Leadership in life insurance

August 2014

Agenda

Industry overview and outlook

Performance update

Our strategy

Agenda

Industry overview and outlook

Performance update

Our strategy

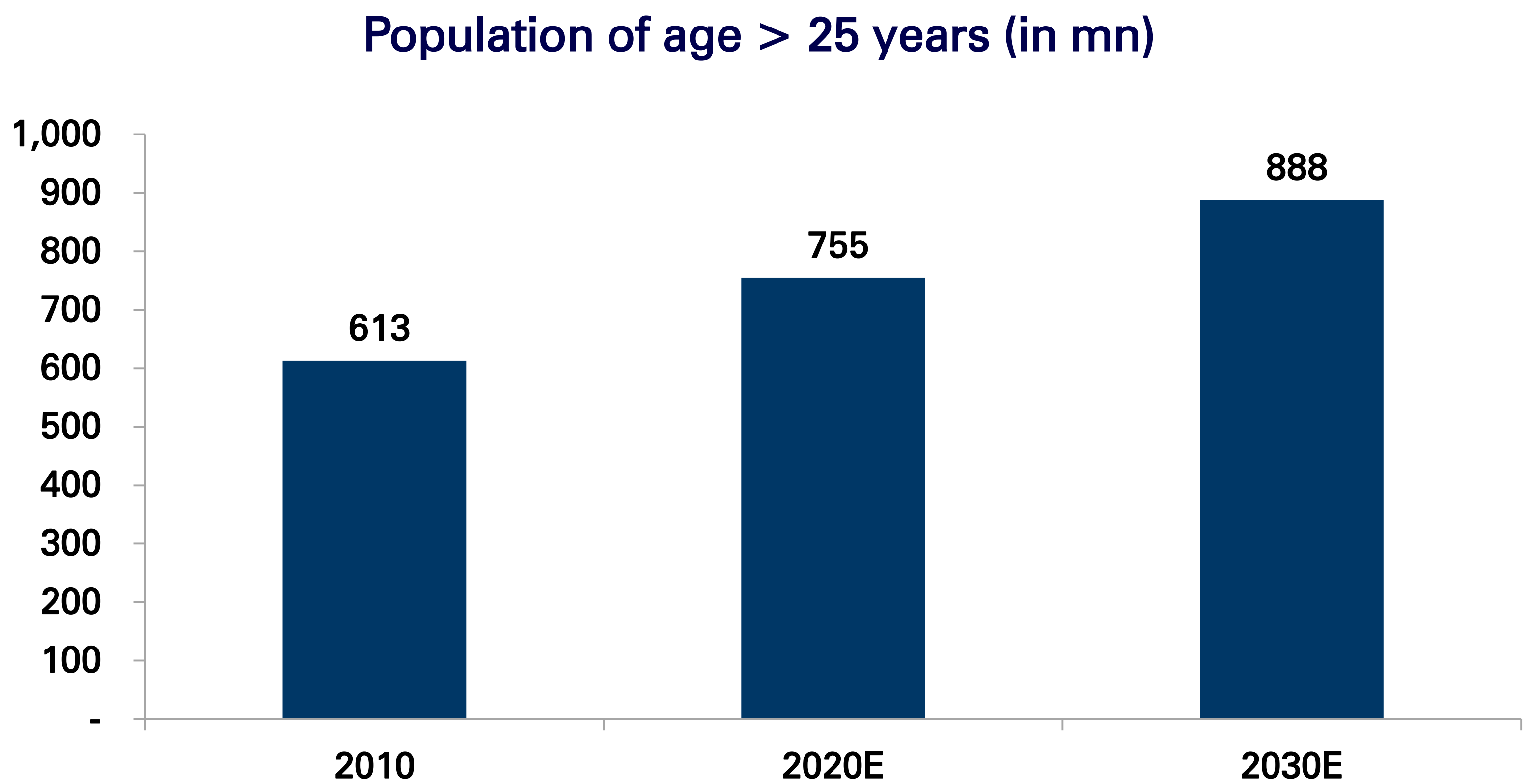
India life insurance growth story

	FY2002		FY2008		FY2014
Number of players	12		18		24
New business premium[1] (₹ bn)	116	28.7% →	527	-2.4% →	454
Total premium (₹ bn)	501	26.1% →	2,014	7.7% →	3,141
Penetration (as a % to GDP)	2.1%		4.0%		2.8%
Insurance density (₹)	460		1,680		2,479
Asset under management (₹ bn)	2,304	24.3% →	8,477	15.4% →	20,069

1. Retail weighted premium

Source: IRDA, Public disclosures, Life insurance council, Company estimates

Fuelled by favourable demographics..

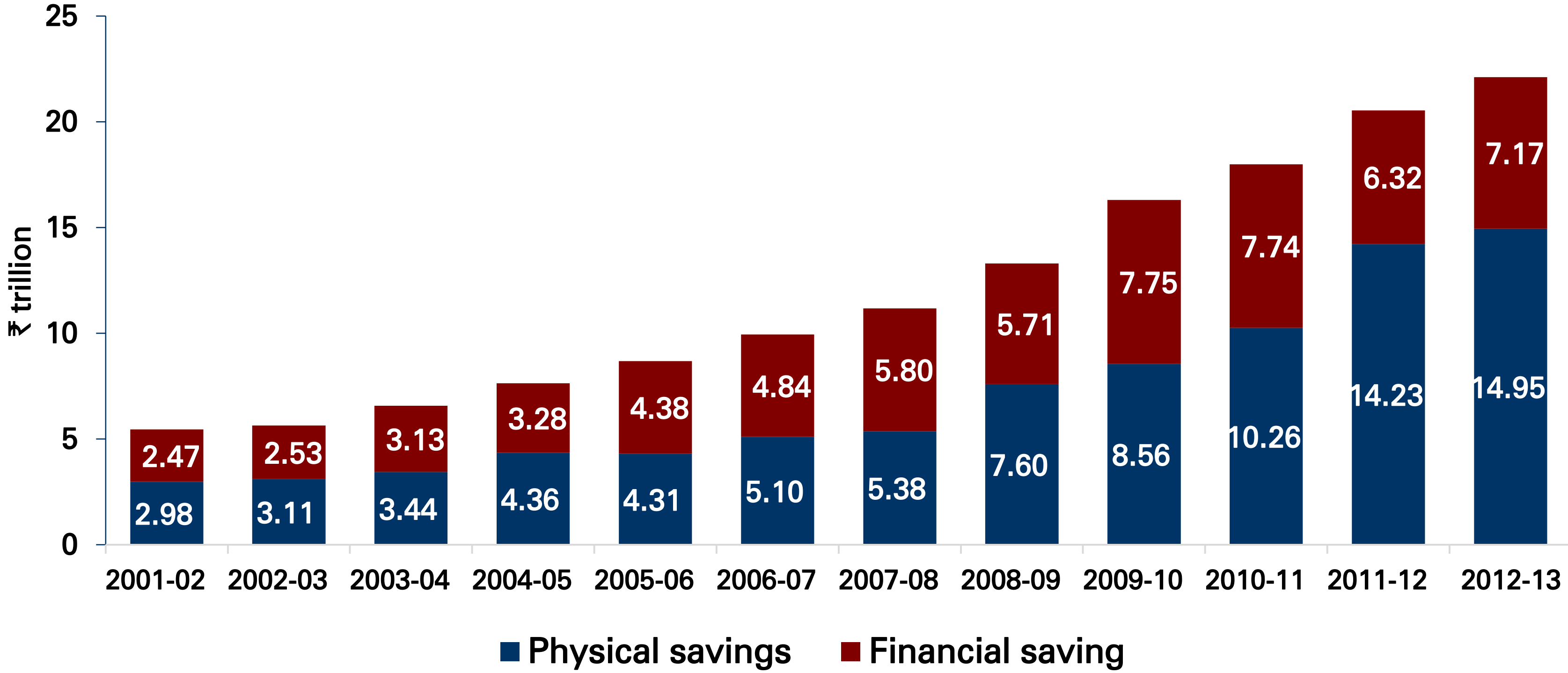


Increase in target population with rising income levels

Source: UN Population division's release: '*World Population Prospects- The 2012 Revision*'

..High household savings

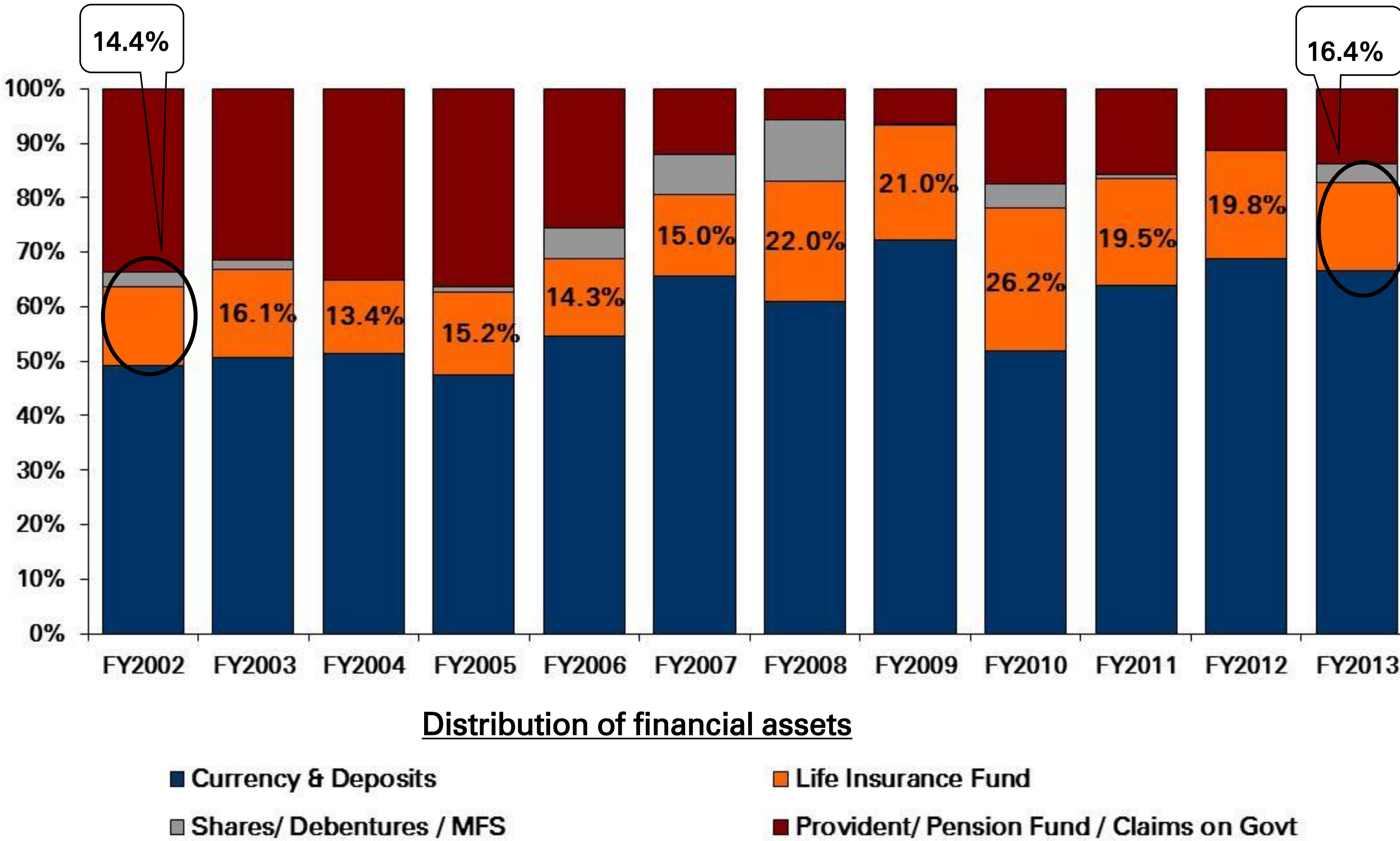
Financial year	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Financial savings / GDP	10.5%	10.0%	11.0%	10.1%	11.9%	11.3%	11.6%	10.1%	12.0%	9.9%	7.0%	7.1%
Household savings / GDP	23.2%	22.3%	23.2%	23.6%	23.5%	23.2%	22.4%	23.6%	25.2%	23.1%	22.8%	21.9%



Source: RBI, CSO

ICICI PRUDENTIAL LIFE INSURANCE

Share of life insurance in financial savings



Distribution of financial assets

Source: RBI

Insurance market size

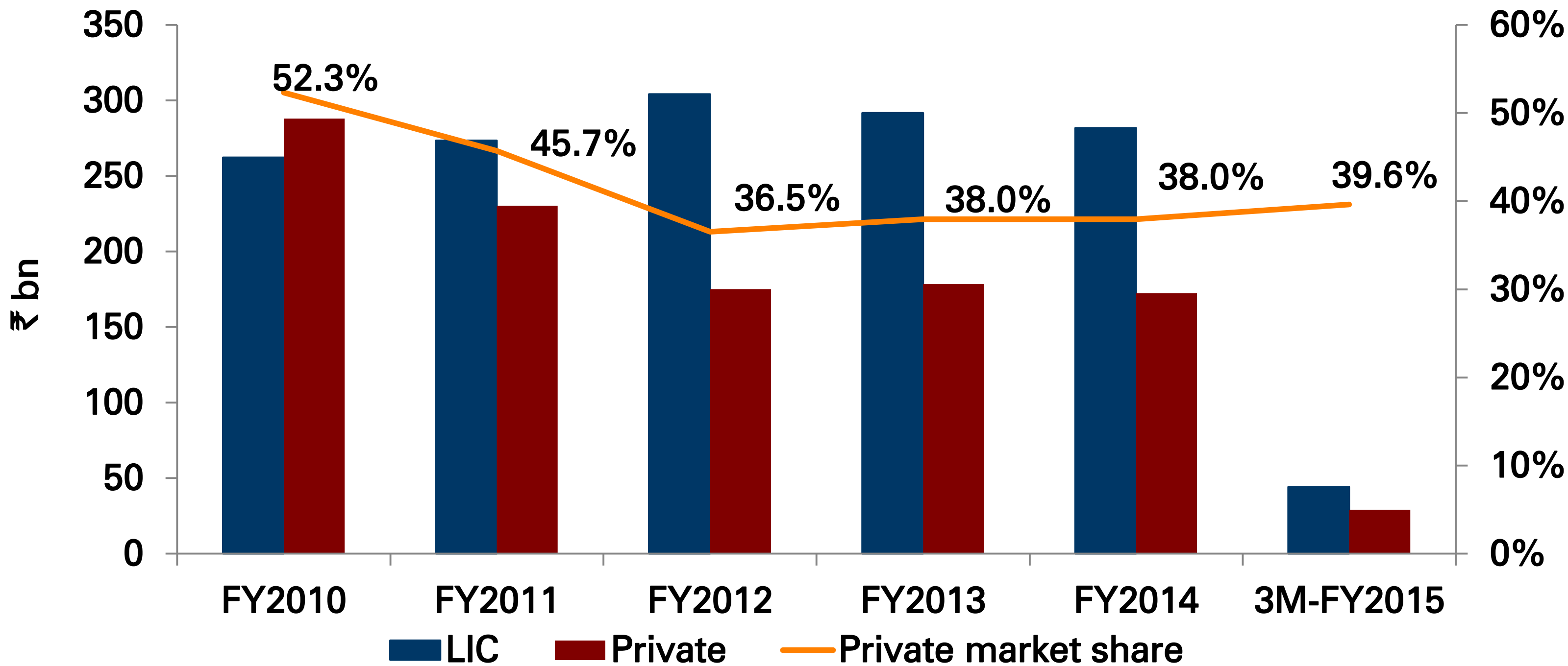
Amounts in ₹ trillion	FY 2002		FY 2008		FY 2013		FY 2020E*
Nominal GDP	23.48	13% CAGR →	49.87	15% CAGR →	101.13	15% CAGR →	269.01
Household savings	5.45	13% CAGR →	11.18	15% CAGR →	22.12	15% CAGR →	58.84
Gross financial savings	2.86	18% CAGR →	7.72	7% CAGR →	10.97	15% CAGR →	29.18
Insurance	0.41	27% CAGR →	1.70	1% CAGR →	1.80	15% CAGR →	4.78

Significant opportunity at current savings rate

Source: RBI, CSO
*Company estimates

Industry: New business premium[1]

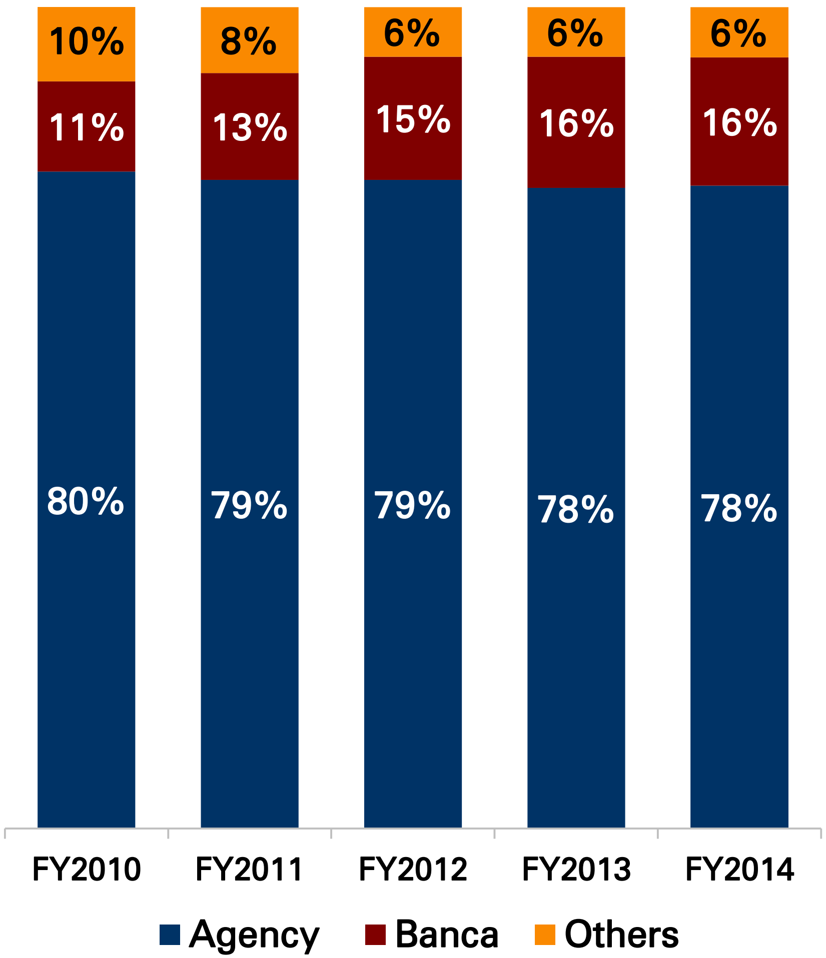
Growth	FY2010	FY2011	FY2012	FY2013	FY2014	3M-FY2015
Private	7.1%	-20.0%	-23.9%	1.9%	-3.4%	14.4%
LIC	29.3%	4.3%	11.2%	-4.1%	-3.4%	4.9%
Industry	16.7%	-8.5%	-4.8%	-1.9%	-3.4%	8.5%



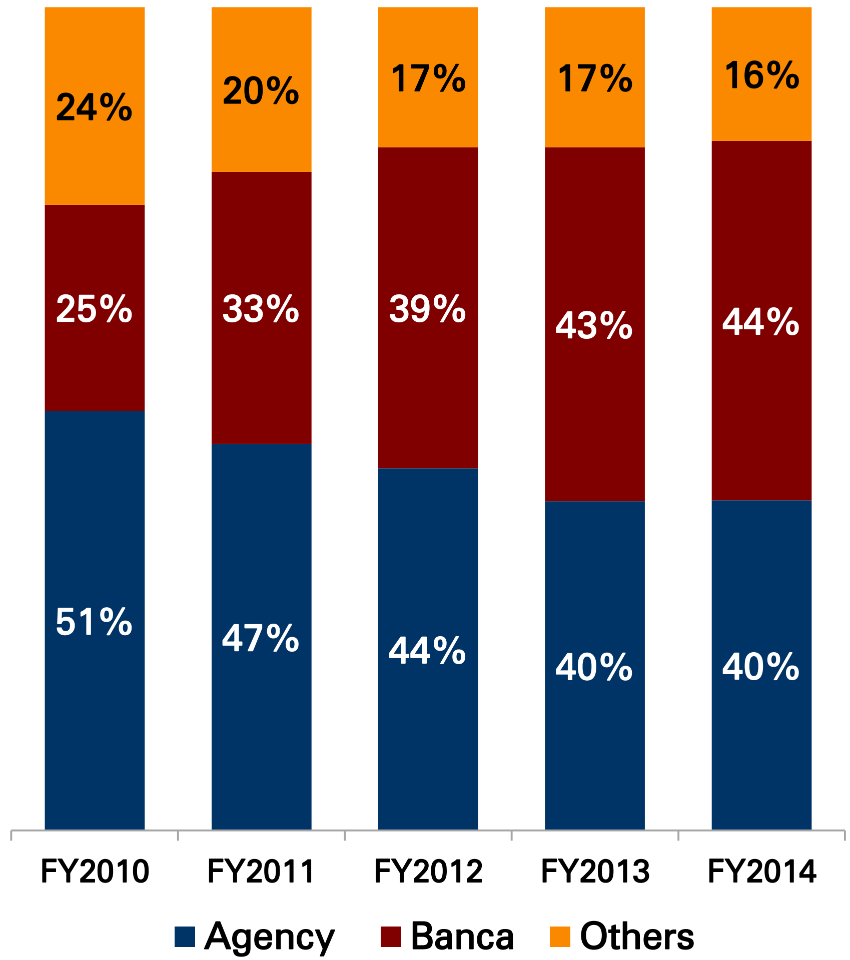
1. Retail weighted new business premium
Source : IRDA, Life insurance council

Channel mix[1]

Industry

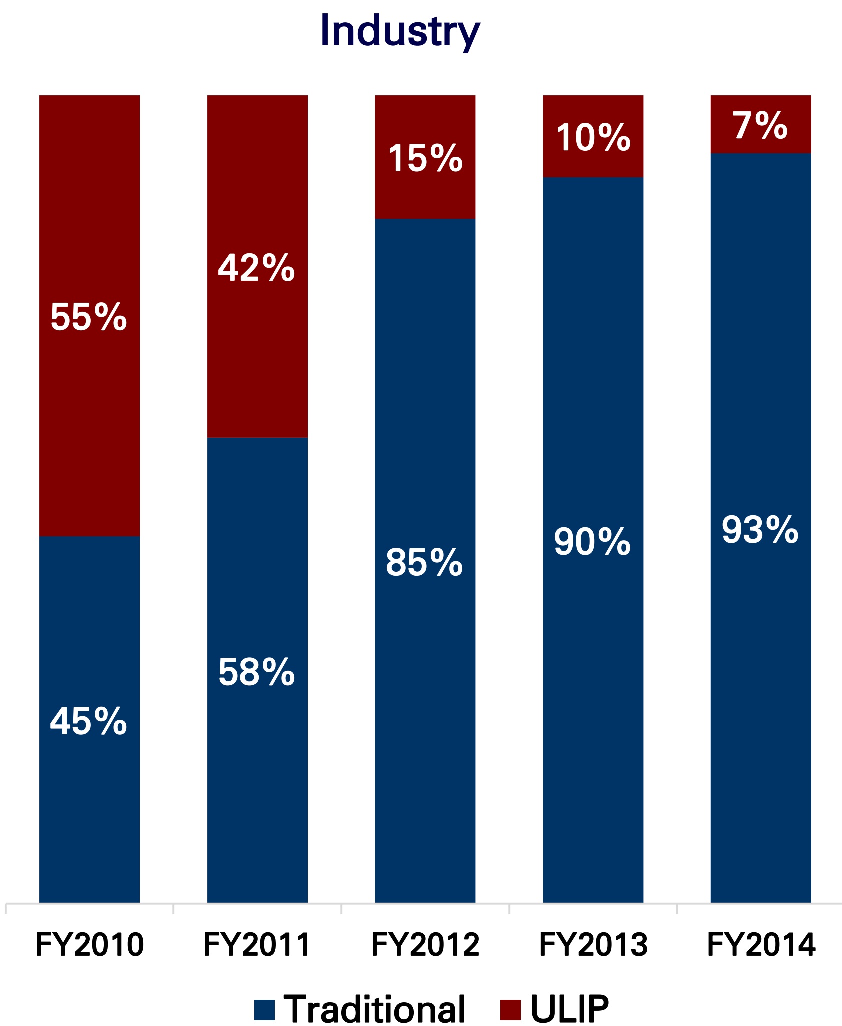


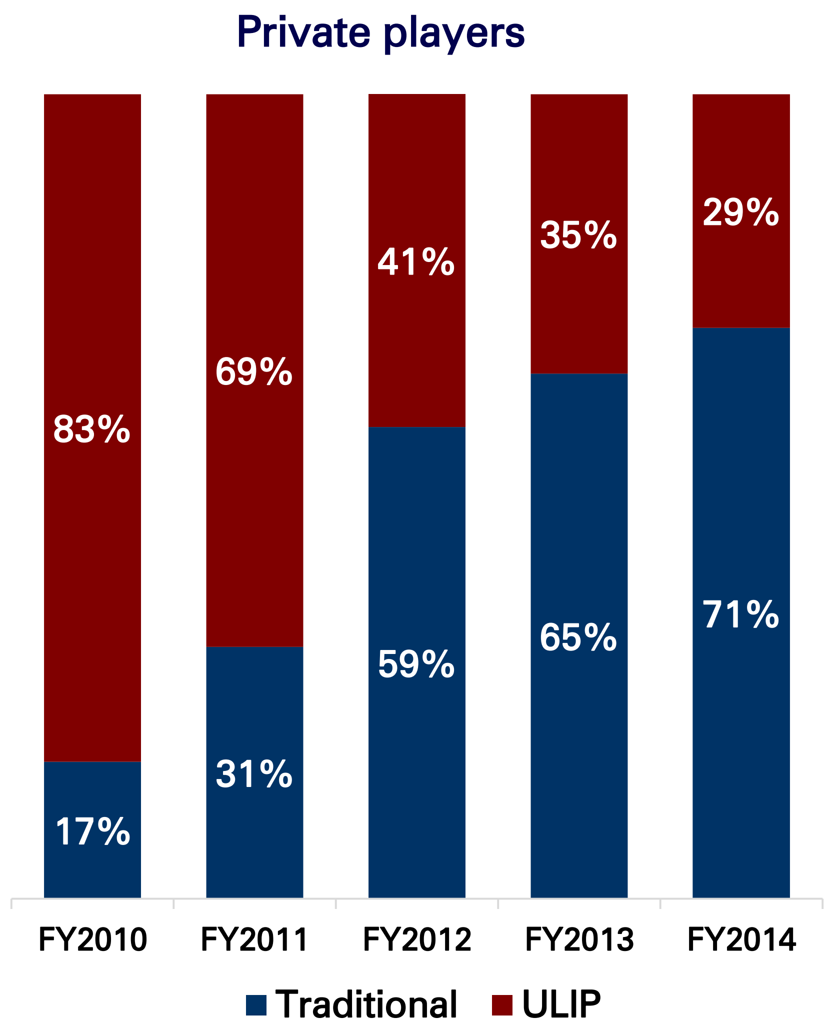
Private players



1. Individual new business premium basis
   Source: IRDA, Public disclosures

Product mix[1]





1. New business premium basis
Source: IRDA, Life insurance council

Agenda

Industry overview and outlook

Performance update

Our strategy

Premium summary

₹ bn	FY2013	3M-FY2014	FY2014	3M-FY2015
Retail new business premium	34.20	4.80	34.32	6.49
Retail renewal premium	80.55	13.47	81.00	14.86
Group premium	20.63	2.67	8.97	2.09
Total premium	135.38	20.94	124.29	23.44
RWRP[1]	33.10	4.48	32.53	6.07

1. Retail weighted received premium

Key parameters

₹ bn	FY2013	3M-FY2014	FY2014	3M-FY2015
APE	35.32	5.41	34.44	6.59
New Business Profit (NBP)[1]	5.29	0.81	4.27	0.72
Profit after tax	14.96	3.64	15.67	3.82
Solvency ratio (%)	396	404	372	384
Assets under management	741.64	748.40	805.97	861.10

1. Traditional Embedded Value basis, on medium term expense targets, post-tax basis

Agenda

Industry overview and outlook

Performance update

Our strategy

Key strategic objective

- Enhance market leadership
- Provide superior value proposition to customers
- Strengthen multichannel distribution architecture
- Improve cost efficiency
- Improve persistency and control surrenders
- Target superior risk adjusted fund performance

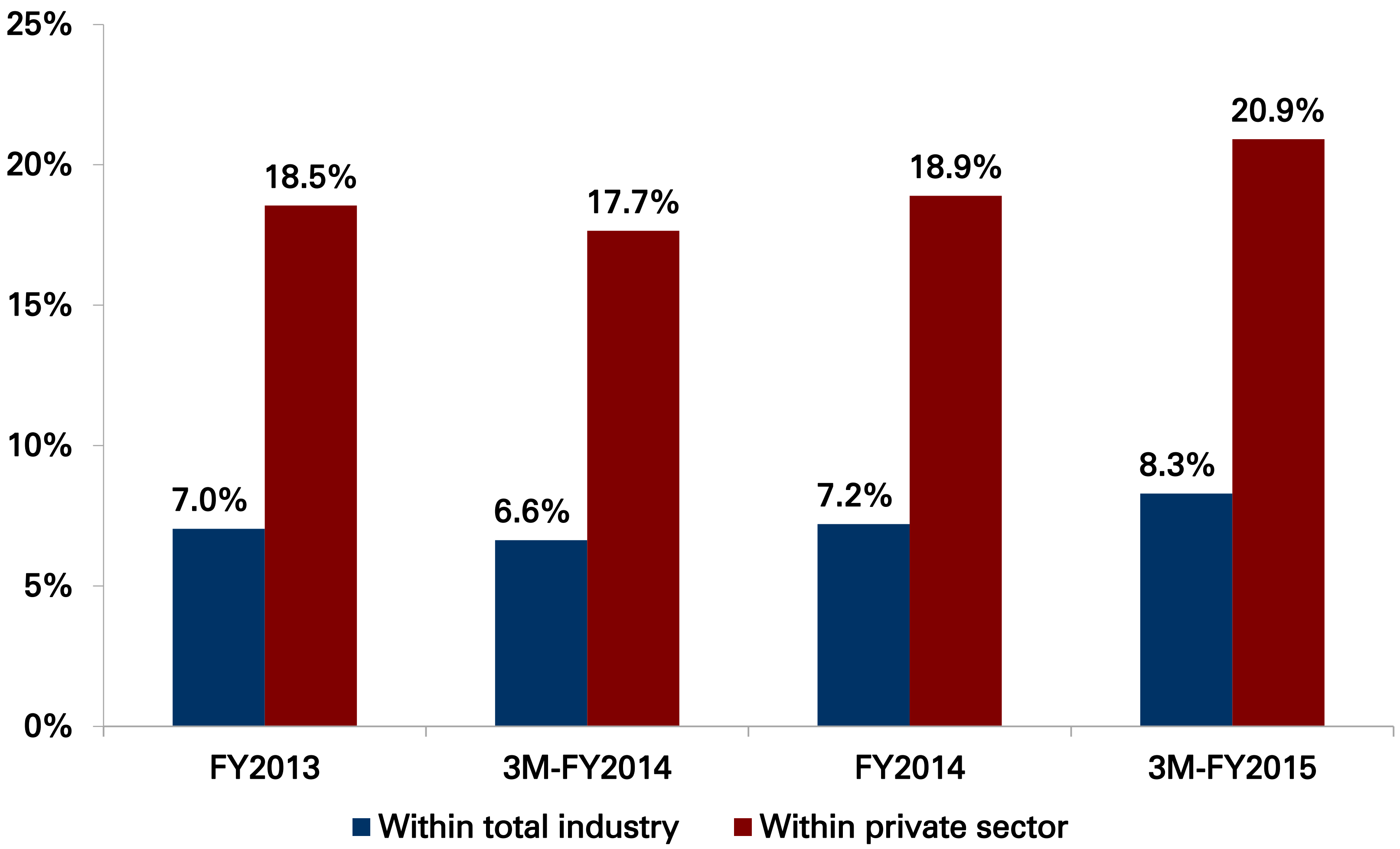
Robust risk management and control framework

Consistent leadership[1]

	FY2002	FY2006	FY2010	FY2012	FY2013	FY2014	3M-FY2015
1	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance	ICICI Prudential Life Insurance
2	Max New York Life	Bajaj Allianz	SBI Life Insurance	HDFC Life	HDFC Life	SBI Life Insurance	HDFC Life
3	HDFC Standard Life Insurance	HDFC Standard Life Insurance	Bajaj Allianz	SBI Life Insurance	SBI Life Insurance	HDFC Life	Max Life Insurance
4	Birla Sun Life Insurance	Birla Sun Life Insurance	Reliance Life Insurance	Max Life Insurance	Max New York Life	Max Life Insurance	SBI Life Insurance
5	Tata AIG Life	Max New York Life	HDFC Standard Life Insurance	Bajaj Allianz	Bajaj Allianz	Reliance Life Insurance	Reliance Life Insurance
6	SBI Life Insurance	SBI Life Insurance	Birla Sun Life Insurance	Birla Sun Life Insurance	Birla Sun Life Insurance	Bajaj Allianz	Birla Sun Life Insurance

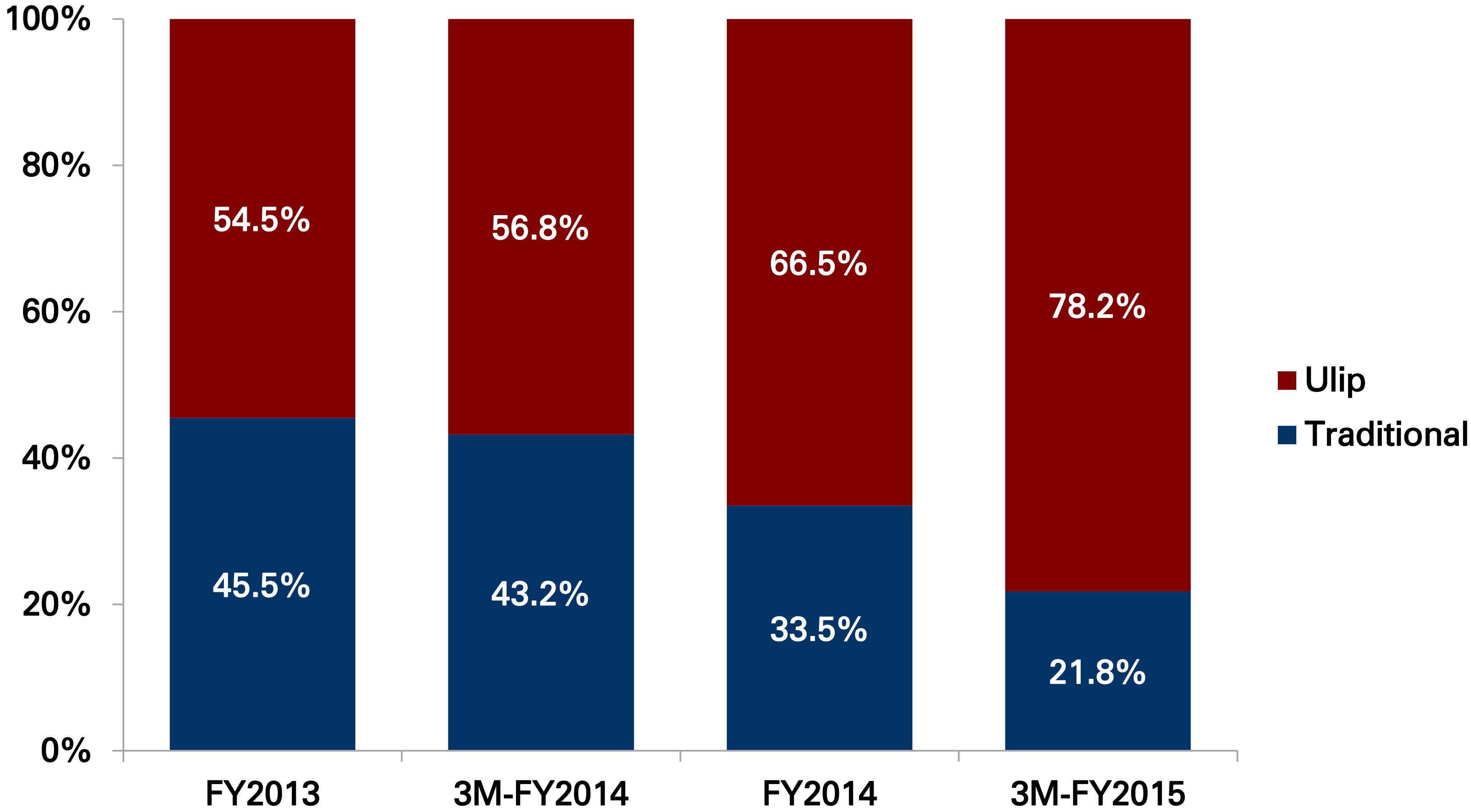
1. Retail weighted received premium (RWRP) basis

Market share[1]



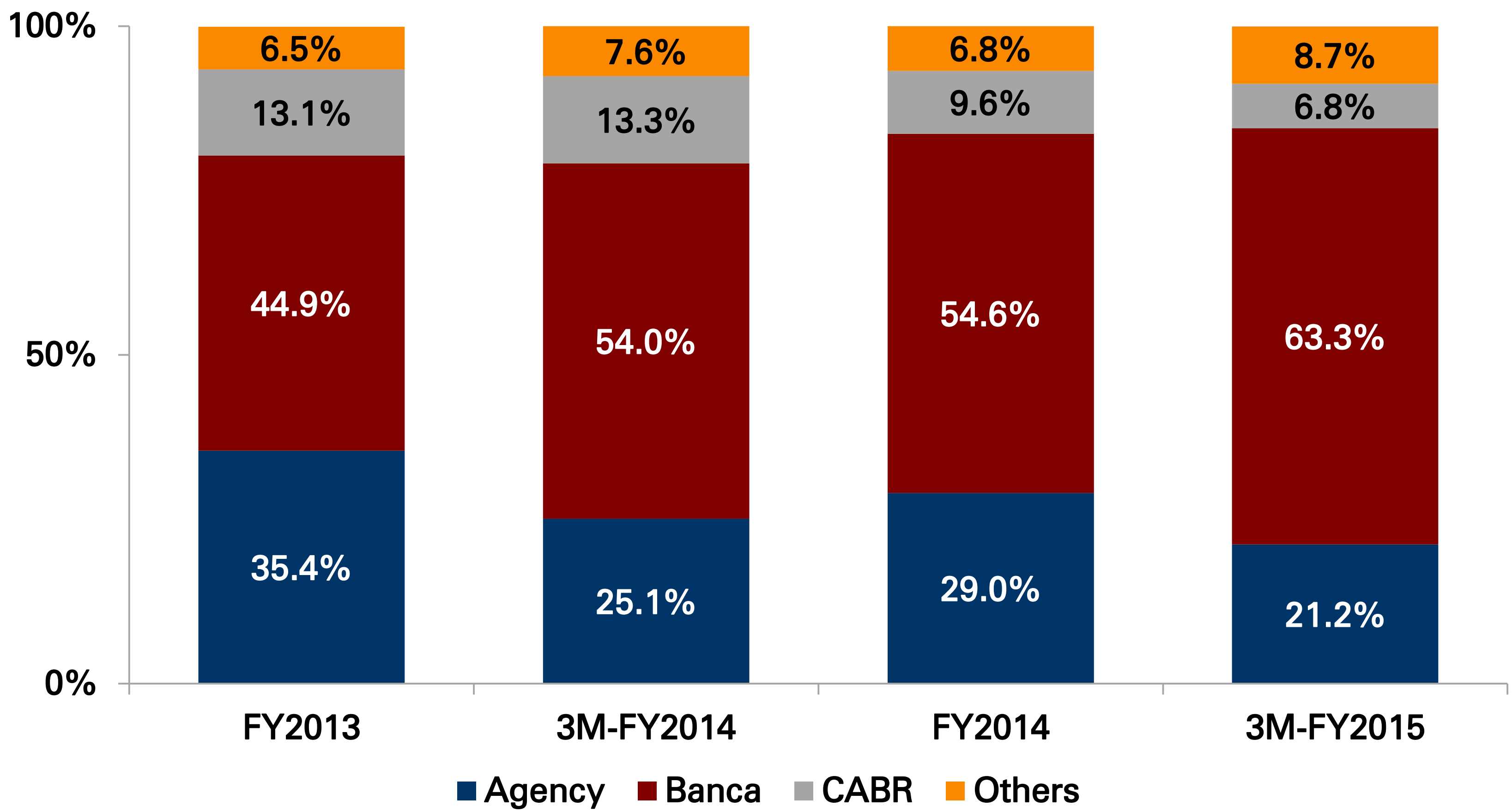
1. Retail weighted received premium (RWRP) basis
Source: IRDA, Life insurance council

Product mix[1]



1. Retail weighted received premium (RWRP) basis

Distribution mix[1]

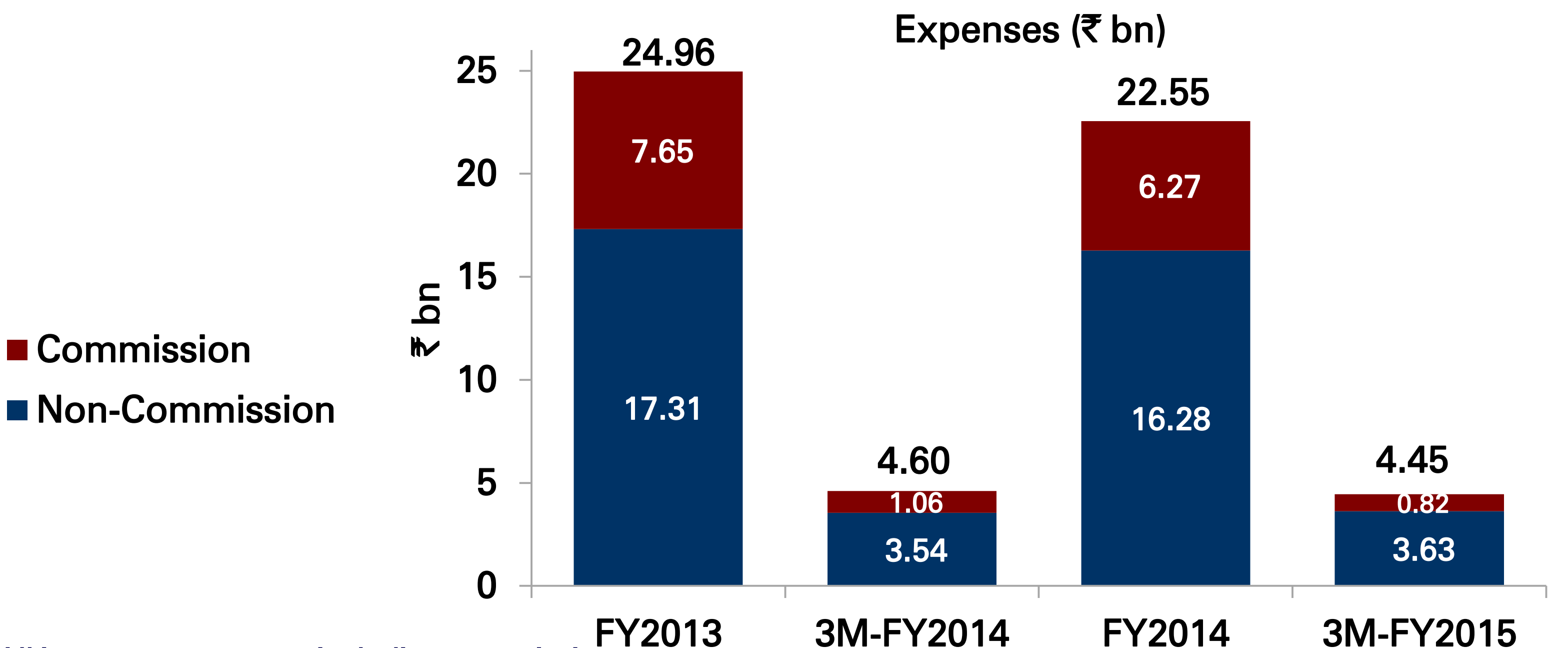


Multi channel distribution architecture

1. Retail weighted received premium (RWRP) basis

Cost efficiency

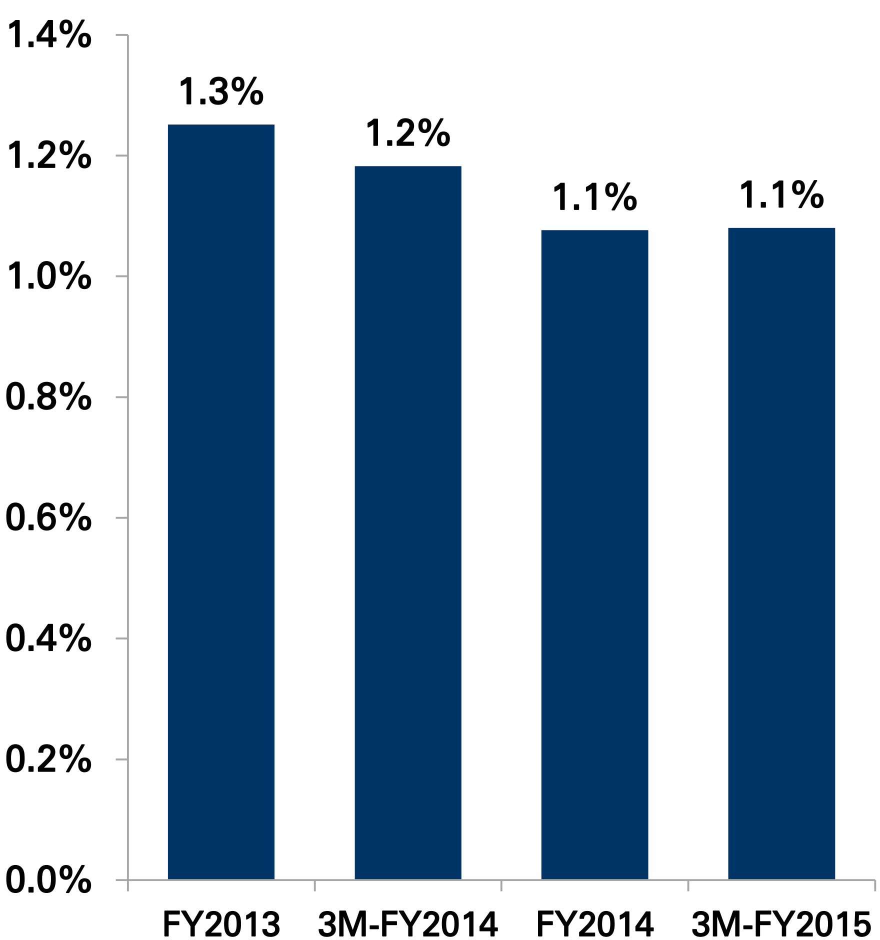
Ratios	FY2013	3M-FY2014	FY2014	3M-FY2015
Cost to RWRP	75.4%	102.8%	69.3%	73.3%
Expense ratio (excl. commission)	13.3%	17.8%	13.6%	16.6%
Commission ratio	5.9%	5.3%	5.2%	3.8%
Total expense ratio	19.2%	23.1%	18.8%	20.4%



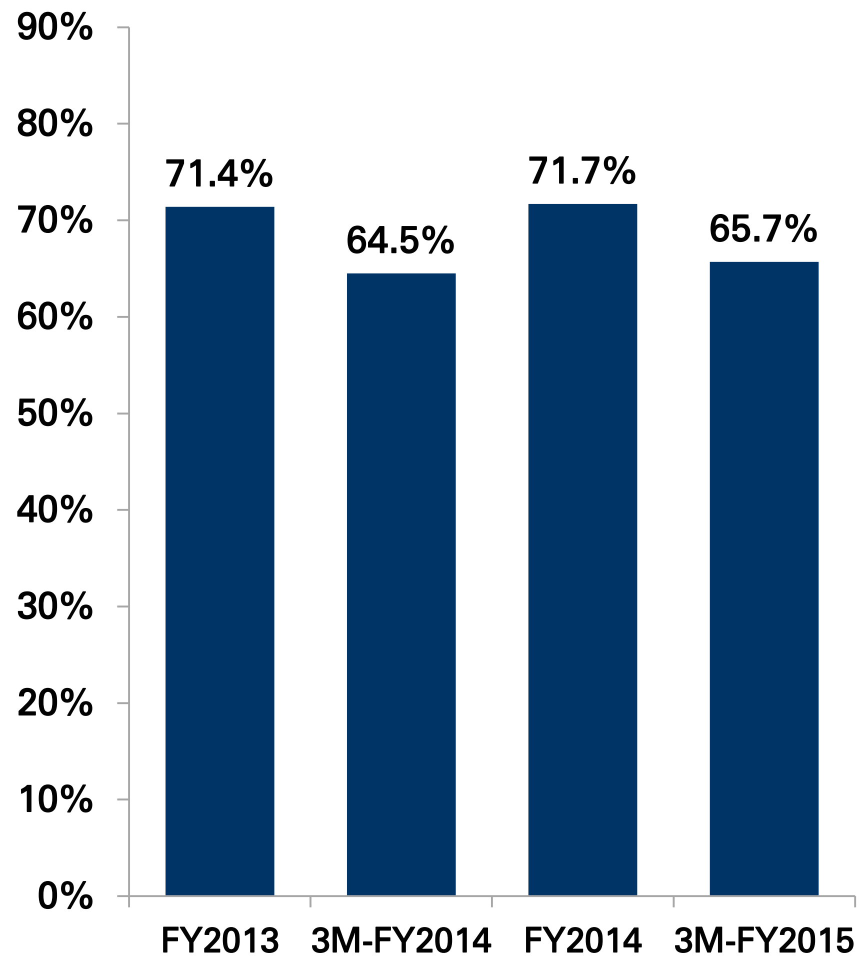
Cost: All insurance expenses including commission
Expense ratio: All insurance expenses (excl. commission) / (Total premium – 90% of single premium)
Commission ratio: Commissions / (Total premium – 90% of single premium)
Total Expense ratio: All insurance expenses (incl. commission) / (Total premium – 90% of single premium)

Customer retention

Surrenders[1] as % of average AUM



13th month persistency



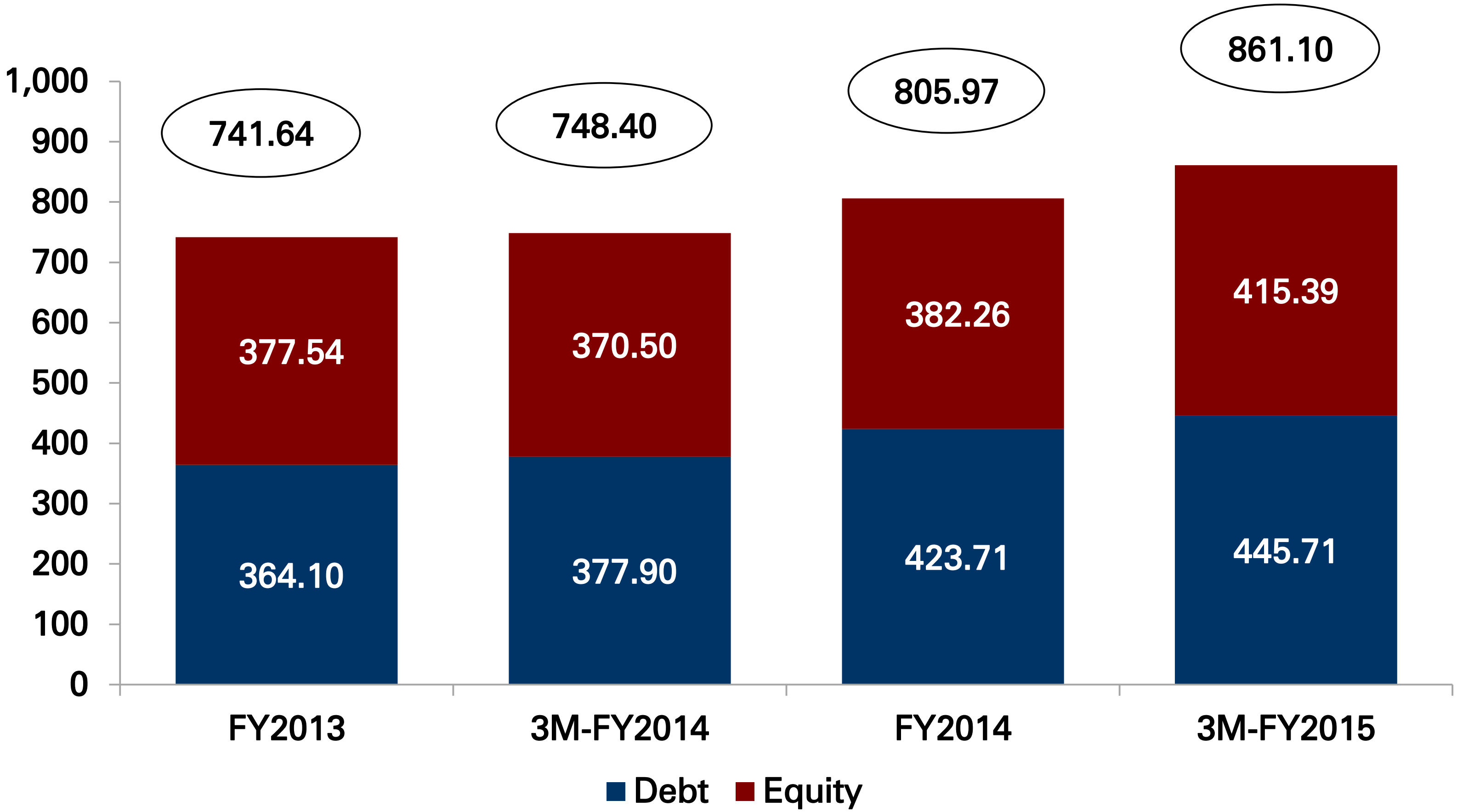
1. Average monthly retail surrenders

Customer service: 3M-FY2015

- 93% of the new business applications initiated using the digital platform
- 58% of renewal premium payment through electronic modes
- 66% of all service transactions processed through website and IVRS
- 92% of payouts through electronic mode
- Grievance ratio[1] stood at 228

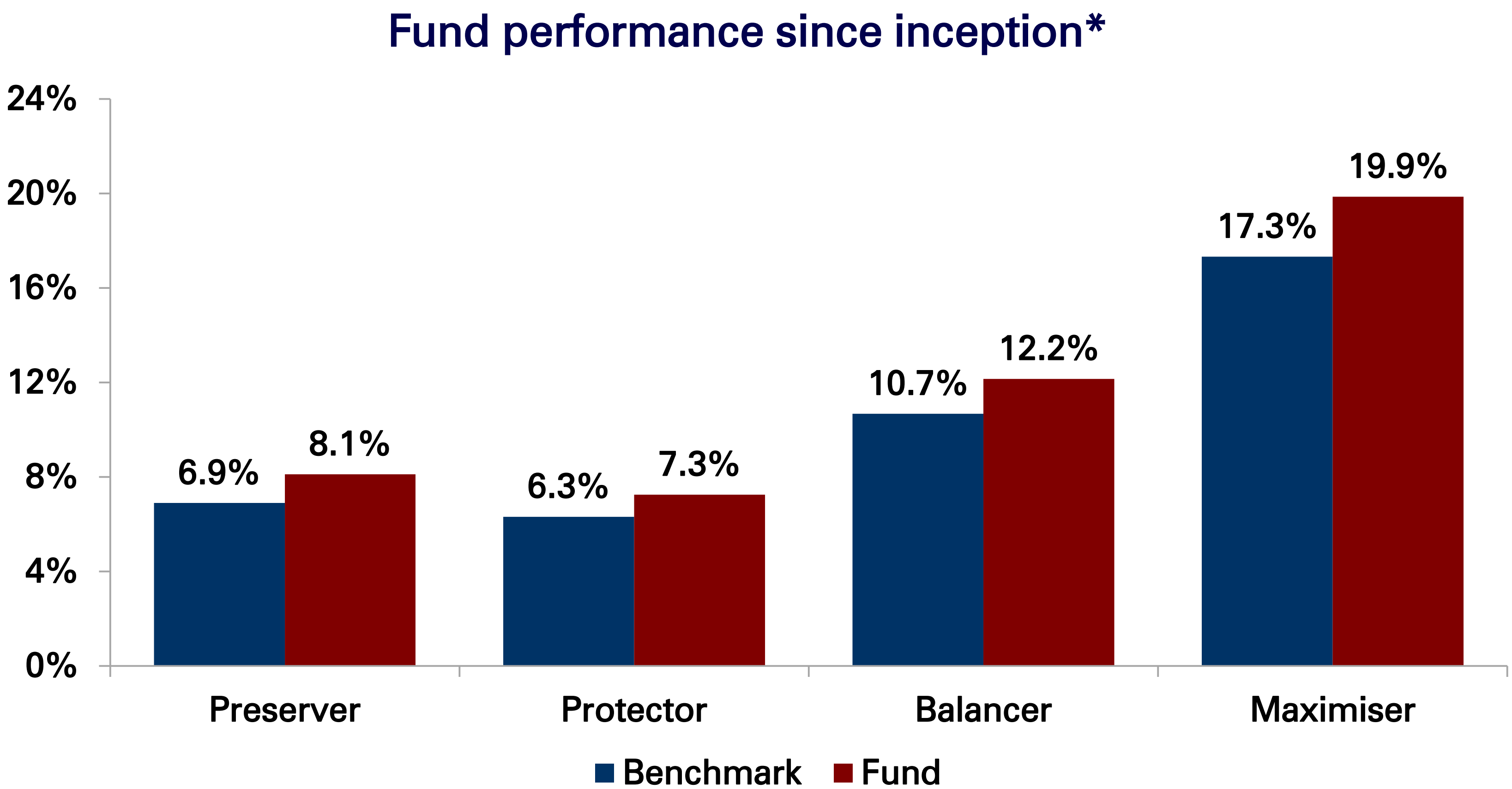
1. Grievance ratio: grievances per 10,000 polices

Assets under management



Among the largest domestic fund managers

Fund performance



96% of the funds have outperformed benchmark since inception*

Inception Dates:

Preserver Fund: June 28, 2004; Protector Fund: April 2, 2002

Balancer Fund : April 2, 2002; Maximiser Fund: Nov 19, 2001

* As on June 30, 2014

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 Bank and we undertake no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

ICICI PRUDENTIAL LIFE INSURANCE

Thank you