

ICICI Prudential Life

NEUTRAL

In-line

While IPRU's 2QFY20 APE declined 4.3% YoY to Rs 19.0bn, protection share grew to 14.9% (+560bps vs. FY19). VNB and VNBM increased to Rs 4.0bn (+15.6/29.0% YoY/QoQ) and 21.0% (vs. 17.0% in FY19) respectively.

HIGHLIGHTS OF THE QUARTER

- IPRU continues diversify its product portfolio: PAR/NPAR/Protection increased 62.2%/4.8x/86.2% YoY to 11.5/3.9/14.9% of APE mix, while ULIP declined 23.3% YoY to 67.2% of APE mix.
- IPRU's 1HFY20 annuity premium is Rs 480mn (2x YoY). IPRU is not selling deferred annuities and more than 50% of sales are of the return of premium product.
- Protection was driven by both indiv. and group, which grew 120.7% and 33.3% respectively.
- Management stated that margin improvement was driven mainly by product mix and not due to changes in operating assumptions. Margin is estimated to hold at 21.0% even with flat premiums.
- Renewal premium growth was low at 2.7% YoY as new policy sales growth was weak in FY19. Management also stated that some of the large ticket size ULIPs were facing higher surrenders.

FINANCIAL SUMMARY

(Rs mn)	2QFY20	2QFY19	YoY (%)	1QFY20	QoQ (%)	FY18	FY19	FY20E	FY21E	FY22E
NBP	29.5	25.8	14.4	22.9	29.1	92.1	103.6	120.8	135.0	149.5
APE	19.0	19.9	-4.3	14.7	29.2	77.9	78.0	81.8	90.2	99.3
VNB	NA	NA	NM	NA	NM	12.9	13.3	17.3	19.3	21.6
VNB Margin (%) #	21.0	17.0	400bps	21.0	Obps	16.5	17.0	21.1	21.4	21.7
EV						187.9	216.2	246.2	276.6	309.9
P/EV (x)						3.7	3.2	2.8	2.5	2.2
P/VNB (x)						41.0	37.7	27.4	22.9	19.1
ROEV (%)						23.4	19.6	17.4	15.8	15.8

Refers are FYTD margins Source: Company, HDFC sec Inst Research

- AUM increased 13.3/0.9% YoY/QoQ to Rs 1.66tn with 47% equity in mix.
- 2Q channel mix (APE): Banca/agency/direct/CA/group was at 59.2/22.8/11.1/4.8/2.2% of APE.
- Driven by increased investment in the protection segment 1HFY20 total cost/TWRP increased to 16.6% vs. 15.0% in FY19, while total cost/TWRP for the savings segment declined to 11.0% vs. 11.5% for FY19.
- IPRU declared a Sep-19 EV of 226.8bn, just 4.8% over FY19; indicating slightly lower RoEVs. Additionally, negative economic variance in 1HFY20 impacted EV.
- PAT for 1HFY20 was low at Rs 5.9bn (+0.7% YoY), indicating an annualized RoE of 16.4%.
- **Near-term outlook:** We expect stock to consolidate.

STANCE

We like IPRU's re-engineered business model which is focused on a more diversified product mix along with an increased protection share. We expect VNB to grow at FY19-22E CAGR of 17.5%. Lower than expected growth and lower protection share remain key risks. We rate IPRU a NEUTRAL with an unchanged TP of Rs 445 (Sep-20E EV + 19.2x Sep-21E VNB).

INDUSTRY		INSU	RANCE						
CMP (as on 22	Oct 20	19)	Rs 480						
Target Price			Rs 445						
Nifty	ty								
Sensex			38,964						
KEY STOCK DAT	A								
Bloomberg			IPRU IN						
No. of Shares (m	ın)		1,436						
MCap (Rs bn) / (\$ mn)	68	89/9,708						
6m avg traded v	alue (R	s mn)	957						
STOCK PERFORM	VANCE	(%)							
52 Week high /	low	Rs 4	488/277						
	3M								
Absolute (%)	27.7	30.1	51.7						
Relative (%)	26.1	30.5	38.1						
SHAREHOLDING	PATTE	RN (%)							
	Ju	ın-19	Sep-19						
Promoters		75.0	75.0						
FIs & Local MFs		6.3	6.7						
FPIs		11.5	12.1						
Public & Others		7.2	6.2						
Pledged Shares		Nil	Nil						
Source : BSE									

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HDFC securities Institutional Research is also available on Bloomberg HSLB <GO>& Thomson Reuters

Five Quarters at a Glance

(Rs Bn)	2QFY19	3QFY19	4QFY19	1QFY20	2QFY20	YOY (%)	QoQ (%)
Premium earned	76.8	75.7	101.6	63.3	81.9	6.6	29.4
Premium on re-insurance	0.8	0.8	1.1	1.2	1.3	55.6	4.1
Net premium earned	76.0	74.8	100.6	62.1	80.7	6.1	29.9
Investment income	13.7	11.9	58.4	20.9	-0.6	-104.2	-102.7
Other income	0.2	0.2	0.3	0.2	0.2	0.0	11.8
Total income	89.9	86.9	159.3	83.2	80.3	-10.7	-3.5
Commission paid	4.0	3.7	5.1	2.7	4.0	0.0	49.1
Expenses	8.3	7.4	9.6	8.1	9.3	11.9	14.5
Tax on policyholder funds	0.3	0.3	0.3	0.3	0.3	-7.1	-10.3
Claim/benefits paid	35.0	33.3	44.9	36.5	41.4	18.2	13.5
Change in actuarial liability	39.4	39.3	96.6	32.9	22.4	-43.1	-31.9
Total expenses	86.9	83.9	156.5	80.3	77.2	-11.1	-3.9
Profit before tax	3.0	3.0	2.8	2.9	3.1	1.0	6.6
Тах	0.0	0.0	0.2	0.0	0.0	100.0	100.0
Profit after tax	3.0	3.0	2.6	2.9	3.0	0.3	6.0

Despite NBP growth of 14.4% YoY, overall premium growth was low at 6.6%, as renewal premiums increased only 2.7%.

Due to challenging equity markets, company has taken impairments in its equity book. Management continues to see NIL NPAs in debt book.

PAT growth was sub-dued due to high investment impairments.

Source: Company, HDFC sec Inst Research

Business metrics

	2QFY19	3QFY19	4QFY19	1QFY20	2QFY20	YOY (%)	QoQ (%)
New Business Premium (Rs bn)	25.8	25.6	40.9	22.9	29.5	14.4	29.1
Product mix on APE basis (Rs bn)							
Individual Savings	18.1	17.4	21.4	12.3	15.7	-13.3	27.4
PAR	1.4	1.7	2.3	1.4	2.2	62.2	54.2
Non-PAR	0.1	0.2	0.3	0.4	0.8	476.9	70.5
ULIP	16.6	15.5	18.9	10.5	12.8	-23.3	22.0
Group Savings	0.2	0.3	0.5	0.2	0.5	123.8	95.8
Protection	1.5	2.0	2.6	2.1	2.8	86.2	32.2
Individual Protection	0.9	1.2	2.0	1.4	2.0	120.7	47.1
Group Protection	0.6	0.8	0.6	0.8	0.8	33.3	5.3
Total	19.8	19.6	24.6	14.7	19.0	-4.2	29.3
Product mix - APE Basis (%)							
Individual Savings	91.3	88.4	87.2	83.8	82.6	-860bps	-120bps
PAR	6.8	8.8	9.3	9.7	11.5	470bps	190bps
Non-PAR	0.7	0.8	1.1	3.0	3.9	330bps	100bps
ULIP	83.8	78.9	76.7	71.2	67.2	-1670bps	-400bps
Group Savings	1.1	1.7	2.2	1.6	2.5	140bps	80bps
Protection	7.7	9.9	10.6	14.6	14.9	720bps	30bps
Individual Protection	4.6	5.9	8.3	9.4	10.7	600bps	130bps
Group Protection	3.0	4.0	2.3	5.2	4.2	120bps	-100bps
Total	100	100	100	100	100		

Company continues to maintain a cautious stance on NPAR deferred annuity products (long duration) and is only writing short duration products.

ULIP segment sales declined as equity market conditions remain tepid; management is more focused on lowering ULIP ticket size.

Protection mix improved to highest ever 14.9% contributing to increased VNB and margins.

ICICI PRUDENTIAL LIFE: RESULTS REVIEW 2QFY20

INSTITUTIONAL RESEARCH

	2QFY19	3QFY19	4QFY19	1QFY20	2QFY20	YOY (%)	QoQ (%)
APE (Rs bn)							
Retail APE	19.0	18.5	23.5	13.7	17.7	-6.8	29.4
Group APE	0.8	1.1	1.1	1.0	1.3	56.8	27.0
Total APE	19.8	19.6	24.6	14.7	19.0	-4.2	29.3
VNB Margin (%)#	17.0	17.0	17.0	21.0	21.0	400bps	Obps
Channel Mix-APE basis (%)							
Bancassurance	56.7	57.2	54.2	52.4	59.2 (250bps	670bps
Agency	22.3	20.5	21.9	21.2	22.8	40bps	160bps
Direct	11.8	11.3	12.8	12.8	11.1	-70bps	-170bps
Corporate Agents	5.1	5.4	6.5	6.8	4.8	-30bps	-200bps
Group	4.1	5.6	4.6	6.8	2.2	-190bps	-460bps
Cost/TWRP*(overall business) (%)	15.1	12.0	15.9	17.0	16.3	120bps	-70bps
Cost/TWRP (savings business) (%)	12.0	NA	NA	11.3	10.8	-120bps	-50bps
Solvency Ratio (%)	234	224	215	217	211	-2300bps	-570bps
AUM (Rs bn)	1,461	1,500	1,604	1,640	1,655 🤇	13.3	0.9
Equity (%)	47	47	48	48	47	Obps	-100bps
Debt (%)	53	53	52	52	53	0bps	100bps
Persistency ex. single premium and group (%)							
13th month persistency	85.2	84.1	86.1	84.4	83.6	-160bps	-80bps
25th month persistency	77.8	76.7	76.3	75.7	75.0	-280bps	-70bps

Management claimed that banca's contribution towards sale of protection remained healthy.

Reduction in cost ratios of savings business continues, however overall costs ratios increased as protection business has higher new business strain.

AUM growth has slowed down, as ULIP sales decline.

-70bps

-50bps

-10bps

80bps

240bps

0bps

69.1

63.7

57.2

61st month persistency #Refers to FYTD margins

37th month persistency

49th month persistency

*Refers to Total weighted received premium

68.3

63.7

54.8

68.7

63.2

55.6

69.8

63.9

56.4

69.8

64.2

57.3

Total APE declined 4.3% YoY despite low base.

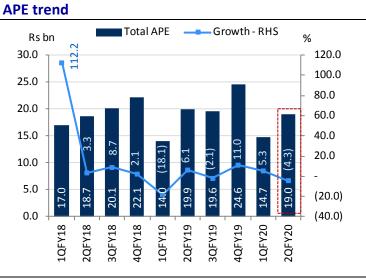
Share of ULIP in product mix declined sharply (-1,670bps YoY) as management focus shifted towards protection.

Current market environment remains tough for ULIP sales.

Traditional PAR business showed strong growth at 62.2% YoY, consequentially its share improved to 11.5% (+470bps YoY)

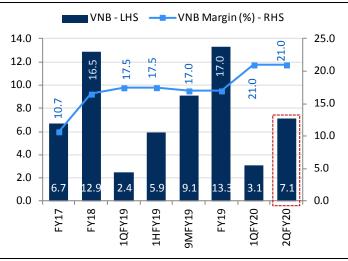
Company continues to write only short pay annuity products as management continues to maintain a cautious approach to deferred annuity products.

VNB margin was stable at 21.0% (+400 bps vs. FY19) led by increase of protection in the mix.



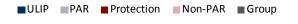
Source: Company, HDFC sec Inst Research

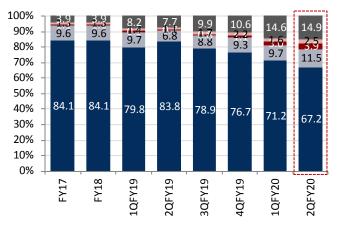
VNB Trend



Source: Company, HDFC sec Inst Research

Product Mix On APE (%)





Source: Company, HDFC sec Inst Research

AUM Mix

1.22tn 1.39tn1.42tn 1.46tn 1.50tn 1.60tn 1.64tn 1.66tn 100% 80% 52 52 53 53 53 53 53 53 60% 40% 47 17 17 48 20% 0% 2QFY20 FY18 2QFY19 4QFY19 1QFY20 FY17 1QFY19 3QFY19

Equity

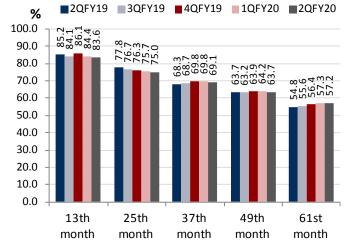
Debt

Persistency trends were mixed as it improved materially for 37th (+80bps YoY) and 61st (+240bps) month while declined for 13th (-160bps) and 25th (-280bps).

Management reiterated that current persistency experience is better than what is built in, in VNB assumptions.

Within Banca channel, ICICI Bank and Standard Chartered Bank contribute most.

Persistency Trend (ex-single premium)



Source: Company, HDFC sec Inst Research

RoEV stack-up

25

20

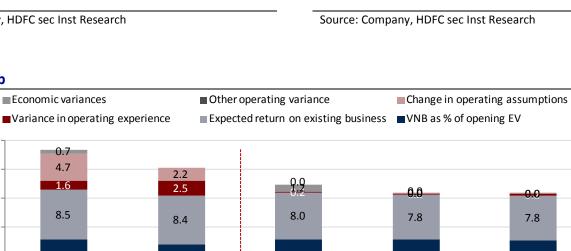
15

10

5

0

-5



7.1

-0.6

FY19

8.0

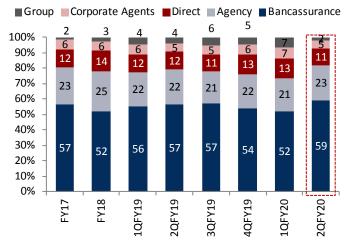
FY20E

Source: Company, HDFC sec Inst Research

7.9

FY18

Channel Mix On APE



0.0

7.8

7.8

FY22E

7.8

FY21E

INSTITUTIONAL RESEARCH

Downward movement in reference rates will lead to lower unwinding.

VNB is most sensitive to rise in acquisition costs and tax rate.

Increase in sum-assured drives higher sensitivity to mortality.

As share of protection in the mix is increases, overall VNB sensitivity to mortality will increase.

Embedded	Value	movement
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Particulars (Rs mn)	FY18	FY19	FY20E	FY21E	FY22E
Opening IEV	161,840	187,880	216,220	246,203	276,567
Value of new business	12,860	13,280	17,259	19,301	21,550
Expected return on existing business	13,720	15,840	17,216	19,111	21,468
Variance in Operating experience	2,580	4,670	500	500	500
Change in operating assumptions	7,640	4,200	100	100	100
Other operating variance	0	0	0	0	0
IEV operating earnings	36,800	37,990	35,075	39,012	43,619
Economic variances	1,120	(1,220)	2,500	0	0
Total IEV earnings	37,920	36,770	37,575	39,012	43,619
Capital contributions / dividend payouts	(11,880)	(8,430)	(7,593)	(8,648)	(10,279)
Closing IEV	187,880	216,220	246,203	276,567	309,907

Source: Company, HDFC sec Inst Research

Sensitivity Analysis

Particulars	FY18		FY19	Ð
Particulars	% change in VNB	% change in EV	% change in VNB	% change in EV
Increase by 100bps in the reference rates	(4.9)	(2.1)	(4.3)	(2.0)
Decrease by 100bps in the reference rates	5.2	2.2	4.4	2.0
10% increase in the discontinuance rates	(8.6)	(1.3)	(8.5)	(1.3)
10% decrease in the discontinuance rates	9.1	1.4	8.9	1.4
10% increase in mortality/ morbidity rates	(5.4)	(1.0)	(9.4)	(1.4)
10% decrease in mortality/ morbidity rates	5.5	1.0	9.4	1.4
10% increase in acquisition expenses	(9.2)	Nil	(13.0)	Nil
10% decrease in acquisition expenses	9.2	Nil	13.0	Nil
10% increase in maintenance expenses	(3.5)	(1.0)	(3.6)	(0.9)
10% decrease in maintenance expenses	3.5	1.0	3.6	0.9
Tax rates increased to 25%	(7.9)	(4.6)	(7.5)	(4.0)

Industry NBP data

Doutioulous		Indivi	dual (Rs b	n)			Gro	up (Rs bn))			Тс	otal (Rs bn)	
Particulars	FY17	FY18	FY19	FYTD	YOY (%)	FY17	FY18	FY19	FYTD	YOY (%)	FY17	FY18	FY19	FYTD	YOY (%)
Aditya Birla Sun Life	9.6	11.5	22.0	7.4	18.9	15.7	15.1	21.9	6.8	-35.3	25.3	26.6	43.9	14.2	-15.0
Bajaj Allianz Life	10.7	14.6	18.0	8.1	23.2	22.2	28.4	31.2	14.4	12.8	32.9	42.9	49.2	22.5	16.3
Bharti Axa Life	4.0	4.7	6.4	2.9	11.3	2.1	2.6	2.7	1.2	-9.7	6.1	7.3	9.1	4.1	4.2
DHFL Pramerica Life	2.2	3.6	3.2	0.9	-52.3	6.6	10.9	9.1	2.1	-64.6	8.8	14.5	12.2	3.0	-61.7
HDFC Standard Life	42.0	59.4	76.4	39.4	27.6	45.0	54.0	73.3	40.6	27.2	87.0	113.4	149.7	80.1	27.4
ICICI Prudential Life	69.8	84.0	81.4	36.0	0.0	8.9	7.2	21.1	15.5	129.5	78.6	91.3	102.5	51.5	20.5
Kotak Mahindra Life	14.4	19.7	21.3	8.2	25.2	14.1	14.5	18.5	12.2	47.3	28.5	34.3	39.8	20.4	37.6
Max Life	33.1	39.8	47.5	21.1	22.3	3.6	3.6	4.1	1.8	-1.1	36.7	43.5	51.6	22.9	20.0
SBI Life	64.7	84.1	96.4	48.5	30.4	36.8	25.6	41.6	29.7	60.2	101.5	109.7	137.9	78.1	40.3
Tata AIA Life	10.5	14.0	23.5	12.4	68.2	0.8	0.9	1.3	0.7	46.3	11.3	14.9	24.8	13.1	66.9
Private players Total	321	404	471	217	19.2	186	190	259	141	23.6	507	593	730	358	20.9
LIC	456	517	510	249	22.0	788	828	912	651	51.1	1,244	1,346	1,422	900	41.7
Industry total*	777	921	981	466	20.7	974	1,018	1,171	792	45.3	1,751	1,939	2,152	1,258	35.1

Source: IRDAI data, HDFC sec Inst Research * Total will not add up since we have excluded smaller sized private players

Market share on NBP basis (%)

Deutieuleure		lı	ndividual					Group		
Particulars	FY17	FY18	FY19	FYTD	YOY (bps)	FY17	FY18	FY19	FYTD	YOY (bps)
Aditya Birla Sun Life	3.0	2.9	4.7	3.4	-1	8.5	8.0	8.4	4.8	-438
Bajaj Allianz Life	3.3	3.6	3.8	3.7	12	12.0	14.9	12.0	10.2	-98
Bharti Axa Life	1.3	1.2	1.4	1.4	-10	1.1	1.4	1.0	0.9	-32
DHFL Pramerica Life	0.7	0.9	0.7	0.4	-60	3.5	5.7	3.5	1.5	-376
HDFC Standard Life	13.1	14.7	16.2	18.2	120	24.2	28.5	28.2	28.9	81
ICICI Prudential Life	21.7	20.8	17.3	16.6	-318	4.8	3.8	8.1	11.0	508
Kotak Mahindra Life	4.5	4.9	4.5	3.8	18	7.6	7.7	7.1	8.7	140
Max Life	10.3	9.9	10.1	9.7	25	1.9	1.9	1.6	1.3	-32
SBI Life	20.2	20.8	20.5	22.3	192	19.8	13.5	16.0	21.1	482
Tata AIA Life	3.3	3.5	5.0	5.7	166	0.4	0.5	0.5	0.5	8
Private players*	41.3	43.8	48.0	46.6	-59	19.1	18.6	22.2	17.8	-313
LIC	58.7	56.2	52.0	53.4	59	80.9	81.4	77.8	82.2	313
Industry	100	100	100	100	0	100	100	100	100	0

Source: IRDAI data, HDFC sec Inst Research * Total private insurers' market share with respect to total market, whereas individual private insurers market share is with respect to total private market.

Valuation Comps

	Unit												
Bloomberg Ticker			IPRU			MAXF			SBILIFE		ŀ	IDFCLIFE	
Rating		١	NEUTRAL			BUY		BUY			Not Rated		
Current market price	Rs		486		423				996			617	
Market Capitalisation	Rs bn		697		139				996			1240	
Target price	Rs		445			599			940			464*	
Upside/(Downside)	%		(8.3)			41.7			(5.6)			(24.7)	
Profitablity		FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E
VNB Margin	%	17.0	21.1	21.4	21.7	22.2	22.8	19.8	20.8	21.6	24.6	28.5	29.1
Total RoEV	%	19.6	17.4	15.8	27.1	22.4	22.0	18.8	19.3	17.3	22.5	21.4	19.7
Operating RoEV	%	20.2	16.2	15.8	21.9	21.3	22.0	17.6	17.2	17.3	20.1	20.3	19.7
Non-operating RoEV	%	-0.6	1.2	0.0	5.1	1.1	0.0	1.2	2.1	0.0	2.4	1.1	0.0
RoE	%	17.1	21.1	21.6	30.9	29.5	28.3	19.2	17.5	16.4	23.0	26.5	26.2
Valuation at CMP		FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E
P/EV	x	3.2	2.8	2.5	1.7	1.5	1.3	4.2	3.5	3.1	6.8	5.7	4.8
P/EVOP	x	18.3	19.9	17.9	10.5	9.2	7.8	28.0	24.4	20.6	40.5	33.4	28.9
Implied P/VNB	x	38.3	27.9	23.4	12.0	7.5	4.8	41.4	32.6	25.8	70.7	49.1	39.5
Implied P/VIF	x	4.9	4.4	3.9	3.3	2.8	2.4	6.6	5.7	4.9	10.0	8.5	7.2
Р/В	x	10.1	9.1	8.2	5.8	4.7	3.8	13.4	11.6	10.1	19.4	16.1	13.4
, P/E	x	60.7	45.6	40.1	21.7	19.4	16.2	75.1	71.0	65.8	97.3	66.5	55.8
P/AUM	x	0.4	0.4	0.3	0.2	0.2	0.2	0.7	0.6	0.5	1.0	0.8	0.7
Valuation at TP/FV		FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E
P/EV	x	3.0	2.6	2.3	2.5	2.2	1.9	4.0	3.4	2.9	5.1	4.3	3.6
P/EVOP	x	16.8	18.2	16.4	15.4	13.5	1.9	26.5	23.0	19.4	30.5	25.1	21.7
Implied P/VNB	x	34.0	24.5	20.3	23.1	16.2	11.4	38.5	30.2	23.8	50.7	34.9	21.7
Implied P/VIF	x	4.5	4.0	3.6	4.9	4.1	3.5	6.2	5.4	4.7	7.5	6.4	5.4
P/B	x	4.3 9.3	4.0 8.4	7.5	4.9 8.5	4.1 6.9	5.6	12.6	5.4 10.9	9.5	7.5 14.6	12.1	5.4 10.1
P/E	x	55.6	41.8	36.7	32.0	28.6	23.8	70.8	67.0	62.1	73.3	50.1	42.0
P/AUM	X	0.4	0.3	0.3	0.3	0.3	0.2	0.7	07.0	02.1	0.7	0.6	42.0

Source: Company financials and disclosures, HDFC sec Inst Research

			IPRU			MAXF			SBILIFE		ŀ	IDFCLIFE	
Per Share data		FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E
EV	Rs	151	172	193	240	276	317	237	281	326	91	109	128
EVOP	Rs	26	24	27	44	51	61	36	41	48	15	18	21
VNB	Rs	9	12	13	22	28	35	19	23	28	8	11	13
VIF	Rs	99	111	125	157	186	220	152	175	202	62	73	86
Book Value	Rs	48	53	59	70	87	108	75	86	98	32	38	46
Earnings	Rs	8	11	12	19	21	25	13	14	15	6	9	11
AUM	Rs	1,117	1,287	1,486	1,685	1,981	2,346	1,410	1,685	2,022	625	757	918
ANW	Rs	51	58	66	77	83	90	86	101	120	29	35	42
Key parameters		FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E
APE	Rs bn	78	82	90	40	48	57	97	112	128	60	76	89
VNB	Rs bn	13	17	19	-+0	48	13	19	23	28	15	22	26
Total EVOP	Rs bn	37	38	39	16	19	23	36	41	48	34	39	43
Operating EVOP	Rs bn	38	35	39	16	19	23	36	41	48	31	37	43
Non- operating EVOP	Rs bn	(1)	3	0	4	1	0	3	5	0	4	2	0
EV	Rs bn	216	246	277	89	103	118	237	281	326	183	218	258
Net worth	Rs bn	69	76	85	34	43	53	75	86	98	64	77	93
Net Profit	Rs bn	11	15	17	9	10	12	13	14	15	13	19	22
AUM		1,604	1,847	2,134	628	738	874	1,410	1,685	2,022	1,258	1,522	1,846
Growth YOY		FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E	FY19	FY20E	FY21E
APE	%	0.1	4.9	10.3	21.6	21.0	19.0	13.5	15.3	15.0	12.0	24.9	17.8
VNB	%	3.3	30.0	11.8	25.5	28.9	22.2	22.3	21.1	19.4	20.3	39.8	20.3
Total EVOP	%	(3.0)	2.2	3.8	26.9	15.8	18.6	13.5	15.0	18.7	16.3	14.5	9.8
Operating EVOP	%	3.2	(7.7)	11.2	26.9	15.8	18.6	13.5	15.0	18.7	14.2	21.4	15.7
Non- operating EVOP	%	NM	NM	NM	NM	NM	NM	NM	NM	NM	38.5	NM	NM
EV	%	15.1	13.9	12.3	19.3	15.1	14.9	17.7	18.2	16.3	20.2	19.4	17.9
Net worth	%	4.5	11.0	11.3	27.4	24.2	23.8	17.0	15.4	14.4	35.6	20.6	20.3
Net Profit	%	(29.3)	33.1	13.8	73.7	11.9	20.0	15.3	5.8	7.8	16.2	46.3	19.3
AUM	%	15.0	15.2	15.5	20.2	17.5	18.4	21.3	19.5	20.0	18.0	21.0	21.3

Source: Company financials and disclosures, HDFC sec Inst Research

Operational Comps

		IPRU			MAXF			SBILIFE				HDFCLIFE					
APE mix		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
Individual	Rs bn	49.7	65.2	75.8	74.4	21.0	26.4	32.2	39.2	44.9	60.2	77.9	90.8	34.3	37.4	48.9	52.0
Group	Rs bn	1.4	1.1	2.1	3.7	0.1	0.2	0.3	0.3	3.9	5.8	7.5	6.1	1.9	3.5	6.3	10.6
APE (Rs bn)	Rs bn	51.1	66.3	77.9	78.0	21.1	26.6	32.5	39.5	48.8	66.0	85.4	96.9	36.2	40.9	55.2	62.6
YoY Growth	%		30	18	0		26	22	22		35	29	13		13	35	13
CAGR 3 years	%				15				22				25				20
CAGR 5 years	%				19				31				24				20
Business mix- product wise		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
		*Total	*Total	*Total	*Total	* Total	* Total	* Total	* Total	* Total	* Total	* Total	* Total				
		APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE	APE
Individual	%	97.1	98.4	97.3	95.3	96.0	97.0	96.0	96.0	87.3	89.5	92.5	93.7	100.0	89.3	88.4	83.1
PAR	%	14.1	9.6	10.9	8.6	58.0	54.0	43.0	39.5	30.7	16.6	24.4	18.7	30.0	31.2	24.8	15.0
Non-PAR	%	0.4	1.1	0.5	0.9	9.0	9.0	8.0	9.0	1.2	0.7	0.8	0.4	14.0	8.0	8.0	16.6
ULIP	%	80.8	84.1	81.9	79.6	26.0	30.0	41.0	41.5	53.3	70.9	66.5	70.8	56.0	46.4	51.3	45.7
Protection	%	1.8	3.6	4.0	6.2	3.0	4.0	4.0	6.0	2.2	1.2	0.7	3.8	NA	3.6	4.4	5.8
Group	%	2.9	1.6	2.7	4.7	4.0	3.0	4.0	4.0	12.3	10.5	7.5	6.3	NA	10.7	11.6	16.9
Savings	%	2.0	1.3	1.0	1.6	NIL	NIL	NIL	NIL	4.2	5.5	2.8	3.3	NA	6.5	4.7	6.0
Protection	%	0.9	0.3	1.7	3.1	4.0	3.0	4.0	4.0	8.1	5.1	4.7	3.0	NA	4.2	6.9	10.9
Total	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Channel mix (Overall)		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
		*Total APE	*Total APE	*Total APE	*Total APE	* Ind APE	* Ind APE	* Ind APE	* Ind APE	*NBP	*NBP	*NBP	*NBP	* Total NBP	* Total NBP	* Total NBP	* Total NBP
Bancassurance	%	58.4	57.3	52.3	55.8	68.0	70.0	72.0	69.6	60.3	53.0	62.0	64.0	43.0	52.0	48.0	49.0
	%	24.4	23.8	25.4	21.7	31.0	29.0	27.0	29.8	24.9	22.0	25.0	21.0	43.0	32.0	33.0	26.0
Agency Direct	%	24.4 8.6	23.8 9.8	13.5	12.0	- 31.0	29.0	- 27.0	29.8	- 24.9	- 22.0	25.0	21.0	40.0 7.0	32.0 7.0	10.0	16.0
Brokers and others	%	8.6 8.6	9.8 9.1	8.8	12.0	- 1.0	1.0	1.0	- 1.0	- 14.8	- 25.0	- 13.0	- 15.0	10.0	7.0 9.0	9.0	9.0
Total	%	100.0	9.1 100.0	100.0	10.0	100.0	100.0	100.0	100.0	14.8 100.0	100.0	100.0	100.0	10.0	9.0 100.0	9.0 100.0	9.0 100.0

INSTITUTIONAL RESEARCH

Banca channel partners			ICICIB an	d SCB			AXIS, YES	S, LVB		SBI,	P&SB, SI	B, SYB, AL	В	HDF	CB, RBL,	IDFCB, BF	L
AUM		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
AUM	Rs bn	1,039	1,229	1,395	1,604	358	444	522	628	798	977	1,163	1,410	742	917	1,066	1,256
Equity	%	46.8	46.8	47.0	48.0	29.0	24.0	22.0	22.0	22.5	23.2	23.0	23.0	39.0	41.0	39.0	38.0
Debt	%	53.2	53.2	53.0	52.0	71.0	76.0	78.0	78.0	77.5	76.8	77.0	77.0	61.0	59.0	61.0	62.0
Linked	%	72.4	71.5	69.9	NA	37.0	35.0	33.0	32.0	55.0	54.0	53.0	49.0	62.0	52.0	57.0	NA
Non-linked	%	27.6	28.5	30.1	NA	63.0	65.0	67.0	68.0	45.0	46.0	47.0	51.0	38.0	48.0	43.0	NA
Solvency ratio		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
Solvency	%	320	281	252	215	343	309	275	242	212	204	206	213	198	192	192	188
Market Share		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
Individual NBP	%	20.8	21.7	20.8	17.3	9.9	10.3	9.9	10.1	20.8	20.2	20.8	20.4	14.7	13.1	14.7	14.7
Private Market Share	70	20.0	21.7	20.0	17.5	5.5	10.5	5.5	10.1	20.0	20.2	20.0	20.4	14.7	13.1	14.7	14.7
Individual APE	%	21.9	22.3	20.9	17.6	9.3	9.2	9.0	9.6	18.8	20.7	21.8	22.3	14.7	12.7	13.3	13.3
Private Market Share	70	21.5	22.5	20.5	17.0	5.5	5.2	5.0	5.0	10.0	20.7	21.0	22.5	14.7	12.7	15.5	15.5
VNB Margin		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
Margin	%	8.1	10.1	16.5	17.0	17.9	18.2	20.2	21.7	14.3	15.7	18.4	19.8	19.9	22.3	23.2	24.6
Persistency		FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19	FY16	FY17	FY18	FY19
13th month	%	82.4	85.7	87.8	87.4	79.0	80.0	80.0	83.0	80.7	81.1	83.0	85.1	78.9	80.9	87.0	87.3
25th month	%	71.2	73.9	78.8	78.0	67.0	70.0	72.0	71.0	73.2	73.9	75.2	76.7	67.4	73.3	77.0	77.3
37th month	%	61.6	66.8	68.9	71.3	58.0	60.0	62.0	64.0	69.2	67.4	70.0	71.4	60.1	63.9	71.0	71.3
49th month	%	62.2	59.3	63.6	65.2	56.0	55.0	57.0	58.0	76.9	62.5	63.9	66.4	63.4	58.3	62.0	62.3
61th month	%	46.0	56.2	54.8	57.6	43.0	53.0	53.0	53.0	53.8	67.2	58.4	57.2	50.1	56.8	51.0	51.3

Source: Company financials and disclosures, HDFC sec Inst Research

INSTITUTIONAL RESEARCH

Lower base will kick in 2HFY20, hence we build acceleration in

growth in 2HFY20.

Performance metrics, growth and ratios

Particulars	FY18	FY19	FY20E	FY21E	FY22E
Performance metrics (Rs mn)					
NBP	92,118	103,644	120,800	135,047	149,549
APE	77,920	77,990	81,796	90,192	99,311
VNB	12,860	13,280	17,259	19,301	21,550
EV	187,880	216,220	246,203	276,567	309,907
EVOP	36,800	37,990	35,075	39,012	43,619
Rs/share					
EPS	11.3	8.0	10.6	12.1	14.4
BV	45.8	47.9	53.1	59.2	66.3
DPS	2.8	1.3	4.4	5.0	6.0
Growth (%)					
Premium growth	41.1	14.1	15.5	12.0	11.2
Total income growth	2.8	8.3	17.1	11.6	13.4
Commissions growth	126.3	10.5	15.9	10.2	9.9
Opex growth	7.5	28.3	20.6	12.0	11.2
PAT growth	(1.8)	(29.3)	33.1	13.8	18.8
Performance metrics growth (%)					
NBP	17.1	12.5	16.6	11.8	10.7
APE	17.6	0.1	4.9	10.3	10.1
VNB	93.1	3.3	30.0	11.8	11.7
EV	16.1	15.1	13.9	12.3	12.1
EVOP	60.3	3.2	(7.7)	11.2	11.8
EPS	(5.0)	(29.3)	33.1	13.8	18.8
BV	7.2	4.5	11.0	11.3	12.1
DPS	(11.6)	(52.9)	230.6	13.9	18.9
Expense ratios (%)					
Commissions/premium	5.2	5.1	5.1	5.0	5.0
Opex/premium	7.6	8.5	8.9	8.9	8.9
Total expenses/premium	12.8	13.6	14.0	13.9	13.9
Effeciency ratios (%)					
RoAA	1.3	0.8	0.9	0.9	0.9
RoE	27.9	17.1	21.1	21.6	22.9
ROEV return	23.4	19.6	17.4	15.8	15.8
Operating RoEV	22.7	20.2	16.2	15.8	15.8
Non-operating RoEV	0.7	(0.6)	1.2	-	-

INSTITUTIONAL RESEARCH

Profit and Loss Account

(Rs mn)	FY18	FY19	FY20E	FY21E	FY22E
Policyholder Account					
Total premium earned	268,107	305,783	353,161	395,595	439,918
Income from investments and other income	113,315	102,948	128,400	143,330	172,091
Transfer from shareholders account	753	5,272	3,163	1,898	1,139
Total income	382,174	414,003	484,724	540,822	613,149
Commission	14,033	15,513	17,983	19,816	21,784
Operating expenses	20,299	26,053	31,427	35,203	39,148
Provisions	31	(1)	(1)	(1)	(1)
Total expenses	34,363	41,565	49,409	55,018	60,931
Benefits paid	172,808	142,591	163,098	184,744	213,857
Change in valuation of liabilities	154,475	210,030	249,299	277,268	311,710
Total	327,283	352,621	412,397	462,013	525,568
Surplus	20,529	19,817	22,917	23,792	26,650
Тах	1,201	1,132	1,332	1,377	1,582
Net surplus	19,328	18,685	21,585	22,415	25,068
Transfer to shareholders account	10,892	10,770	12,976	13,408	15,412

Shareholders account (Rs mn)

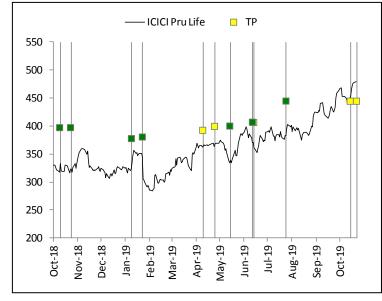
Transfer from policyholders' a/c	10,892	10,770	12,976	13,408	15,412
Investment income	7,469	6,536	6,881	7,475	8,238
Other income	50	93	93	93	93
Total income	18,412	17,400	19,951	20,976	23,743
Expenses	420	422	454	488	524
Contribution to policyholders' a/c	753	5,272	3,163	1,898	1,139
Profit before tax	17,239	11,705	16,334	18,591	22,080
Taxes	997	223	1,056	1,202	1,429
ΡΑΤ	16,242	11,482	15,278	17,388	20,651

Source: Company, HDFC sec Inst Research

Balance Sheet

(Rs mn)	FY18	FY19	FY20E	FY21E	FY22E
Source					
Share capital	14,355	14,358	14,358	14,358	14,358
Reserve and surplus	51,382	54,353	61,946	70,594	80,872
Net worth	65,737	68,711	76,304	84,951	95,230
Credit/debit balance in fair value a/c	3,081	1,712	1,712	1,712	1,712
Policyholders' a/c	1,306,111	1,513,451	1,762,750	2,040,018	2,351,728
Funds for future appropriation	8,782	10,344	10,603	10,868	11,139
Total Liabilities	1,383,710	1,594,218	1,851,368	2,137,549	2,459,810
Application					
Shareholders' Investments	77,466	79,862	87,876	96,961	107,692
Policyholders' investments	332,889	400,712	-	-	-
Asset to cover linked liabilities	975,020	1,109,458	1,759,469	2,036,737	2,348,448
Loans	1,451	2,702	2,702	2,702	2,702
Fixed assets + DTA	4,221	4,757	4,757	4,757	4,757
Net current assets	(7 <i>,</i> 336)	(3,273)	(3 <i>,</i> 436)	(3 <i>,</i> 608)	(3,788)
Debit balance in P&L	-	-	-	-	-
Total Assets	1,383,710	1,594,218	1,851,368	2,137,549	2,459,810

RECOMMENDATION HISTORY



Date	СМР	Reco	Target
9-Oct-18	316	BUY	397
24-Oct-18	324	BUY	397
8-Jan-19	320	BUY	378
23-Jan-19	345	BUY	380
9-Apr-19	365	NEU	393
25-Apr-19	363	NEU	400
14-May-19	334	BUY	400
9-Jul-19	381	BUY	407
13-Jul-19	385	NEU	407
25-Jul-19	383	BUY	445
14-Oct-19	440	NEU	445
23-Oct-19	480	NEU	445

Rating Definitions

BUY: Where the stock is expected to deliver more than 10% returns over the next 12 month periodNEUTRAL: Where the stock is expected to deliver (-)10% to 10% returns over the next 12 month periodSELL: Where the stock is expected to deliver less than (-)10% returns over the next 12 month period

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Disclosure:

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