

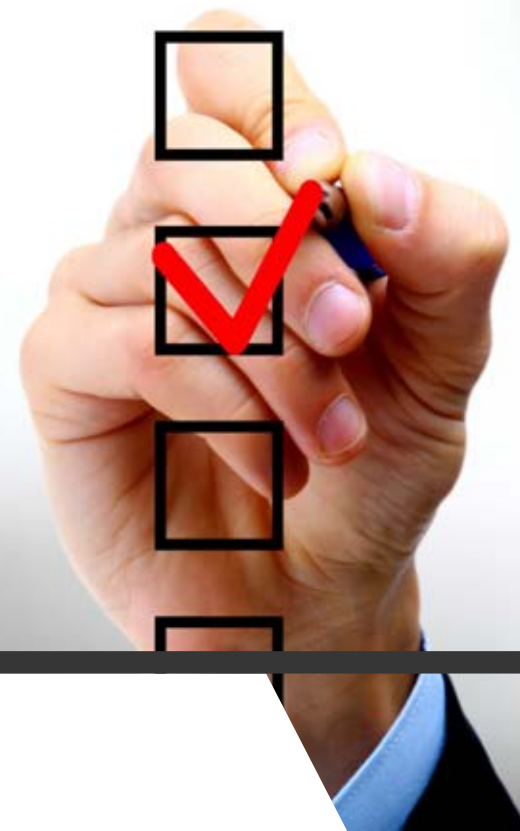
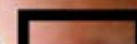
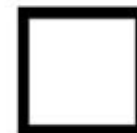
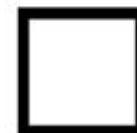


INSURANCE



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Rapidly growing insurance segments

- The insurance industry in India is expected to reach US\$ 280 billion by 2020. Life insurance industry in the country is expected to grow 12-15 per cent annually over the next three to five years.

Increasing private sector contribution

- The market share of private sector companies in the non-life insurance market rose from 15 per cent in FY04 to almost 56 per cent in FY21 (till April 2020).
- In life insurance segment, private players had a market share of 31.3 per cent in new businesses in FY20.

Crop, health and motor insurance to drive growth

- Crop insurance segment contributed 21.6 per cent to gross direct premiums of non-life insurance companies in FY20 (till December 2019).
- Customers can now pay their health insurance premium in instalments. Earlier, health insurance companies used to collect the insurance premiums from customers on annual basis.
- Enrolments under the Pradhan Mantri Suraksha Bima Yojana (PMSBY) reached 154.7 million till December 2019 since the launch of this scheme.
- Strong growth in the automotive industry over the next decade will be a key driver of motor insurance.

Source: Swiss-Re, IRDAI, General Insurance Council, Life Insurance Council, Economic Survey 2017-18

ADVANTAGE INDIA



ADVANTAGE INDIA

- Growing interest in insurance among people, innovative products and distribution channels are aiding growth.
- Growing use of internet has pushed the demand.

Robust Demand

- Insurance reach is still low in India. Overall insurance penetration (premiums as % of GDP) in India was 3.69 per cent in 2017, providing a huge underserved market.
- IRADI set up a plan to develop a standard structure for title insurance for home buyers, which is mandatory for RERA projects.
 - Life insurance in low-income urban areas.
 - Strong growth potential for micro insurance, especially from rural areas.

Attractive Opportunities

- Reduction in Net Owned Fund requirement from Rs 5,000 crore (US\$ 720 million) to Rs 1,000 crore (US\$ 140 million) proposed to facilitate on-shoring of international transactions.
- As per Union Budget 2019-20, 100 per cent foreign direct investment (FDI) was permitted for insurance intermediaries.

Increasing Investments

- Tax incentives on insurance products.
- Insurance Bill gives the Insurance Regulatory and Development Authority (IRDAI) full flexibility to frame regulations for the sector.
- Clarity on rules for insurance IPOs would infuse liquidity in the industry.
- Repeated attempts to make the sector more lucrative for foreign participants.

Policy support

Note: Updated data for insurance penetration is expected after July 2019

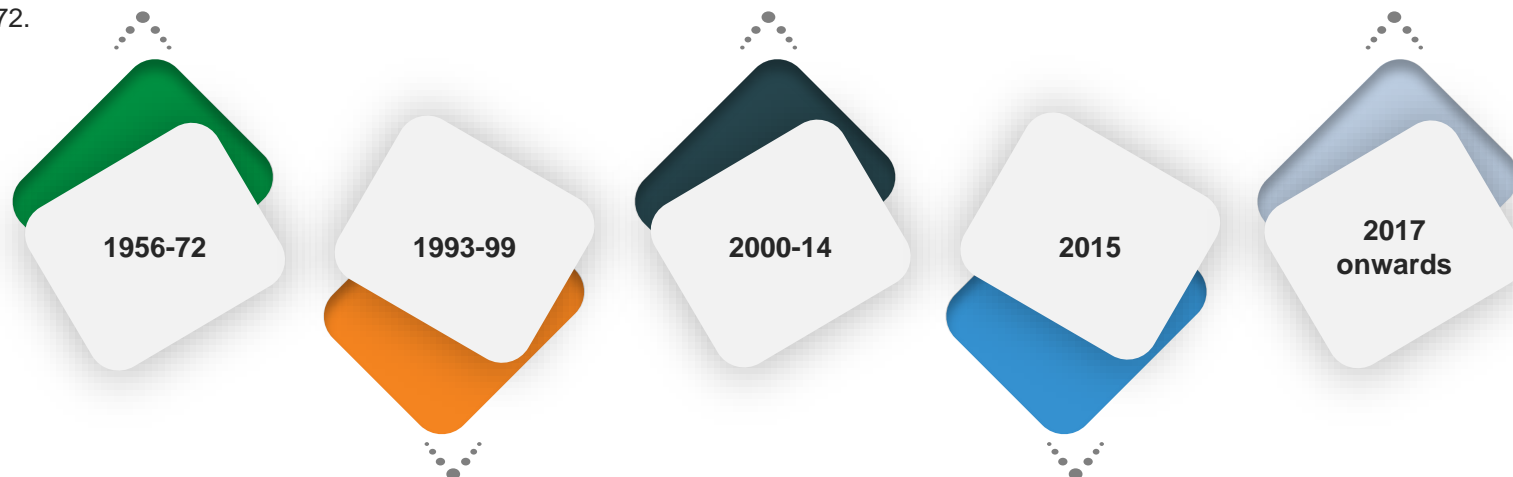
Source: , IRDAI - Insurance Regulatory and Development Authority, Motilal Oswal Research

MARKET OVERVIEW



EVOLUTION OF THE INDIAN INSURANCE SECTOR

- All life insurance companies were nationalised to form LIC in 1956 to increase penetration and protect policy holders from mismanagement.
- The non-life insurance business was nationalised to form GIC in 1972.
- Post liberalisation, the insurance industry recorded significant growth; the number of private players increased to 46 in 2017.
- In December 2014, Government approved the ordinance increasing FDI limit in Insurance sector from 26 per cent to 49 per cent. This would likely to attract investment of US\$ 7-8 billion
- National Health Protection Scheme will be launched under Ayushman Bharat, as per Union Budget 2018-19.
- Insurance companies raised more than US\$ 6 billion from public issues in 2017.



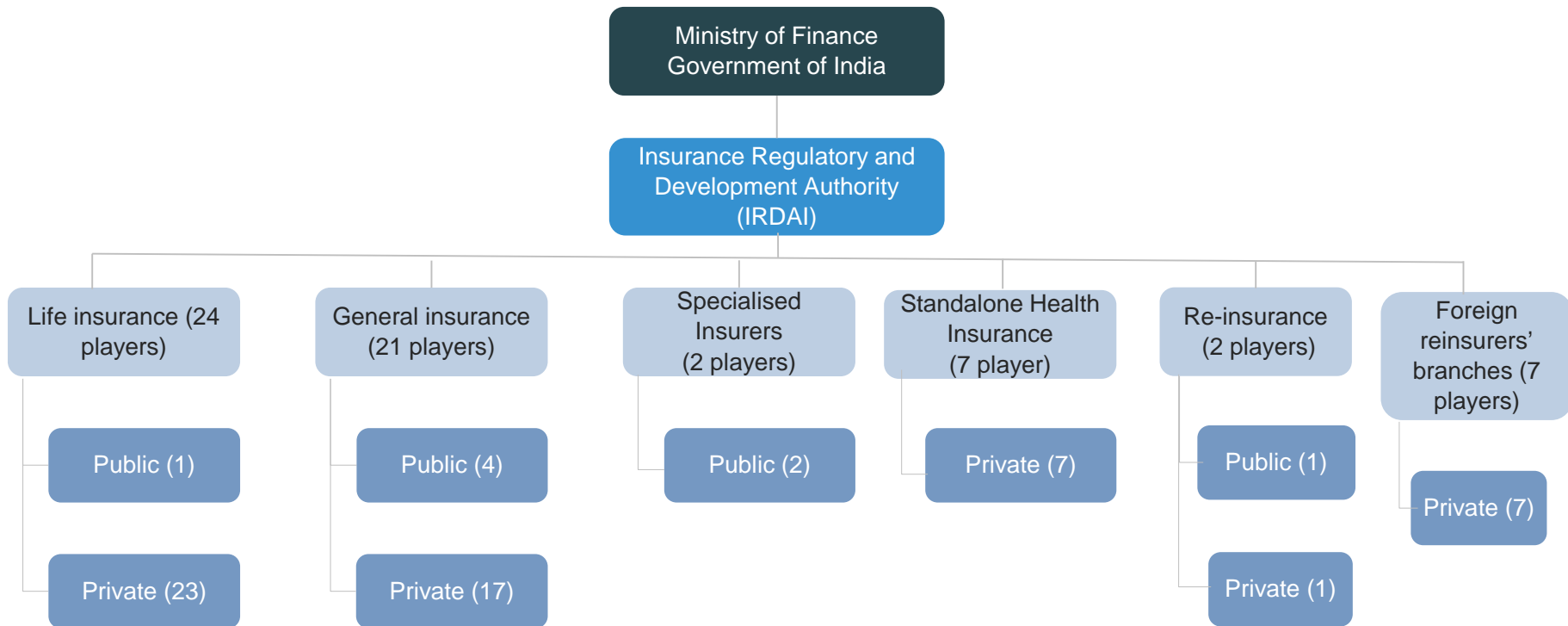
- Malhotra Committee recommended opening up the insurance sector to private players.
- IRDAI, LIC and GIC Acts were passed in 1999, making IRDAI the statutory regulatory body for insurance and ending the monopoly of LIC and GIC.
- In 2015, Government introduced Pradhan Mantri Suraksha Bima Yojna and Pradhan Mantri Jeevan Jyoti Bima Yojana.
- Government introduced Atal Pension Yojana and Health insurance in 2015.

Notes: LIC - Life Insurance Corporation of India, GIC - General Insurance Corporation of India, IRDAI - Insurance Regulatory and Development Authority

Source: IRDAI

IRDAI GOVERNS THE INDIAN INSURANCE SECTOR

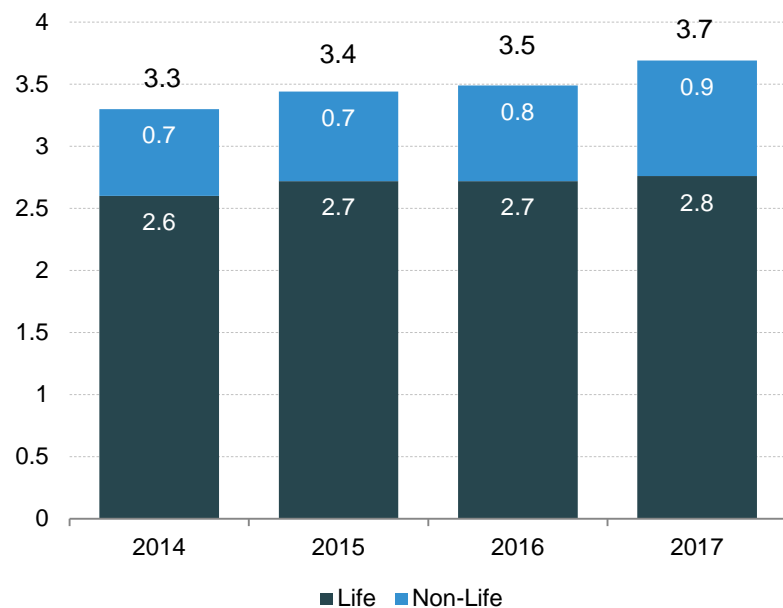
- Insurance Regulatory and Development Authority (IRDAI)
 - Established in 1999 under the IRDAI Act
 - Responsible for regulating, promoting and ensuring orderly growth of the insurance and re-insurance business in India



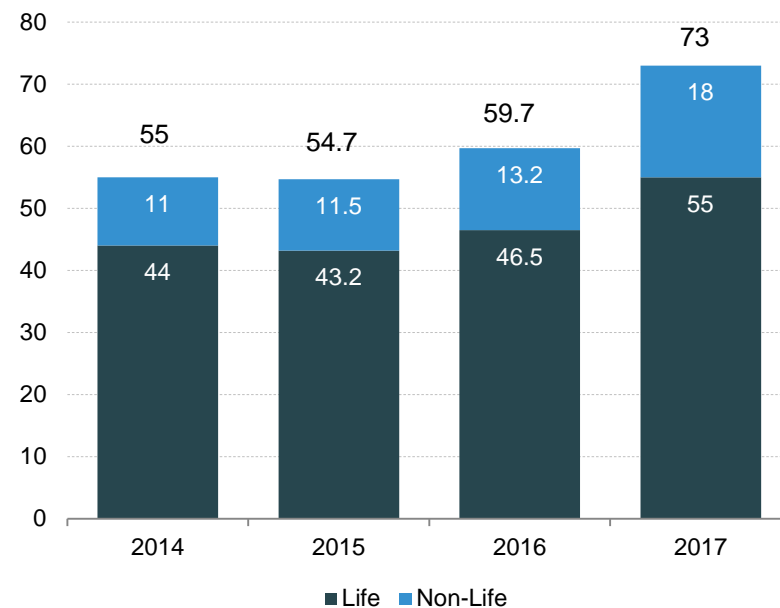
Source: IRDAI

INCREASING PENETRATION AND DENSITY OF INSURANCE OVER THE YEARS

Insurance Penetration (Premiums as % of GDP)



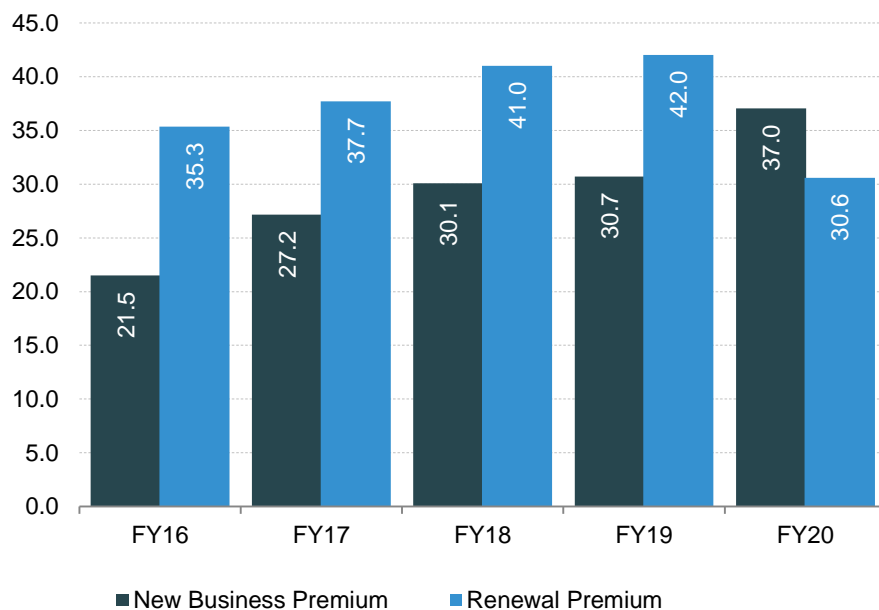
Insurance Density (Premiums Per Capita) (US\$)



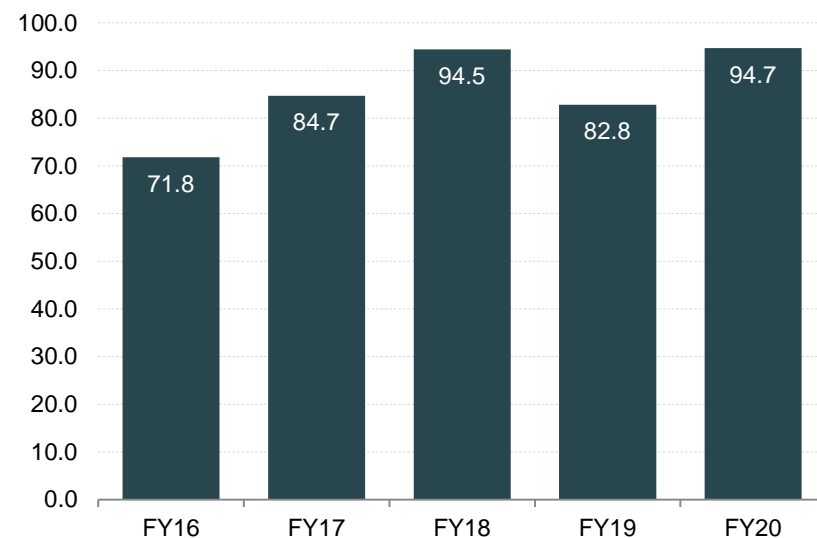
- At 3.69 per cent, India was ranked 41 in 2017 in terms of insurance penetration, with life insurance penetration 2.76 per cent and non-life insurance penetration at 0.93 per cent.
- In terms of insurance density, India was ranked 73 in 2017 with an overall density at US\$ 73.

Source: Swiss Re Institute

Life Insurance Premiums (US\$ billion)



Gross Premiums Written in India (US\$ billion)

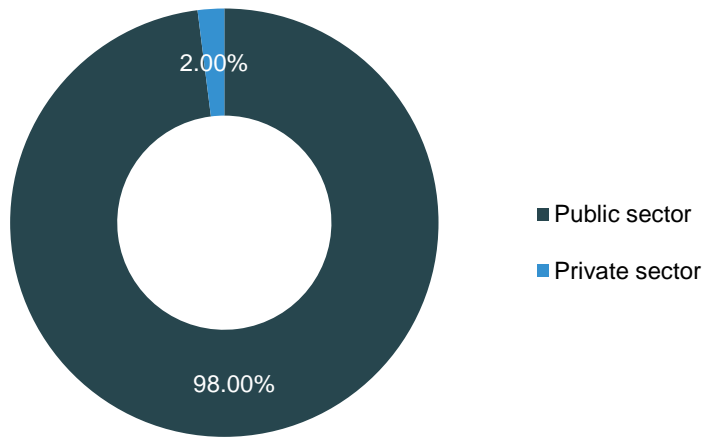


- Life insurance in India has a huge growth potential. By 2020, it is expected to account for 35 per cent of India's total savings.
- Gross premium collected by life insurance companies in India increased from Rs 2.56 trillion (US\$ 39.7 billion) in FY12 to Rs 7.31 trillion (US\$ 94.7 billion) in FY20.
- During FY12–FY20, premium from new business of life insurance companies in India have increased at a 15 per cent CAGR to reach Rs 2.13 trillion (US\$ 37 billion).

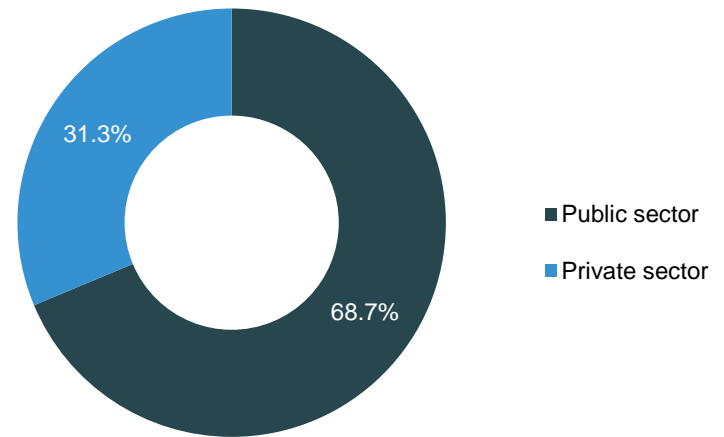
Source: Insurance Regulatory and Development Authority, Deloitte – Redefining Insurance

INCREASING PRIVATE SECTOR ACTIVITY IN LIFE INSURANCE SEGMENT

Share of public and private sector in life insurance segment (%)
FY03



Share of public and private sector in life insurance segment (%)
FY20



- Over the years, share of private sector in life insurance segment has grown from around 2 per cent in FY03 to over 30 per cent in FY20.

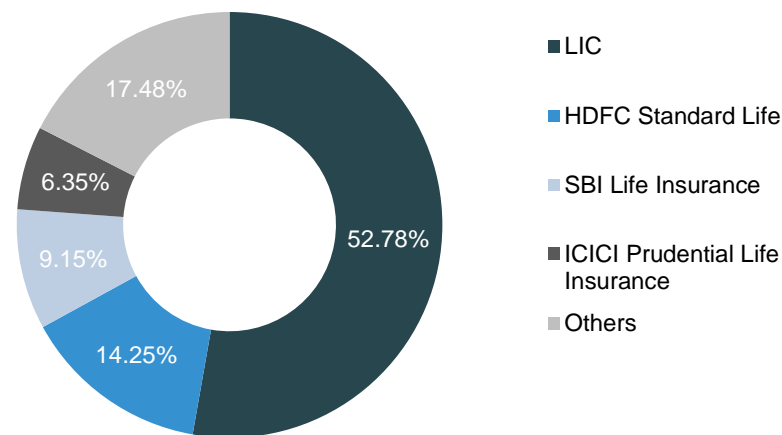
Note: Figures are as per latest data available, share based on new business premium collection

Source: IRDAI, Life Insurance Council

LIC CONTINUES TO DOMINATE LIFE INSURANCE SEGMENT

- As of FY19, life insurance sector had 24 private players in comparison to only four in FY02.
- With nearly 53 per cent of the new business market share in FY19, Life Insurance Corporation of India, the only public sector life insurer in the country, continued to be the market leader
- Among private sector lenders, HDFC Standard Life Insurance was leading in new business premium with a market share of over 14 per cent, followed by SBI Life Insurance (~ 9 per cent) and ICICI Prudential Life Insurance (~ 6 per cent) in FY19.

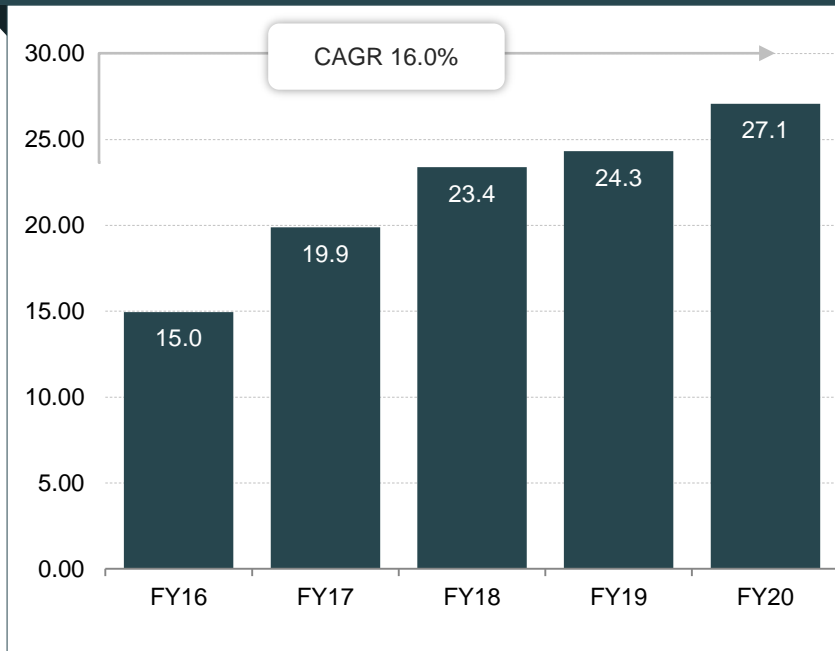
Premiums Market Share in First Year Life Insurance (FY19)



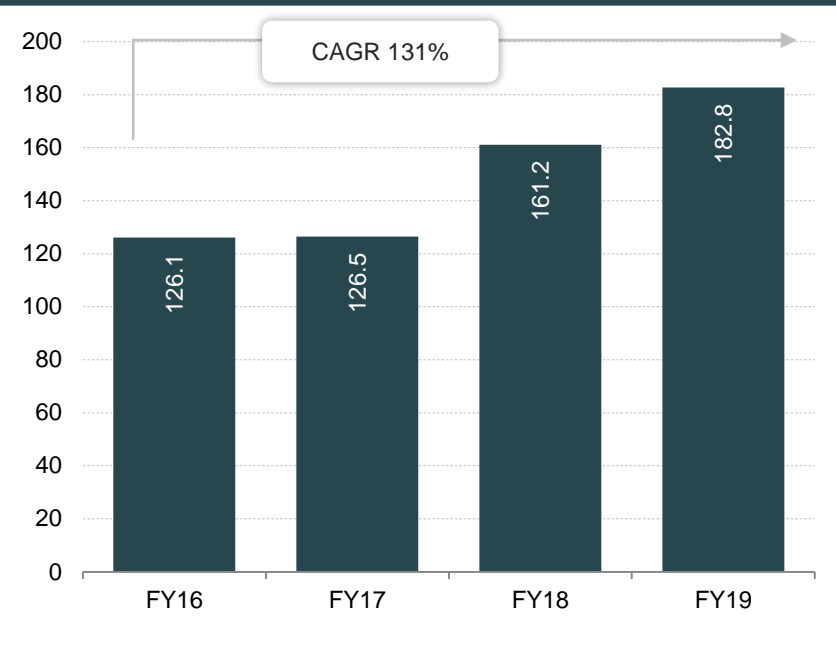
Source: Life Insurance Council, IRDAI

STRONG GROWTH IN NON-LIFE INSURANCE MARKET

Gross Direct Premiums of Non-Life Insurers (US\$ billion)



Number of Non-Life Insurance Policies (million)



- Gross direct premiums of non-life insurers in India reached US\$ 27.09 billion in FY20 from US\$ 14.95 in FY16.
- The number of policies issued increased from 65.55 million in FY09 to 182.8 million in FY19.

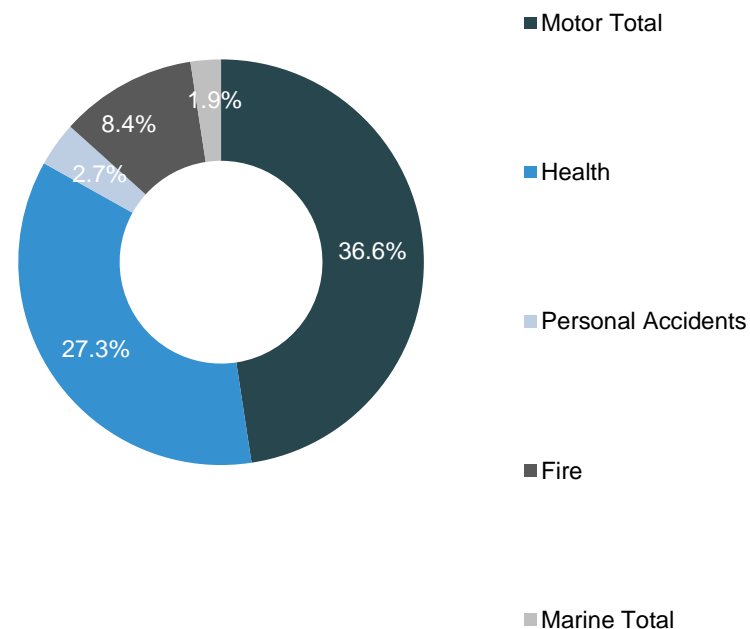
Note: CAGR is up to FY20

Source: IRDAI, General Insurance Council

SHARES IN NON-LIFE INSURANCE MARKET: MOTOR INSURANCE LEADS

- Non-life insurers include general insurers, standalone health insurers and specialised insurers.
- Motor insurance accounted for 36.6 per cent of non-life insurance premiums earned followed by 27.3 per cent share by health insurance in FY20.
- The market share of private sector companies in the non-life insurance market rose from 13.12 per cent in FY03 to 55.8 per cent in FY21 (till April 2020).
- Major private players are ICICI Lombard, Bajaj Allianz, IFFCO Tokio, HDFC Ergo, Tata-AIG, Reliance, Cholamandalam, Royal Sundaram along-with regional insurers

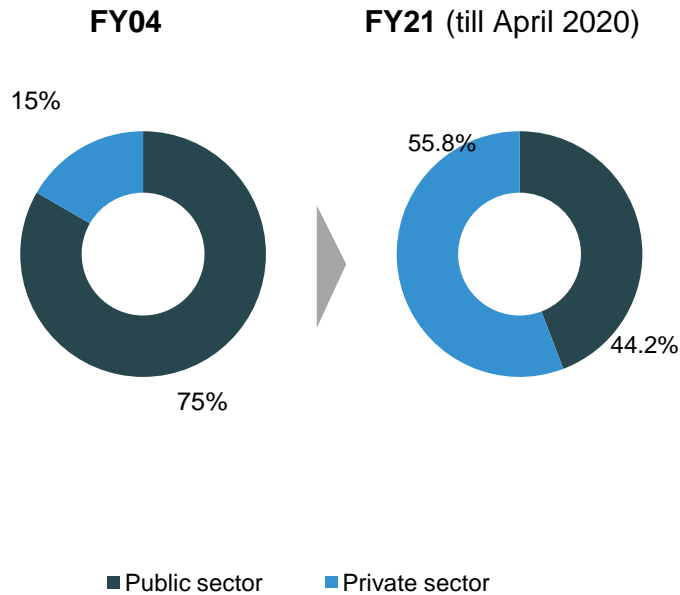
Non-Life Insurance Gross Direct Premiums (FY20)



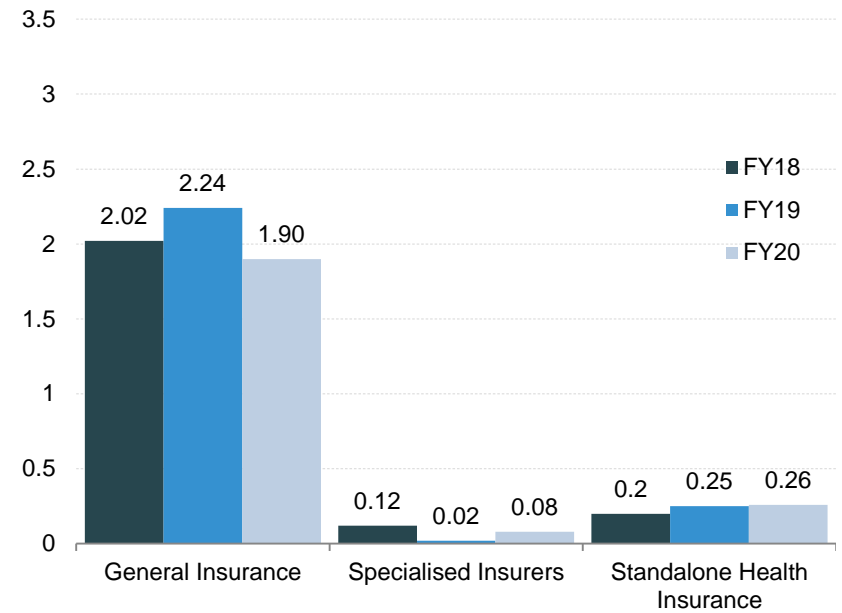
Source: General Insurance Council, IRDAI

HIGHER PRIVATE SECTOR PARTICIPATION IN NON-LIFE SEGMENT

Growing share of private sector



Movement in Gross Direct Premium Underwritten (US\$ billion)



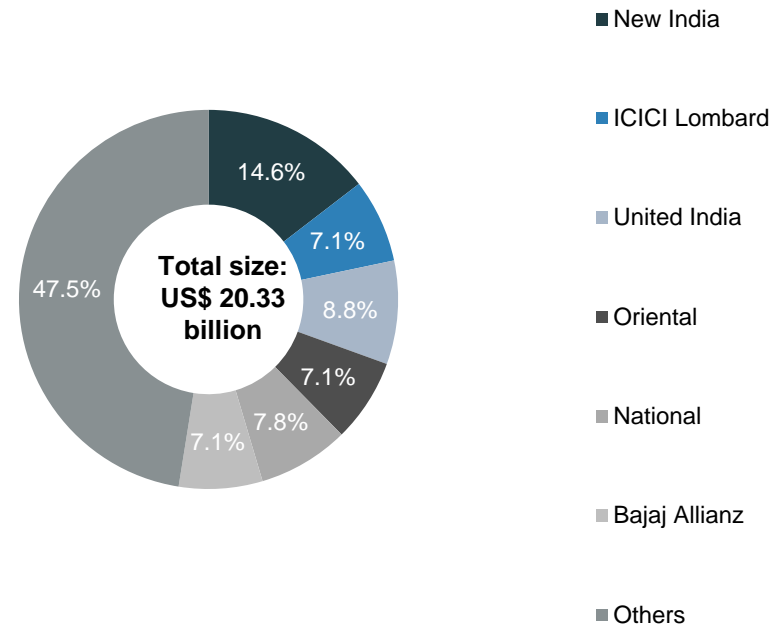
- The market share of private sector companies in the non-life insurance market rose from 15 per cent in FY04 to almost 56 per cent in FY21 (till April 2020).

Source: General Insurance Council, IRDAI

KEY PLAYERS IN THE NON-LIFE INSURANCE SEGMENT

- There were 33 non-life insurers in India in FY19.
- Public sector insurers lead the non-life insurance market in India with New India Assurance, United India Insurance and National Insurance having market share of 14.07 per cent, 9.64 per cent and 8.85 per cent, respectively, in FY19.
- In the private sector, ICICI Lombard was the leader in FY19 with a market share of 8.52 per cent, followed by Oriental at 7.79 per cent.
- The public sector companies accounted for a cumulative share of about 45.30 per cent of the total gross direct premium in the non-life insurance segment in FY19.

Market share of major companies in terms of Gross Direct Premium collected (FY20)

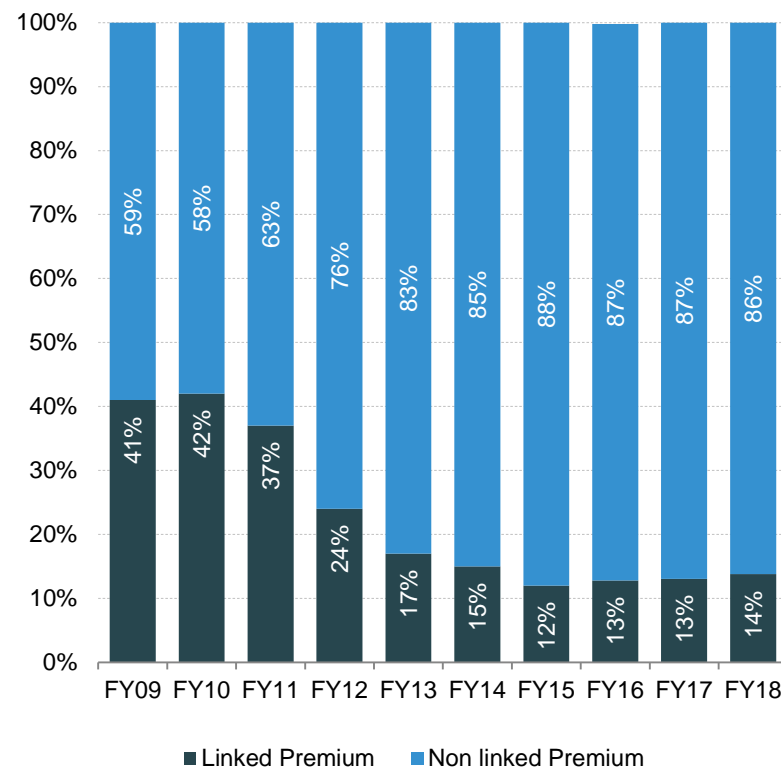


Source: General Insurance Council

SHIFT TOWARDS NON-LINKED INSURANCE PLANS

- The industry is witnessing a shift towards the traditional non-linked insurance plans.
- The share of non-linked insurance increased from 59 per cent in FY09 to 85 per cent in FY18.

Share of linked and non-linked insurance premium



Notes: *Growth rate in INR terms , Data will be available in Handbook 2018-19

Source: IRDAI Annual Report, Life Insurance Council

NOTABLE TRENDS AND STRATEGIES



Emergence of new distribution channels

- New distribution channels like bancassurance, online distribution and NBFCs have widened the reach and reduced costs.
- Firms have tied up with local NGOs to target lucrative rural markets.
- Amazon India is also expected to enter the insurance market as an agent.

Growing market share of private players

- In life insurance segment, private players had a market share of 31.3 per cent in new business in FY20.
- The market share of private sector companies in the non-life insurance market rose from 15 per cent in FY04 to almost 56 per cent in FY21 (till April 2020).

Launch of innovative products

- The life insurance sector has witnessed the launch of innovative products such as Unit Linked Insurance Plans (ULIPs).
- Other traditional products have also been customised to meet specific needs of Indian consumers.

Mounting focus on EV over profitability

- Large insurers continue to expand, focusing on cost rationalisation and aligning business models to realise reported Embedded Value (EV) and generate value from future business rather than focus on present profits.

Source: IRDAI, General Insurance Council, Life Insurance Council. News sources

Cost optimisation

- Players in the industry are investing in Information Technology to automate various processes and cut costs without affecting service delivery. It is estimated that digitisation will reduce 15-20 per cent of the total cost for life insurance companies and 20-30 per cent for non-life insurance companies.
- Starting October 2016, IRDAI has mandated having an E-insurance (electronic insurance) account to purchase insurance policies.

Differentiation

- Companies are trying to differentiate themselves by providing wide range of products with unique features. For example, New India Assurance launched Farmers' Package Insurance to covering farmer's house, assets, cattle etc. United India launched Workmen Medicare Policy to cover hospitalisation expenses arising out of accidents during and in the course of employment.

Focus

- Focus on providing one kind of service help insurance companies in differentiation. For example, SBI is concentrating on individual regular premium products as against single premium and group products.

Source: TechSci Research

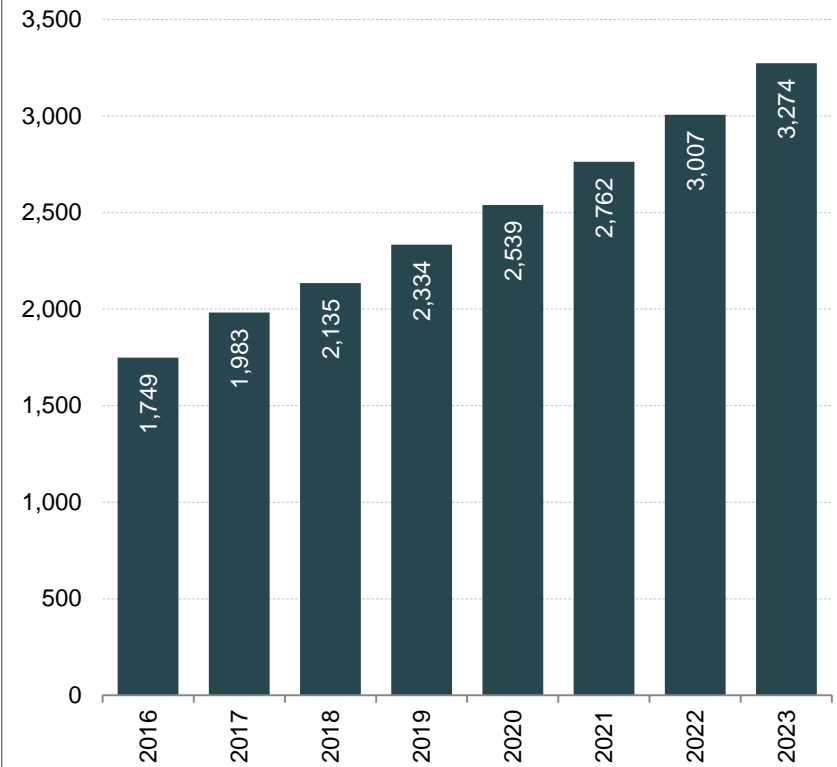
GROWTH DRIVERS



GROWTH DRIVERS FOR INSURANCE IN INDIA... (1/2)

- India's robust economy is expected to sustain the growth in insurance premiums written.
- Higher personal disposable incomes would result in higher household savings that will be channelled into different financial savings instruments like insurance and pension policies.
- Per capita GDP of India is expected to reach US\$ 3,274 in 2023 from US\$ 2,135 in 2018.

GDP Per Capita at Current Prices(US\$)



Source: International Monetary Fund, World Economic Outlook Database, April 2018

GROWTH DRIVERS FOR INSURANCE IN INDIA... (2/2)

Growth in financial industry

- Overall growth in the financial industry – increasing working population with higher disposable income.
- Increasing awareness about financial products including insurance.

Innovation and efficiency

- Increase in potential insurance customers – individuals and companies across different industries, small and medium enterprises, multinational companies.
- Expansion due of insurance universe due to professionalization of companies.

Competition

- Increasing number of insurance providers with various sophisticated products at competitive prices.
- Regulations which are conducive for growth of the industry.

Growth in specific segments

- Increase in micro insurance due to increased focus of government on financial inclusion.
- Increase in demand of motor insurance as a by-product of rapidly expanding auto industry.
- Increase in health insurance due to focus on improvement in healthcare.
- Group insurance has also been a big driver of insurance growth in the country.

Source: EY - Insurance industry - Challenges, reforms and realignment

FAVOURABLE POLICY MEASURES AID THE SECTOR

Tax incentives

- Insurance products are covered under the exempt, exempt, exempt (EEE) method of taxation. This translates to an effective tax benefit of approximately 30 per cent on select investments (including life insurance premiums) every financial year.

Union Budget 2020-21

- Fund of Rs 6,400 crore (US\$ 887 million) has been allocated for 2020-21.
- Pradhan Mantri Jan Arogya Yojna (PMJAY), the world's largest social health scheme, is expected to provide coverage to around 50 crore people.

Life insurance companies allowed to go public

- IRDAI recently allowed life insurance companies that have completed 10 years of operations to raise capital through initial public offerings (IPOs). Companies will be able to raise capital if they have embedded value of twice the paid-up equity capital.
- SBI Life has already raised funds through its IPO.

Approval of increase in FDI limit and revival package

- Revival package by government will help companies get faster product clearances, tax incentives and ease in investment norms. FDI limit for insurance company has been raised from 26 per cent to 49 per cent, providing safeguard and ownership control to Indian owners.
- As per Union Budget 2019-20, 100 per cent foreign direct investment (FDI) was permitted for insurance intermediaries.

Source: Crisil

RISING PRIVATE SECTOR INVESTMENT IN INSURANCE

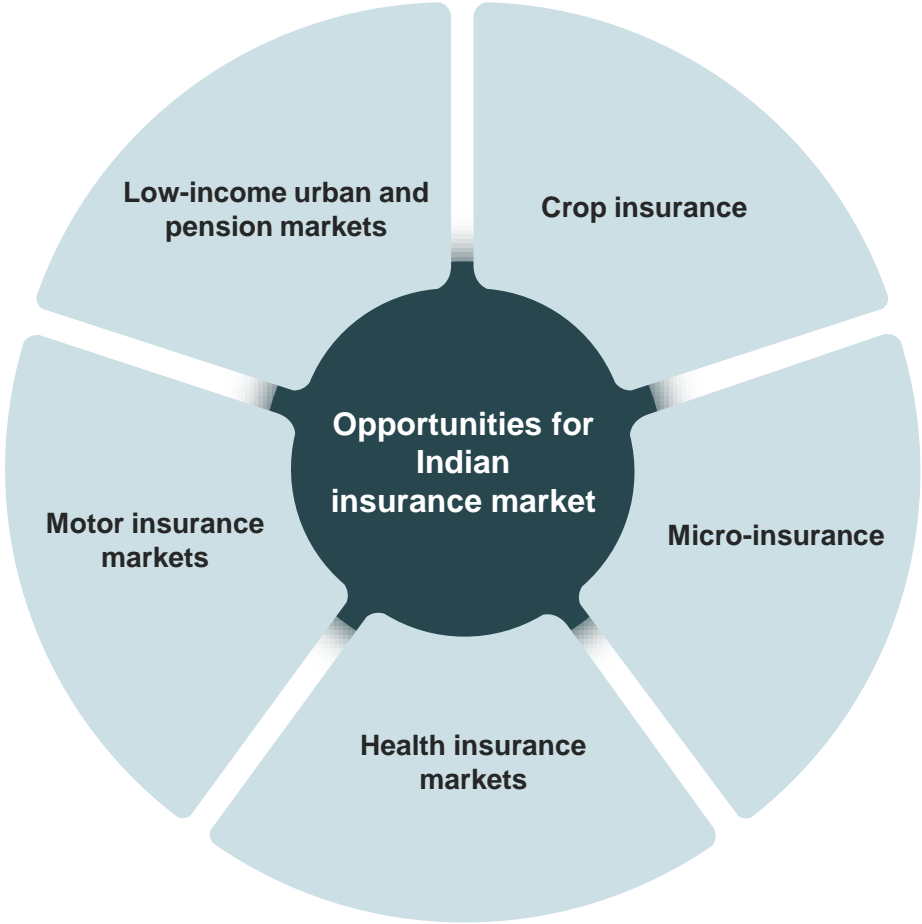
- In January 2019, online insurance distribution platform, Turtlemint, raised US\$ 25 million in funding.
- True North, a private equity (PE) investor, acquired 51 per cent stake in Max Bupa Health Insurance Company for Rs 511 crore (US\$ 71.80 million).
- Global insurance broker, Marsh, raised its shareholding in its Indian joint venture to the maximum FDI limit of 49 per cent from 26 per cent.
- In December 2017, IRDAI allowed PE investors to become promoters in unlisted insurance companies. The move is expected to enhance PE investments in the sector.
- Most of the existing players are tying up with banks to expand their distribution network.
- In April 2020, Axis Bank acquired an additional 29 per cent stake in Max Life Insurance.

Source: Towers Watson; Assorted news articles, EY

OPPORTUNITIES

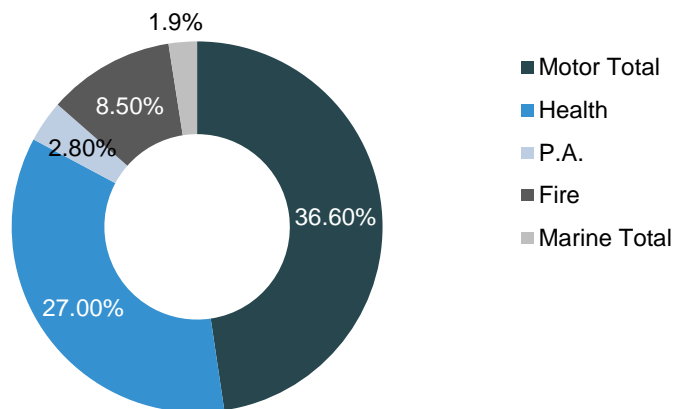


INDIA'S INSURANCE MARKET OFFERS A HOST OF OPPORTUNITIES ACROSS BUSINESS LINES

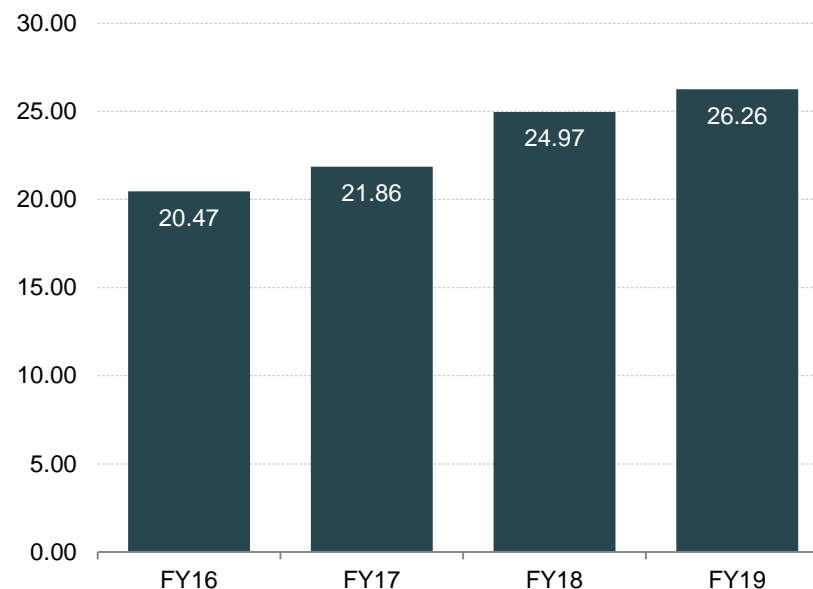


NON-LIFE INSURERS: MOTOR INSURANCE MARKETS

Breakup of non-life insurance market in India FY20



Automobile Sales in India (million units)



- Strong growth in the automotive industry over the next decade will be a key driver of motor insurance. Automobiles sales in India increased at 8.66 per cent CAGR between FY16-FY19 to reach 26.26 million units.
- Proposed IRDAI draft envisages a 10–80 per cent rise in premium rates for the erstwhile loss-making third party motor insurance.
- In FY20, motor insurance constituted 36.60 per cent of the non-life insurance market in India.

Note: E -estimates, CAGR - Compound Annual Growth Rate, ACMA - Automotive Component Manufacturers Association of India

Source: IRDAI, ACMA, SIAM

NON-LIFE INSURERS: HEALTH INSURANCE MARKETS

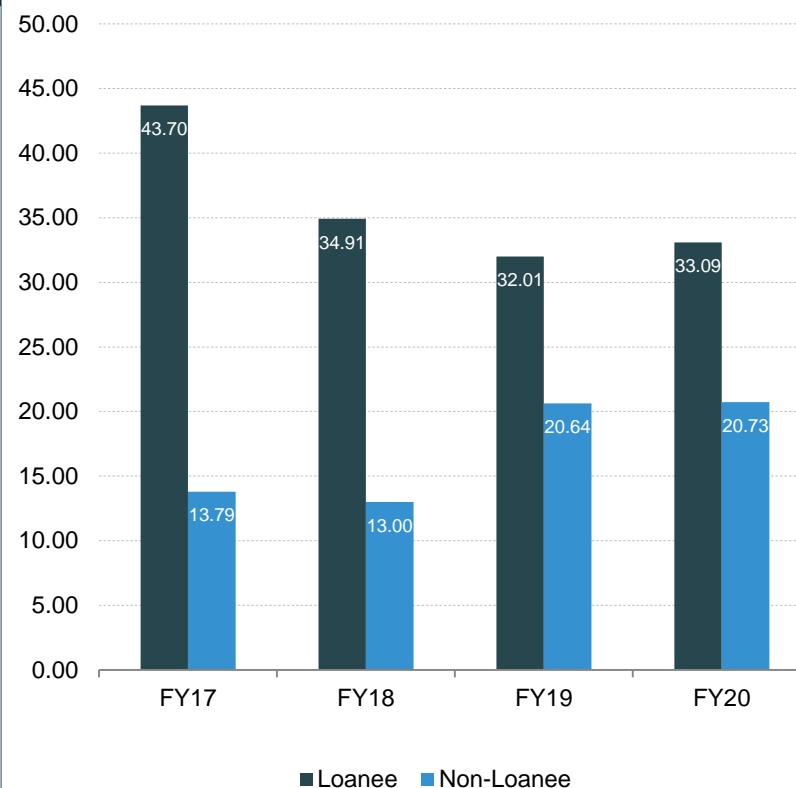
- Only 1.5–2.0 per cent of total healthcare expenditure in India is currently covered by insurance providers.
- Only 18 per cent of people in urban areas and 14 per cent in rural areas are covered under any kind of health insurance scheme.
- Gross direct premium from health insurance reached Rs 848.4 lakhs (US\$ 1.21 billion) in FY20 (till May 2019) and contributed 30.2 per cent to the gross direct premiums of non-life insurance companies in India.
- Absence of a government-funded health insurance makes the market attractive for private players. In August 2018, coverage of mental illness under health policies was also mandated by the IRDAI.
- Introduction of health insurance portability expected to boost the orderly growth of the health insurance sector.
- Private insurance coverage is estimated to grow by nearly 15 per cent annually till 2020.
- Government-sponsored programmes are expected to provide coverage to nearly 380 million people by 2020, driven by initiatives such as RSBY and ESIC.
- RSBY is a centrally sponsored scheme to provide health insurance to below poverty line (BPL) families and eleven other defined categories of unorganised workers, namely building and other construction workers, licensed railway porters, street vendors, and MGNREGA workers among others.

Note: RSBY - Rashtriya Swasthya Bima Yojana, ESIC – Employees’ State Insurance Corporation, MREGA – Mahatma Gandhi National Rural Employment Guarantee Act., NSSO

STRONG POTENTIAL IN CROP INSURANCE

- Awareness about crop insurance in India is 38.8 per cent, and still, crop insurance market in India is the largest in the world.
- Over 53.8 million farmers were benefitted under Pradhan Mantri Fasal Bima Yojana (PMFBY) in FY20.
- To provide crop insurance to farmers, the government has launched various schemes like National Agriculture Insurance Scheme (NAIS), Modified National Agriculture Insurance Scheme (MNAIS) and Weather-based Crop Insurance Scheme (WBCIS)
- In September 2018, the government increased the number of risks to be covered in the Pradhan Mantri Fasal Bima Yojana (PMFBY) to empower farmers in a better way. From now, farmers will be protected against hailstorms, crop fires, damage from animals, landslides and rainstorms.

Farmers Insured Under PMFBY (In million)



Source: Agricultural Insurance Company of India Annual Report, Department of Agriculture and Cooperation, IRDAI, Livemint, PTI

USEFUL INFORMATION



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Phone: 91-22-22817511, 22817512

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Life Insurance Council

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Mumbai-400054

Phone: 91-22-26103303, 26103306

E-mail: ninad.narwilkar@lifeinscouncil.org

- CAGR: Compound Annual Growth Rate
- IRDAI: Insurance Regulatory and Development Authority
- IPO: Initial Public Offering
- FDI: Foreign Direct Investment
- LIC: Life Insurance Corporation of India
- GIC: General Insurance Corporation of India
- NBFC: Non-Banking Financial Company
- NGO: Non-Governmental Organisation
- RSBY: Rashtriya Swasthya Bima Yojana
- PFRDA: Pension Fund Regulatory and Development Authority
- GDP: Gross Domestic Product
- ESIC: Employees State Insurance Corporation
- FY: Indian Financial Year (April to March)
- So, FY12 implies April 2011 to March 2012
- GOI: Government of India
- INR: Indian Rupee
- US\$: US Dollar
- Where applicable, numbers have been rounded off to the nearest whole number

EXCHANGE RATES

Exchange Rates (Fiscal Year)

Year INR	INR Equivalent of one US\$
2004-05	44.95
2005-06	44.28
2006-07	45.29
2007-08	40.24
2008-09	45.91
2009-10	47.42
2010-11	45.58
2011-12	47.95
2012-13	54.45
2013-14	60.50
2014-15	61.15
2015-16	65.46
2016-17	67.09
2017-18	64.45
2018-19	69.89
2019-20	70.49

Exchange Rates (Calendar Year)

Year	INR Equivalent of one US\$
2005	44.11
2006	45.33
2007	41.29
2008	43.42
2009	48.35
2010	45.74
2011	46.67
2012	53.49
2013	58.63
2014	61.03
2015	64.15
2016	67.21
2017	65.12
2018	68.36
2019	69.89

Source: Reserve Bank of India, Average for the year

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