

## Reasonable performance in November; however, higher base effect, festival season weigh

**Break in acceleration for life insurers.** Life insurers, which had been registering strong business growth in the last few months, had a lukewarm November. Private-sector new-business premiums (NBP) declined 5% y/y; LIC was down 36% y/y. At end-Nov'20, total NBPs amounted to Rs192bn (Rs262bn a year prior). The annual-premium equivalent (APE) for the private sector declined 6% y/y at end-Nov'20. For LIC, the sole public entity, it plunged 64% y/y. At end-Nov'20, total APE was Rs70bn (Rs128bn a year prior). Toward end-2019, LIC announced the closure of a few insurance policies; hence, its sales were high in the corresponding month of 2019.

**The battle for market share:** Private sector inches ahead of LIC. In NBP, private insurers' market share increased to 37% in Nov'20 (32% in Oct'20, 35% in Sep'20). In APE, private insurers' market share shot up to 54% in Nov'20 (49% in Oct'20, 52% in Sep'20).

**APE:** SBI Life occupies the numero uno position. In APE, SBI Life occupied the number one position in the private space with a 24% market share; it was flat y/y. On the other hand, HDFC Life gained market share (up 250bps y/y) and took the second position. I-Pru occupied the third position with a 12.3% market share, but lost ~370bps y/y. Others such as Max Life (up 110bps y/y) and Tata AIA Life (up 30bps y/y) gained market shares, whereas Kotak Mahindra Life lost 110bps y/y.

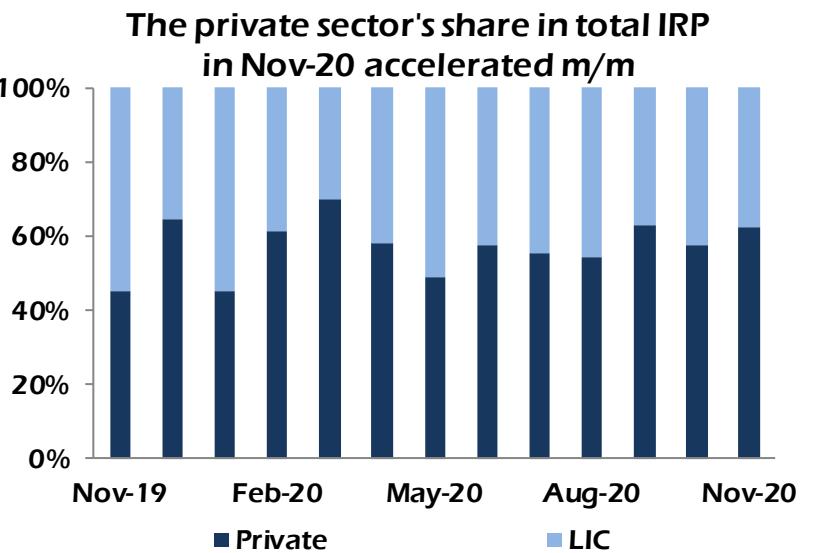
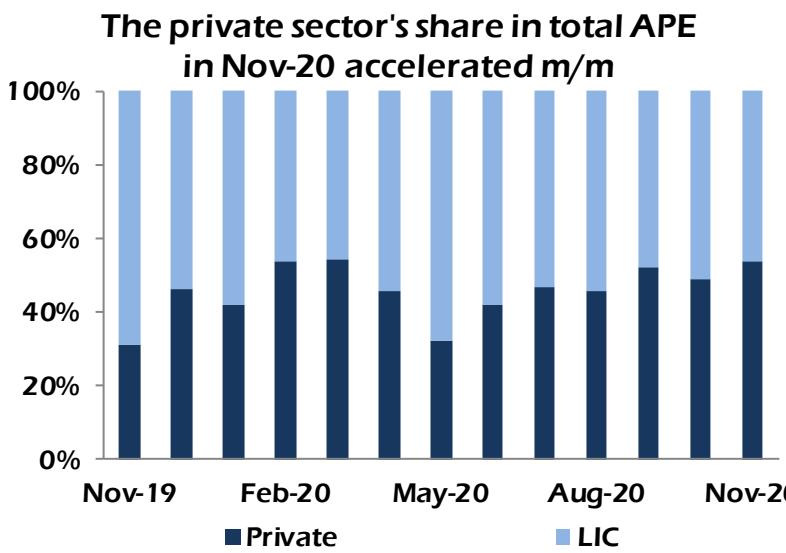
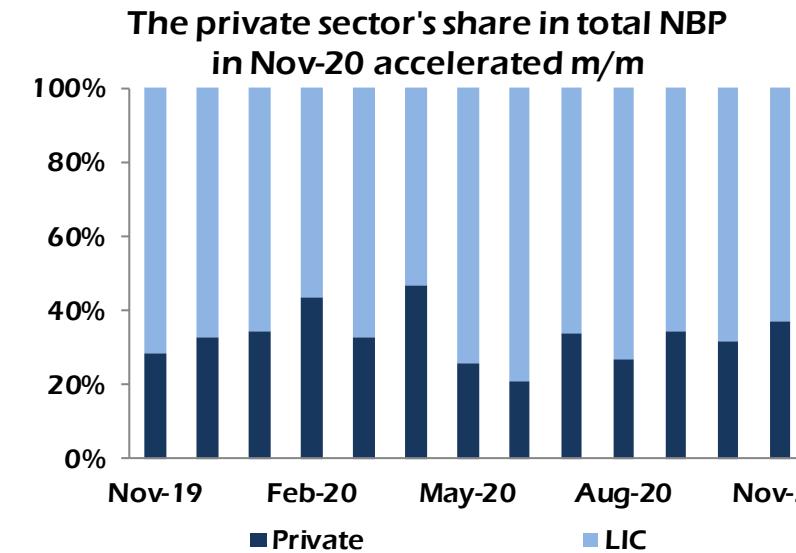
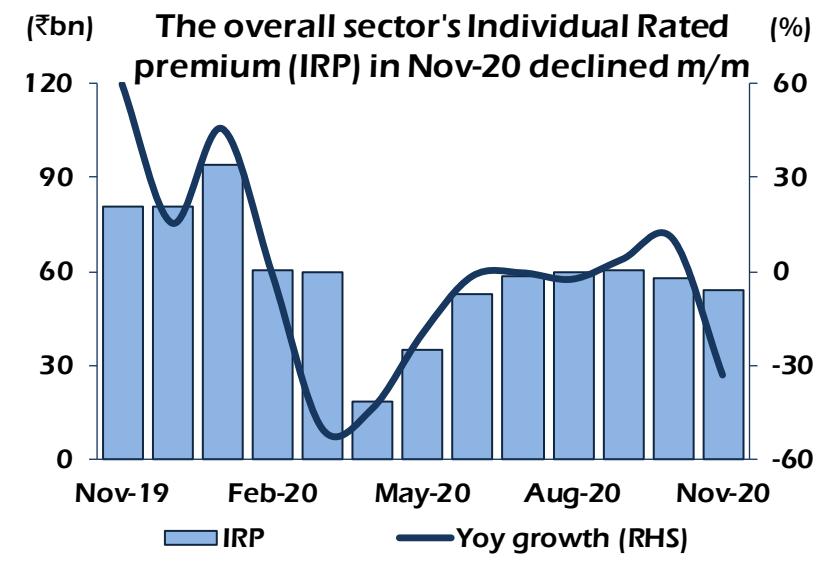
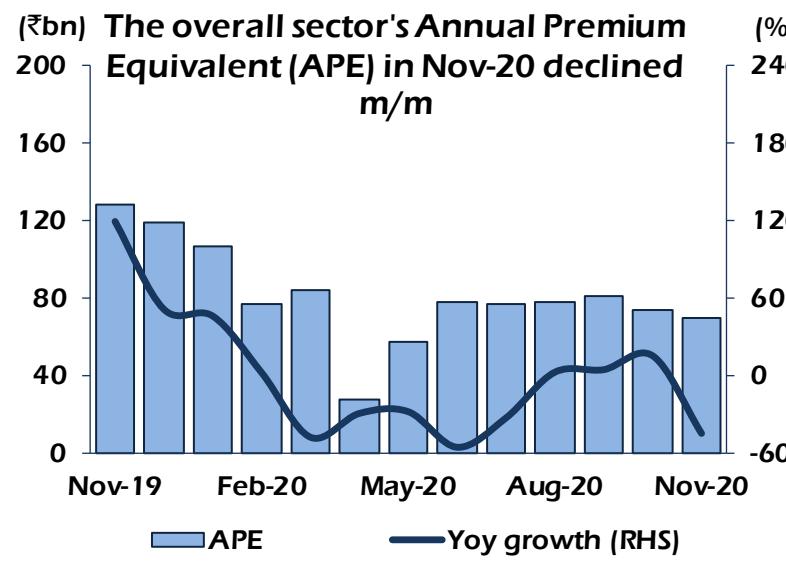
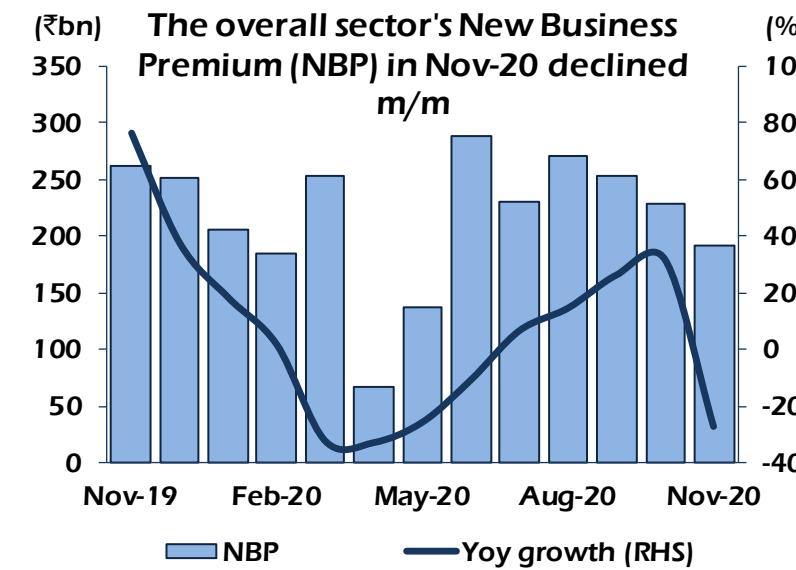
**NBP:** Top-three account for a 57% market share. In NBP, SBI Life was number one with a 21.6% market share, and gained ~170bps y/y. HDFC Life, with a 21.2% market share, held second position, but lost 130bps y/y. I-Pru occupied the third position; its market share increased 80bps y/y. Private insurers such as Max Life (up 110bps y/y) increased market share. However, Kotak Mahindra Life (down 290bps y/y) and Bajaj Allianz Life (down 270bps y/y) lost market shares.

APE market-shares of private operators					
(%)	Nov-20	Oct-20	m/m	Nov-19	y/y
SBI Life	24.0	23.3	0.6	23.9	0.1
HDFC Life	16.5	17.4	-0.9	14.0	2.5
ICICI Prudential Life	12.3	13.0	-0.7	16.1	-3.7
Max Life	9.0	9.5	-0.5	7.9	1.1
Tata AIA Life	6.2	7.1	-0.9	5.9	0.3
Aditya Birla Sun Life	5.3	4.2	1.0	5.1	0.1
Bajaj Allianz Life	5.1	6.0	-0.8	5.6	-0.5
Kotak Mahindra Life	3.2	3.1	0.1	4.3	-1.1
Reliance Nippon Life	2.9	1.9	1.0	1.7	1.2
PNB Met Life	2.9	2.9	0.0	2.9	-0.0
Canara HSBC OBC Life	2.5	2.1	0.4	2.1	0.4

NBP market-shares of private operators					
(%)	Nov-20	Oct-20	m/m	Nov-19	y/y
SBI Life	21.6	22.0	-0.4	19.8	1.7
HDFC Life	21.2	22.9	-1.7	22.6	-1.3
ICICI Prudential Life	13.9	13.7	0.2	13.1	0.8
Max Life	7.0	6.8	0.2	5.8	1.1
Aditya Birla Sun Life	5.8	4.2	1.6	5.7	0.1
Bajaj Allianz Life	5.3	8.9	-3.6	8.0	-2.7
Canara HSBC OBC Life	4.4	2.0	2.4	1.8	2.6
Kotak Mahindra Life	4.4	4.3	0.1	7.3	-2.9
Tata AIA Life	4.1	4.1	-0.1	3.7	0.3
PNB Met Life	2.2	2.0	0.2	2.1	0.1
India First Life	1.9	2.2	-0.3	1.9	0.1

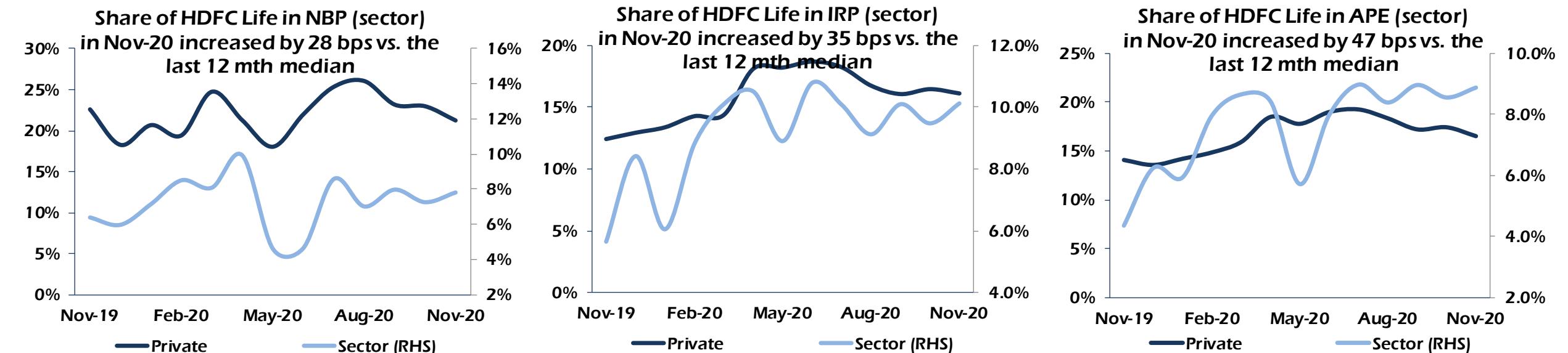
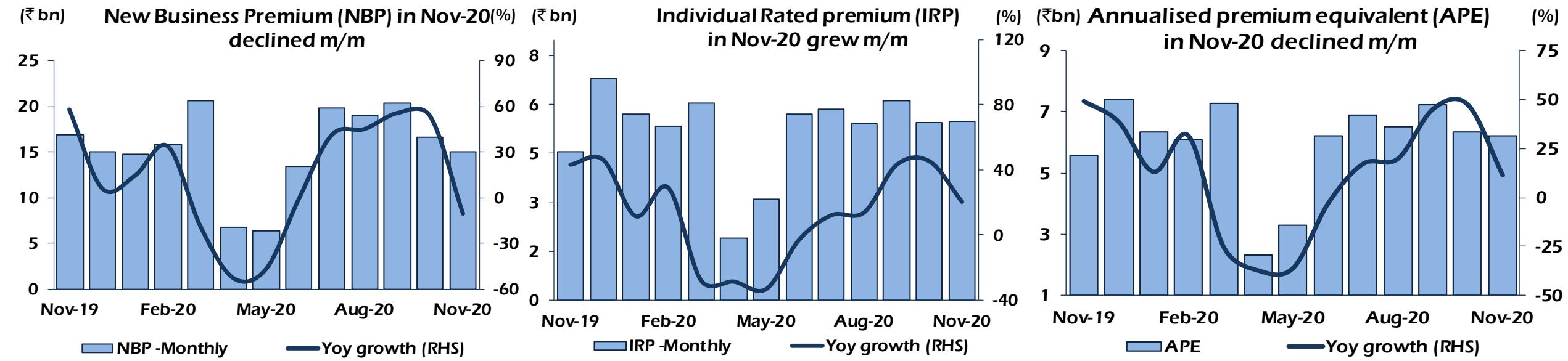
Source: IRDA, Anand Rathi Research

# Overview



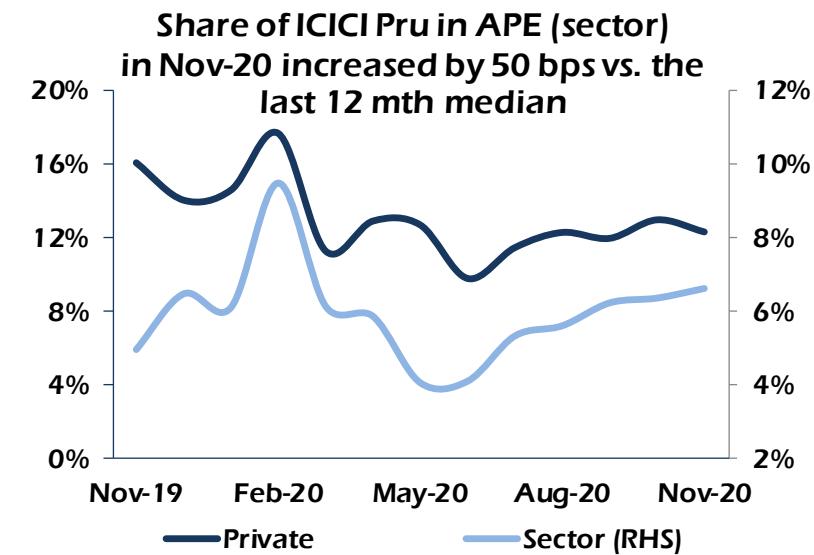
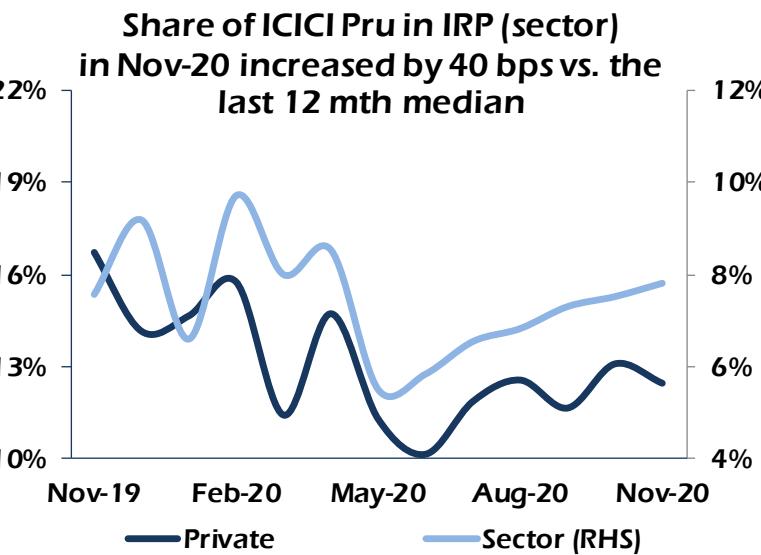
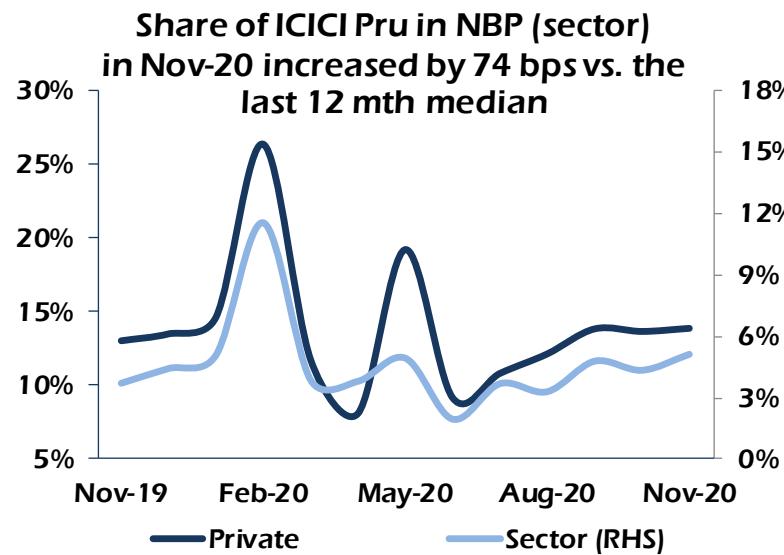
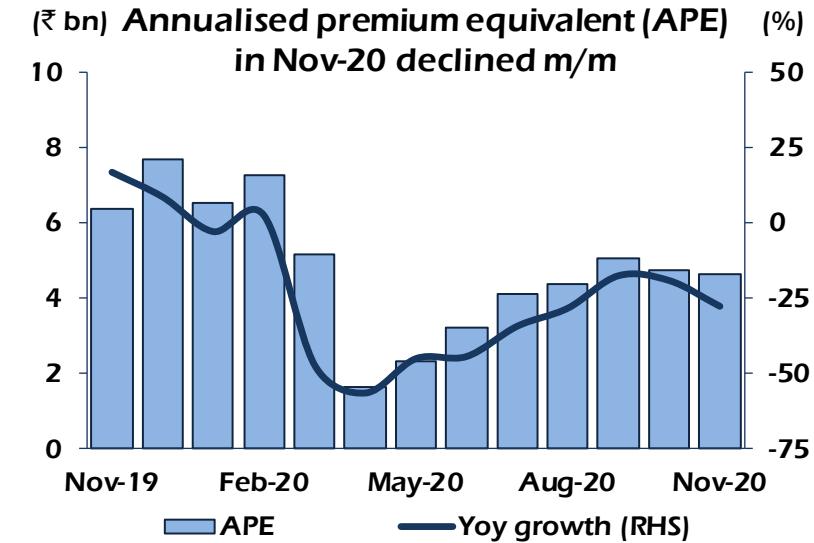
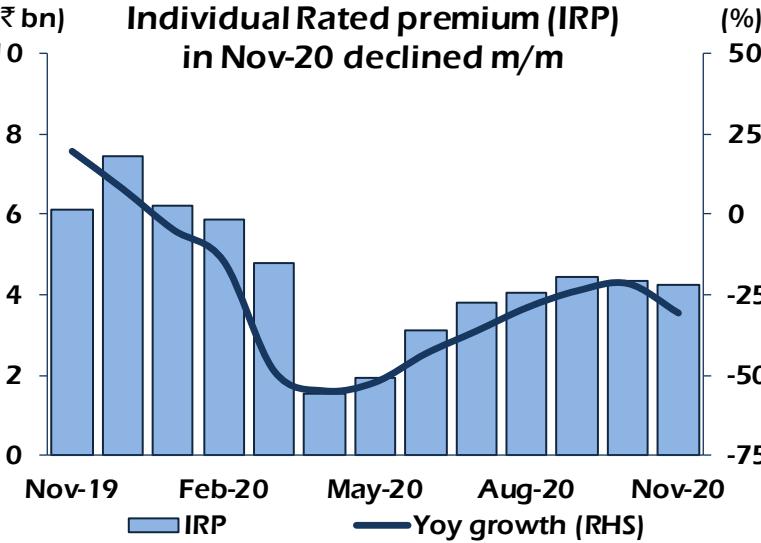
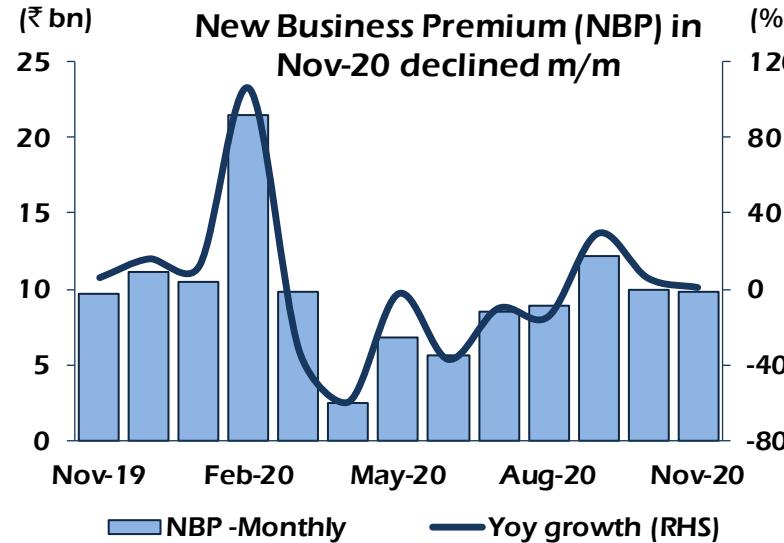
# HDFC Life – Number two position on both, NBP and APE basis

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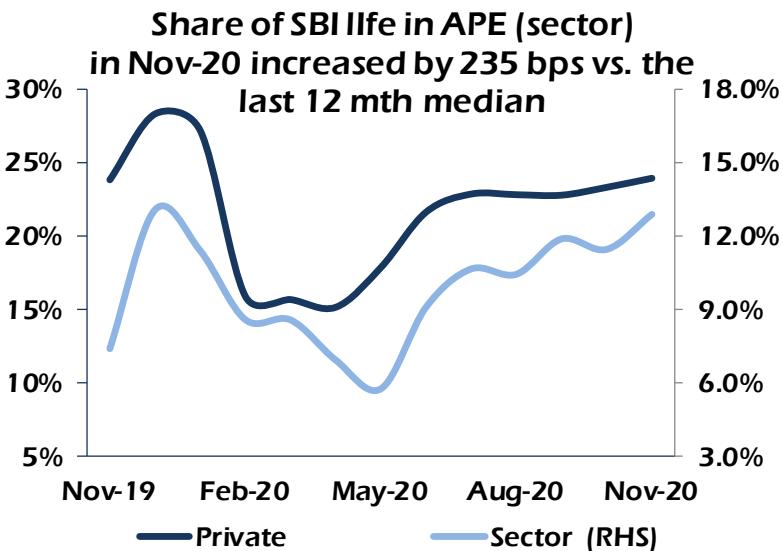
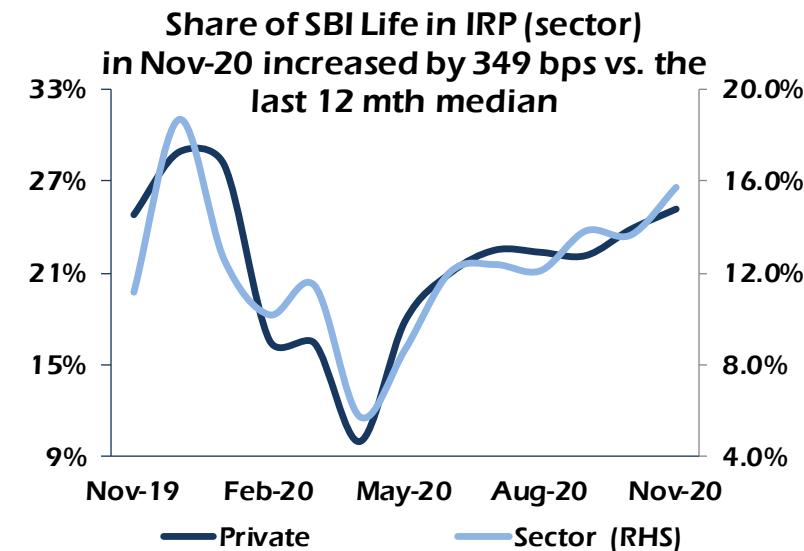
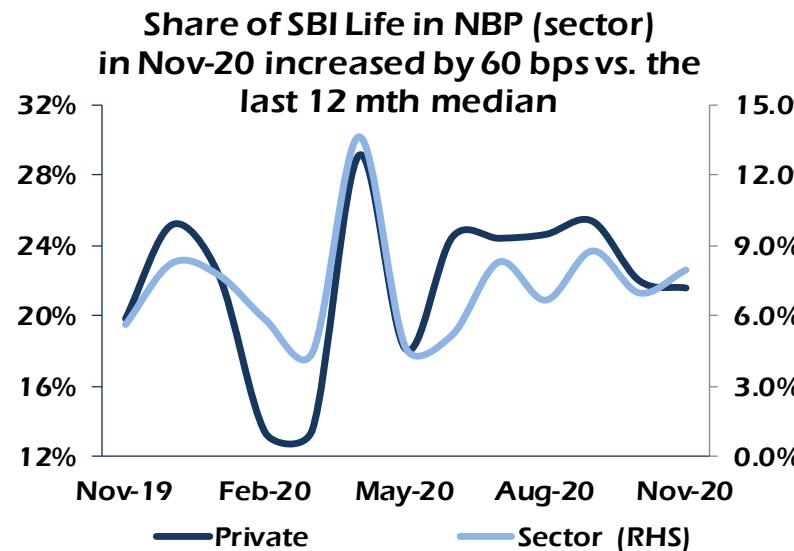
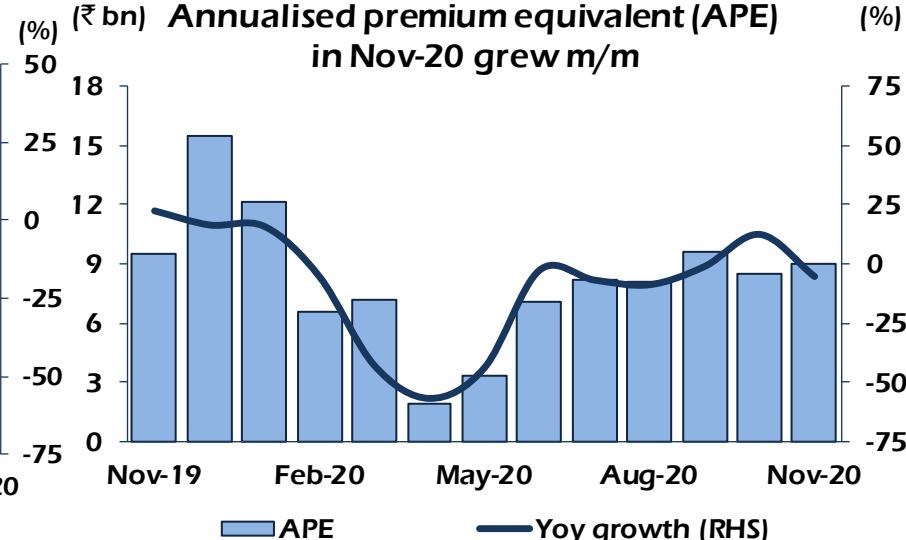
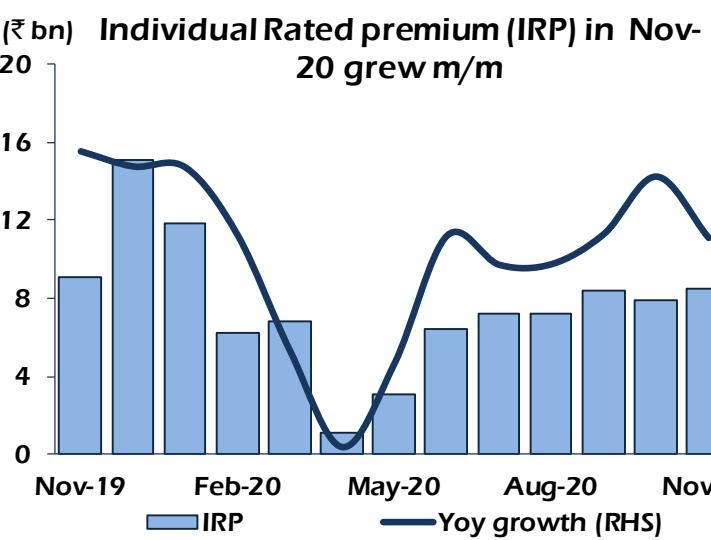
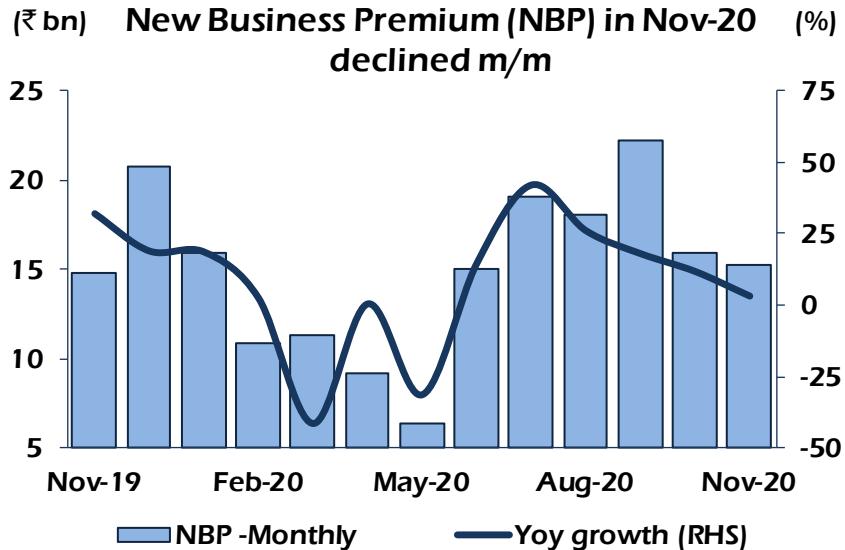
# ICICI Prudential – Third position both, NBP and APE basis

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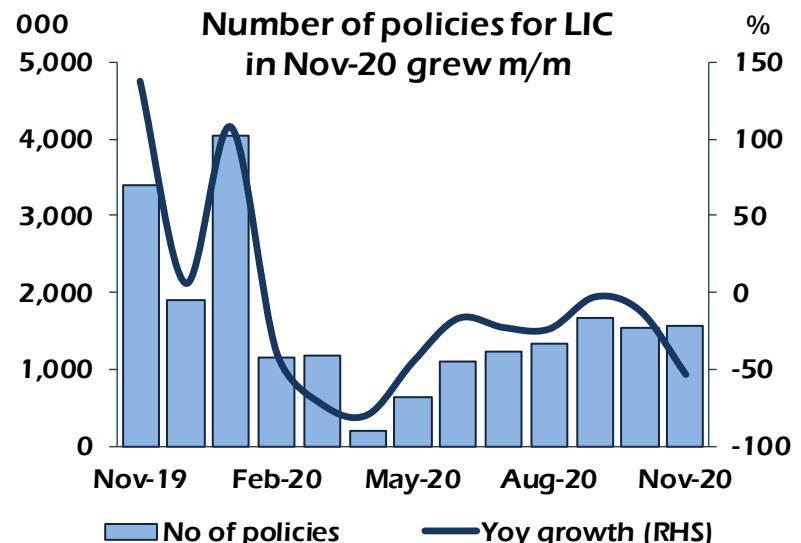
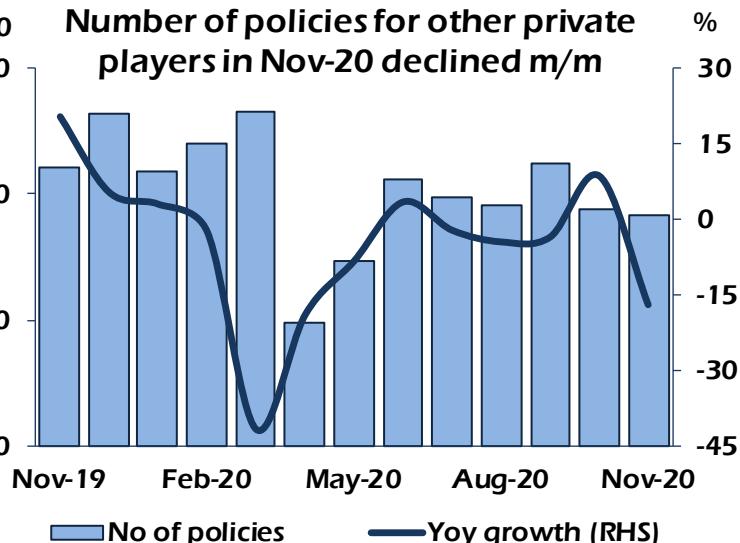
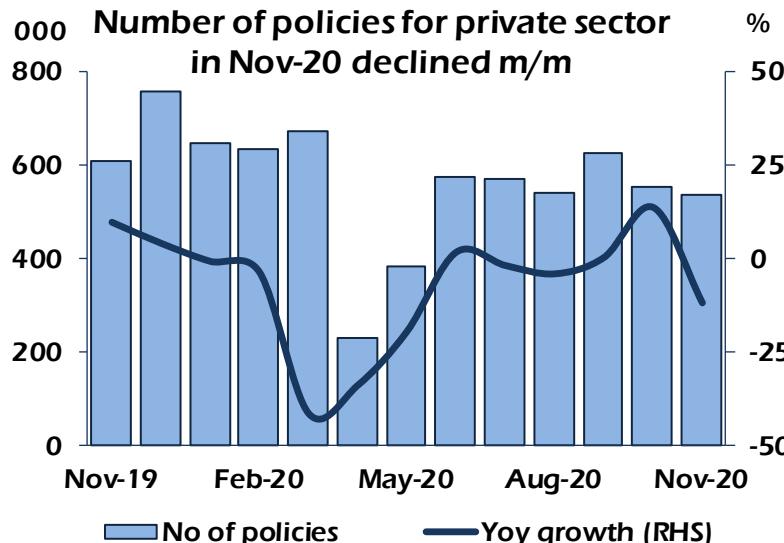
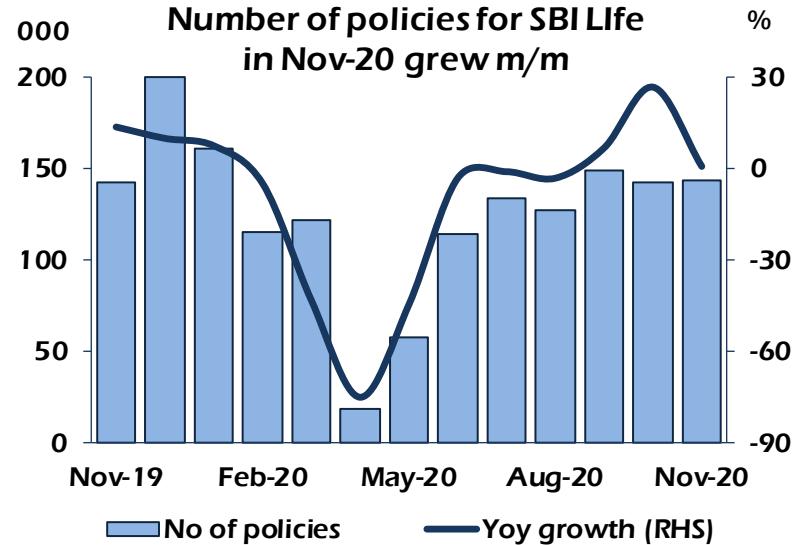
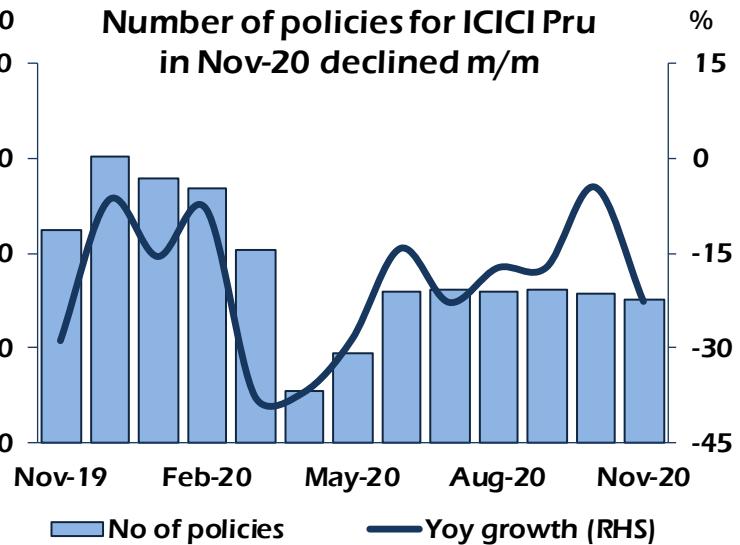
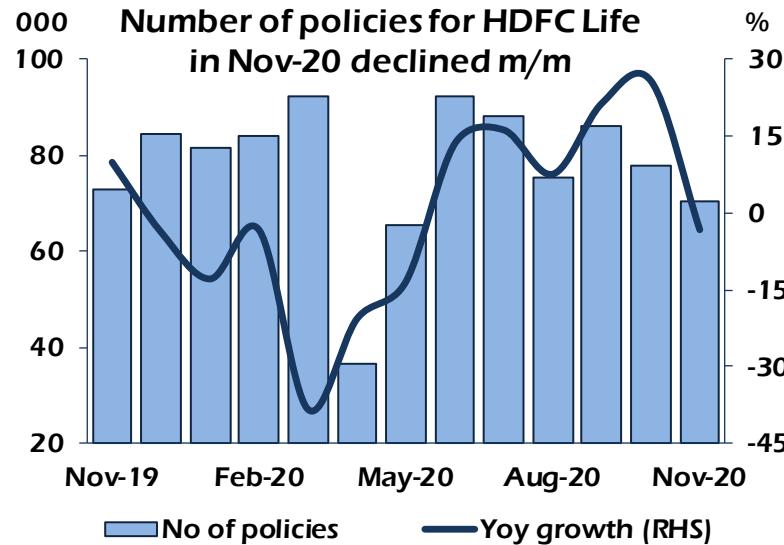


# SBI Life – Number one position on both NBP and APE basis

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# Policies sale – Weak month



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