rates, at best ~40% of India's addressable population can be expected to be covered in 15 years

Indicators of protection opportunity

Retail Credit¹

₹ billion



- Healthy growth in retail credit
- Credit life is voluntary

Health & Motor²

Gross direct premium (₹ billion)	FY2022
Health	735.82
Motor	704.33
- Motor Own Damage (OD)	271.78
- Motor Third Party (TP)	432.55

¹Source: RBI

²Source: General Insurance Council and company estimate
Components may not add up to the totals due to rounding off

Agenda

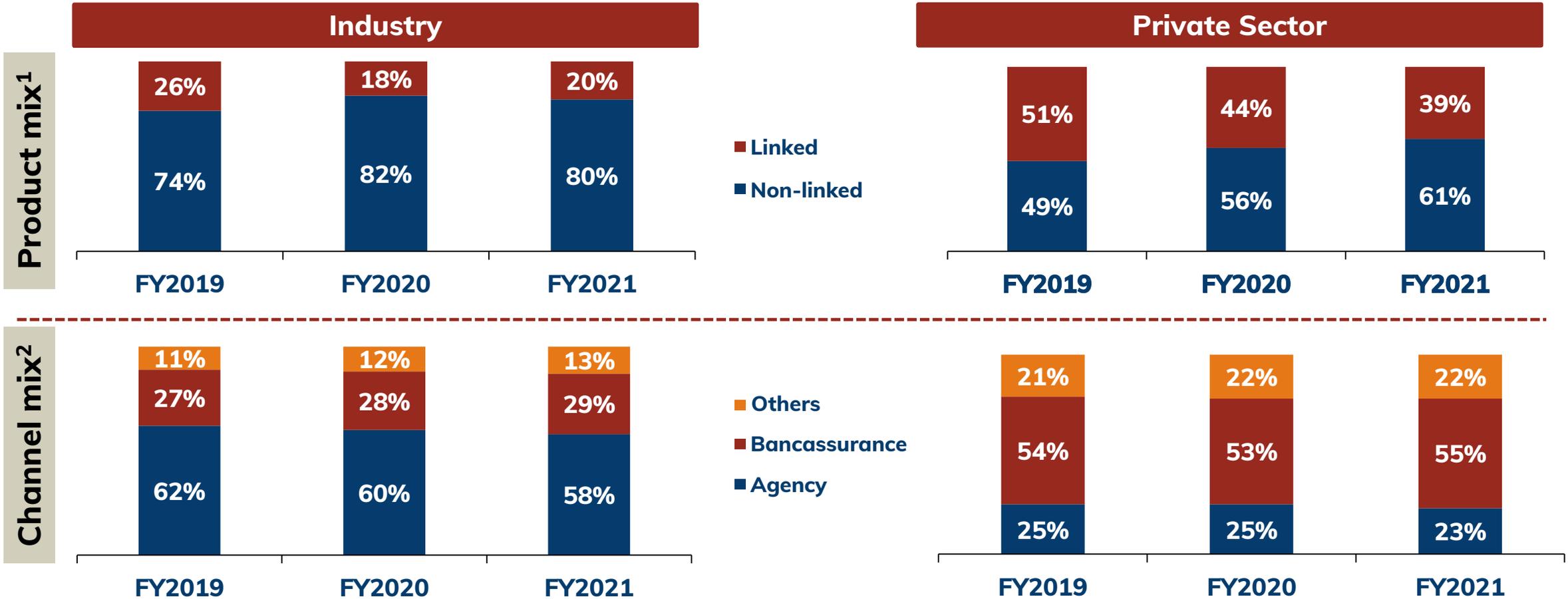
- Company strategy and performance
- Opportunity
- Industry overview



Evolution of life insurance industry in India

	FY2002		FY2010		FY2015		FY2021
New business premium ¹ (₹ bn)	116	21.5%	550	(5.8%)	408	10.8%	757
Total premium (₹ bn)	501	23.2%	2,654	4.3%	3,281	11.4%	6,284
Penetration (as a % to GDP)	2.1%		4.1%		2.6%		3.2%
Assets under management (₹ bn)	2,304	24.0%	12,899	12.6%	23,361	12.2%	46,563
In-force sum assured ² (₹ bn)	11,812*	15.5%	37,505	15.8%	78,091	15.8%	188,615
In-force sum assured (as % to GDP)	50.1%		57.9%		62.7%		95.5%

Industry overview



- Given a well developed banking sector, bancassurance continues to be the largest channel for private players



¹New business weighted premium basis
²Individual new business premium basis
 Source: Life Insurance Council

Annexures

Risk management: Non-participating business

Guaranteed return savings product (including RP deferred pension)

- Interest risk hedged through a combination of cash market instruments and derivatives
 - Premium payment term upto 12 years only
 - Hedge program designed for each tranche of new business
 - Locked in yields for future premiums
 - Underlying bonds for derivatives selected keeping in mind liability tenure

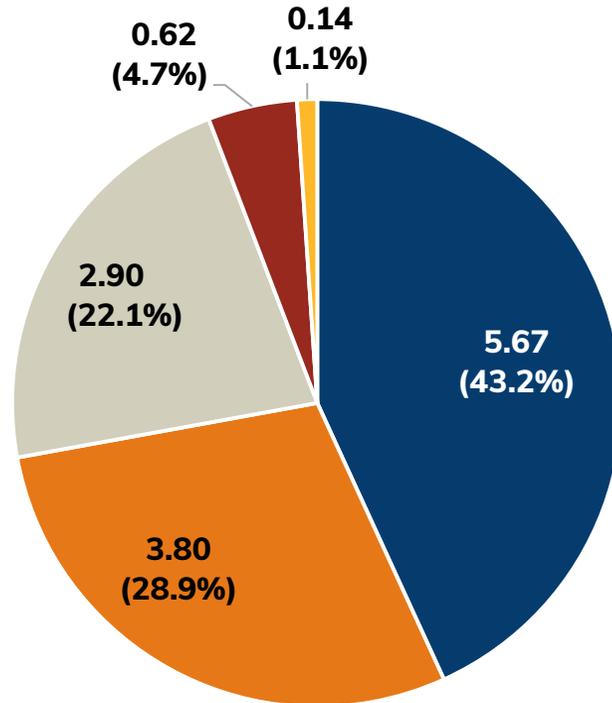
- Annuity (SP and RP): Average deferment period ~ 6 years

Review of pricing based on current interest rate environment

Protection business: FY2022

Protection split based on APE*

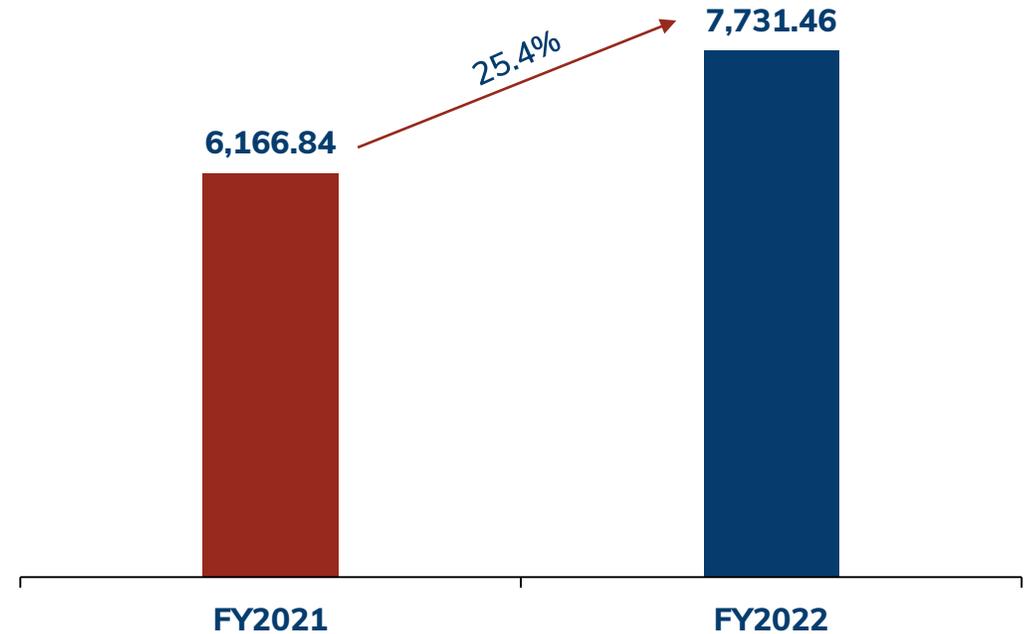
₹ billion



- Group Term
- Retail protection
- Credit life - Other
- Credit life - ICICI Bank
- Retail protection ROP

Total new business sum assured

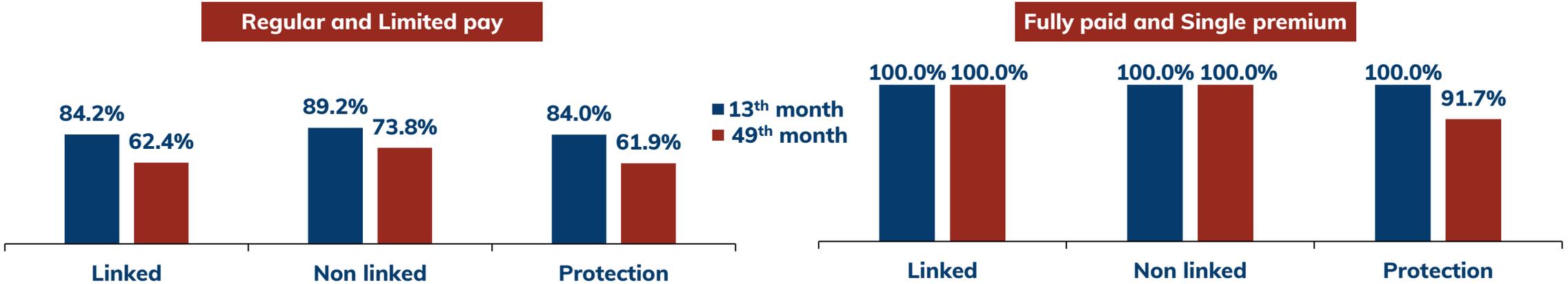
₹ billion



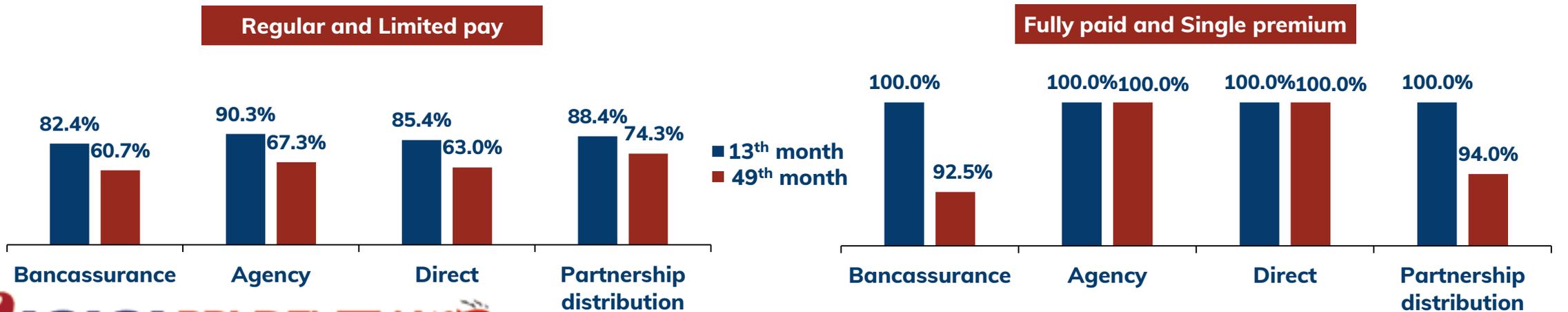
Sum assured grew by 25% in FY2022

Retail persistency: FY2022

Persistency¹ across product categories



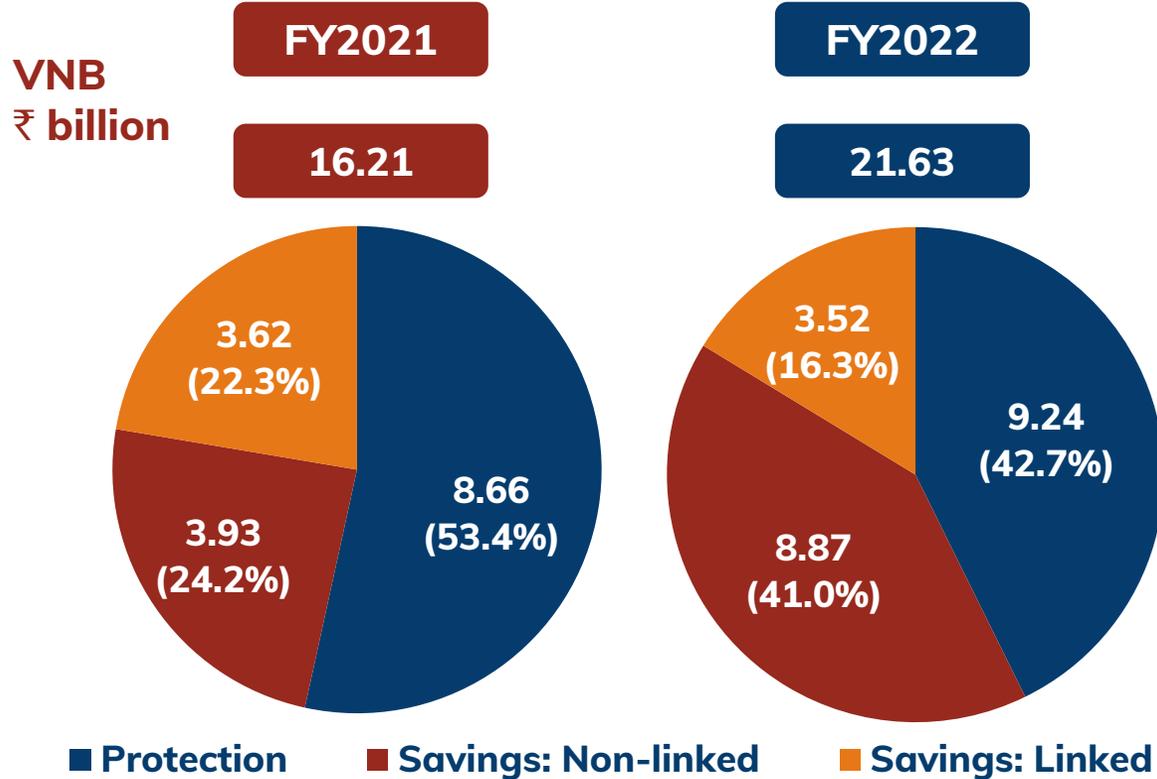
Persistency¹ across channel categories



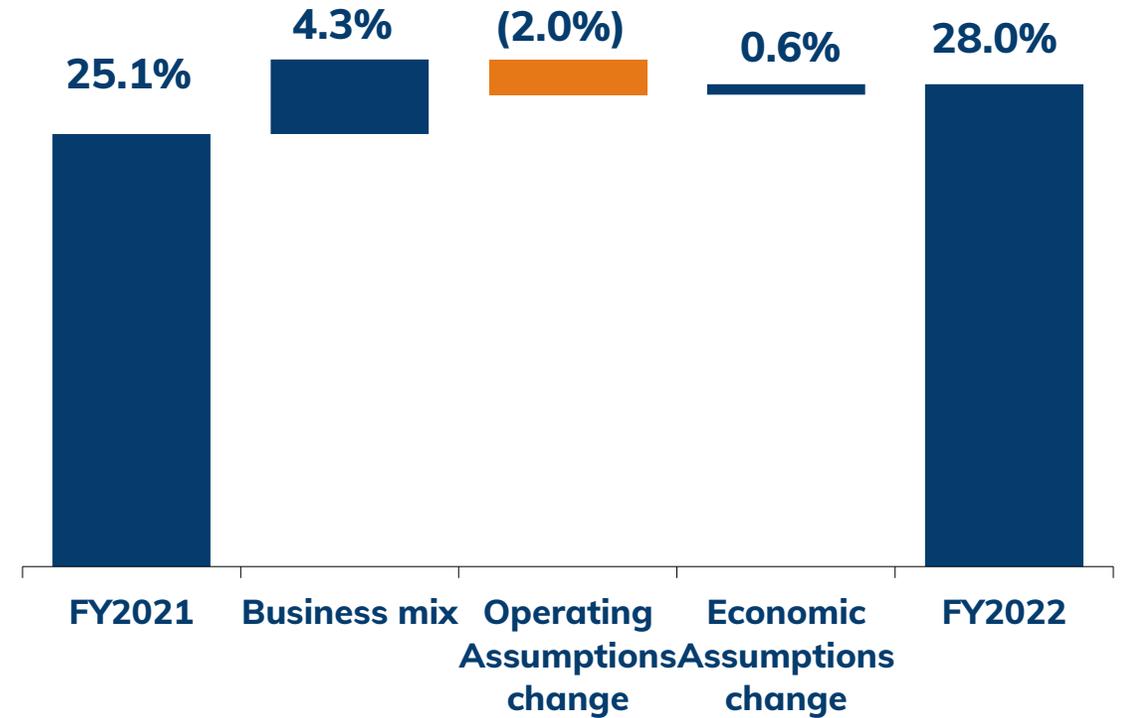
Regular and Limited pay persistency in accordance with IRDAI circular on 'Public Disclosures by Insurers' dated September 30, 2021

Value of New Business (VNB)

VNB contribution*



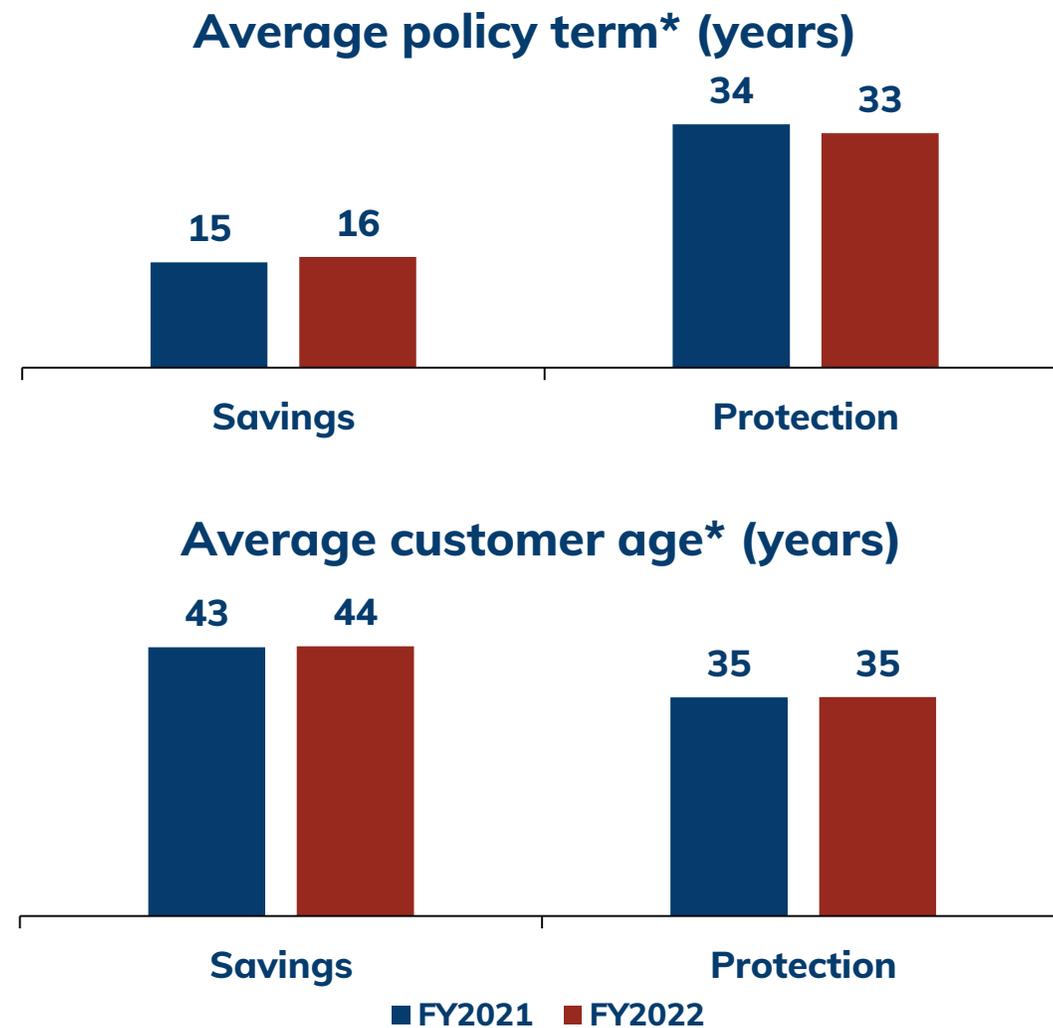
VNB margin movement



Well diversified pools of profit

Average APE by product categories

Segment (₹)	FY2021	FY2022
ULIP	154,702	163,770
Non-linked savings	85,654	94,925
Protection	25,149	22,608
Total	85,701	100,407



* Protection excludes credit life

Channel wise product mix¹

Channel category	Product category	FY2020	FY2021	FY2022
Bancassurance	ULIP	86.8%	73.3%	70.7%
	Non-linked savings	3.3%	11.6%	19.2%
	Annuity	0.7%	4.3%	4.9%
	Protection	9.3%	10.9%	5.2%
	Total	100.0%	100.0%	100.0%
Agency	ULIP	49.9%	33.3%	42.6%
	Non-linked savings	39.2%	57.0%	48.8%
	Annuity	0.6%	2.1%	3.9%
	Protection	10.3%	7.7%	4.7%
	Total	100.0%	100.0%	100.0%
Direct	ULIP	66.7%	61.4%	73.4%
	Non-linked savings	14.4%	21.2%	13.6%
	Annuity	7.2%	7.8%	6.6%
	Protection	11.6%	9.6%	6.4%
	Total	100.0%	100.0%	100.0%
Partnership distribution	ULIP	21.8%	13.1%	13.7%
	Non-linked savings	49.6%	70.5%	71.8%
	Annuity	0.5%	2.9%	2.1%
	Protection	27.8%	13.5%	12.4%
	Total	100.0%	100.0%	100.0%

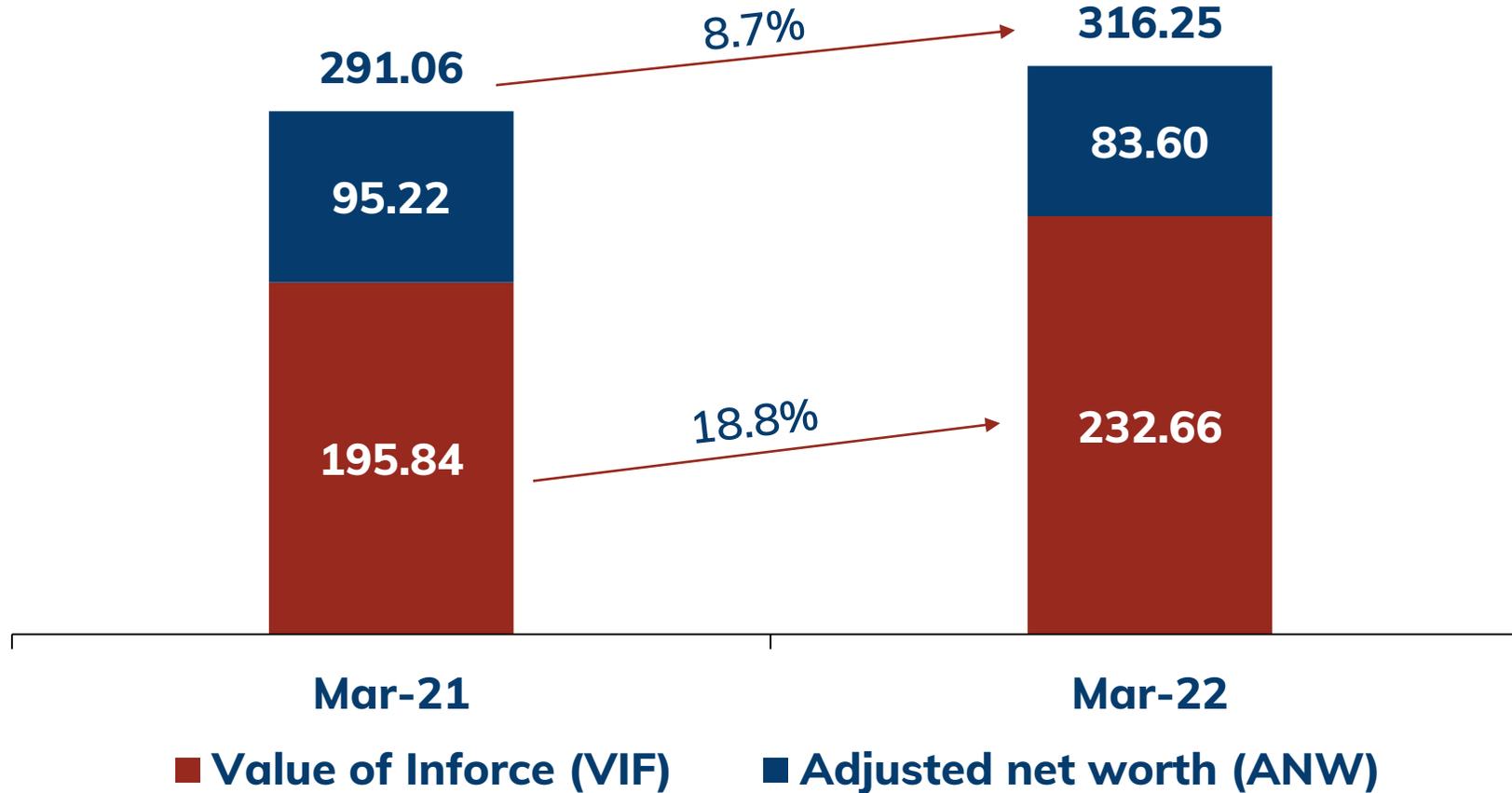
Product wise channel mix¹

Product category	Channel category	FY2020	FY2021	FY2022
ULIP	Bancassurance	68.2%	64.9%	57.0%
	Agency	16.3%	16.6%	20.8%
	Direct	13.0%	16.1%	19.6%
	Partnership distribution	2.5%	2.5%	2.6%
	Total	100.0%	100.0%	100.0%
Non-linked savings	Bancassurance	10.8%	17.8%	27.3%
	Agency	53.6%	49.3%	42.1%
	Direct	11.7%	9.7%	6.4%
	Partnership distribution	23.8%	23.3%	24.1%
	Total	100.0%	100.0%	100.0%
Annuity	Bancassurance	29.4%	51.1%	49.1%
	Agency	11.8%	14.0%	23.8%
	Direct	55.3%	27.5%	22.0%
	Partnership distribution	3.5%	7.4%	5.1%
	Total	100.0%	100.0%	100.0%
Protection	Bancassurance	45.2%	51.9%	39.6%
	Agency	20.9%	20.6%	21.7%
	Direct	14.0%	13.6%	16.2%
	Partnership distribution	19.8%	13.8%	22.5%
	Total	100.0%	100.0%	100.0%

Embedded value

Embedded Value¹

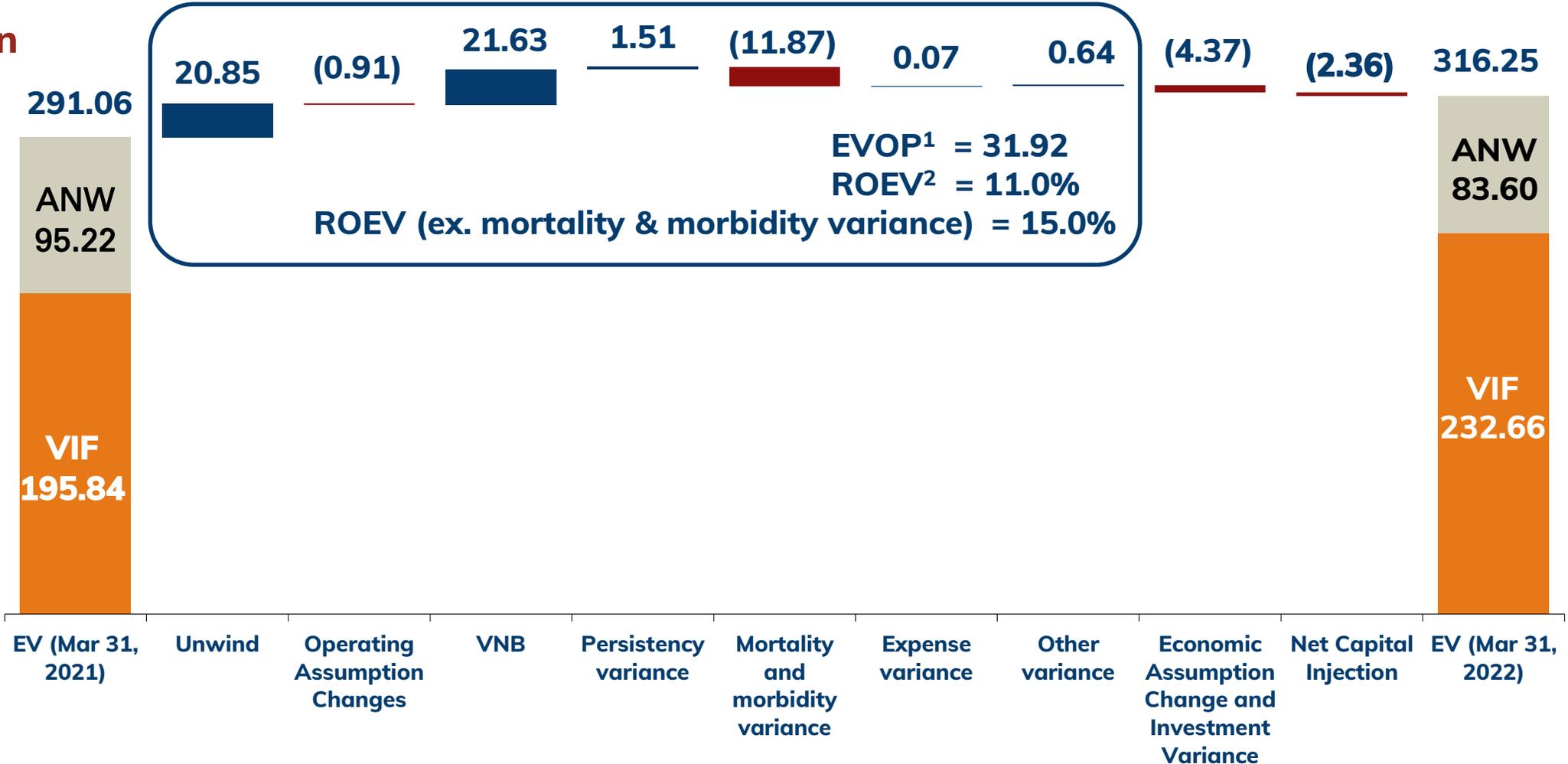
₹ billion



VIF grew by 18.8% to ₹ 232.66 billion and EV grew by 8.7% to ₹ 316.25 billion

Analysis of movement in EV

₹ billion



All figures in ₹ billion

¹EVOP is the embedded value operating profit net of tax

²ROEV is the return on embedded value net of tax

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

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

Analysis of movement in EV¹

₹ billion	FY2018	FY2019	FY2020	FY2021	FY2022
Opening EV	161.84	187.88	216.23	230.30	291.06
Unwind	13.72	15.84	17.25	16.61	20.85
Value of New Business (VNB)	12.86	13.28	16.05	16.21	21.63
Operating assumption changes + Operating variance	10.22	8.89	(0.42)	2.24	(10.56)
<i>Operating assumption changes</i>	7.64	4.20	(2.25) ²	3.09	(0.91)
<i>Operating variance</i>	2.58	4.69	1.83	(0.85)	(9.64)
<i>Persistency variance</i>	1.53	2.66	0.85	1.10	1.51
<i>Mortality and morbidity variance</i>	0.78	1.97	0.42	(2.37) ³	(11.87) ³
<i>Expense variance</i>	0.27	0.04	0.01	0.01	0.07
<i>Other variance</i>	0.00	0.02	0.56	0.41	0.64
EVOP	36.80	38.01	32.88	35.05	31.92
Return on embedded value (ROEV)	22.7%	20.2%	15.2%	15.2%	11.0%
Economic assumption change and investment variance	1.13	(1.22)	(14.76)	25.67	(4.37)
Net capital injection	(11.88)	(8.43)	(4.05)	0.04	(2.36)
Closing EV	187.88	216.23	230.30	291.06	316.25

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	
	FY2021	FY2022	FY2021	FY2022
Increase in 100 bps in the reference rates	0.7	(3.5)	(2.8)	(4.2)
Decrease in 100 bps in the reference rates	(1.7)	3.2	3.0	4.6
10% increase in the discontinuance rates	(3.1)	(4.9)	(0.9)	(1.0)
10% decrease in the discontinuance rates	3.2	5.3	1.0	1.0
10% increase in mortality/morbidity rates	(10.2)	(8.3)	(1.6)	(1.9)
10% decrease in mortality/morbidity rates	10.4	8.4	1.6	1.9
10% increase in acquisition expenses	(10.5)	(10.1)	Nil	Nil
10% decrease in acquisition expenses	10.4	10.1	Nil	Nil
10% increase in maintenance expenses	(2.5)	(2.3)	(0.6)	(0.7)
10% decrease in maintenance expenses	2.5	2.3	0.6	0.7
Tax rates increased to 25%	(11.1)	(10.3)	(6.2)	(6.3)
10% increase in equity values	1.3	0.6	2.9	1.9
10% decrease in equity values	(1.6)	(0.6)	(2.9)	(1.9)

Embedded value growth

₹ billion	FY2020	FY2021	FY2022
Value of In force (VIF)	151.87	195.84	232.66
Adjusted Net worth	78.43	95.22	83.60
Embedded value¹	230.30	291.06	316.25
Return on Embedded Value (ROEV)	15.2%	15.2%	11.0%
ROEV excluding mortality & morbidity variance	15.0%	16.3%	15.0%
EV growth-pre net capital injection	8.4%	26.4%	9.5%
EV growth-post net capital injection	6.5%	26.4%	8.7%
VNB as % of opening EV	7.4%	7.0%	7.4%
Operating assumption changes and variance as % of opening EV	(0.2%)	1.0%	(3.6%)

Economic assumptions underlying EV and VNB

Tenor (years)	References Rates	
	Mar 31, 2022	June 30, 2022
1	4.35%	6.01%
5	7.90%	8.05%
10	8.36%	8.07%
15	7.97%	8.11%
20	7.57%	8.15%
25	7.28%	8.17%
30	7.09%	8.18%

Glossary

- **Annualized Premium Equivalent (APE):** APE is the sum of the annualized first year premiums on regular premium policies, and ten percent of single premiums, from both individual and group customers
- **Assets under management (AUM):** AUM refers to the carrying value of investments managed by the company and includes loans against policies and net current assets pertaining to investments
- **Embedded Value (EV):** Embedded Value (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):** Embedded Value Operating Profit (EVOP) is a measure of the increase in the EV during any given period due to matters that can be influenced by management
- **Retail Weighted Received Premium (RWRP):** Premiums actually received by the insurers under individual products and weighted at the rate of ten percent for single premiums
- **Total weighted received premium (TWRP):** Measure of premiums received on both retail and group products and is the sum of first year and renewal premiums on regular premium policies and ten percent of single premiums received during any given period
- **Persistency Ratio:** Persistency ratio is the percentage of policies that have not lapsed and is expressed as 13th month, 49th month persistency etc. depicting the persistency level at 13th month (2nd year) and 49th month (5th year) respectively, after issuance of contract

Safe harbor

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'would', 'indicating', 'expected to' etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion in business, the impact of any acquisitions, technological implementation and changes, the actual growth in demand for insurance products and services, investment income, cash flow projections, our exposure to market risks, policies and actions of regulatory authorities; impact of competition; experience with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the impact of changes in capital, solvency or accounting standards, tax and other legislations and 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 and 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