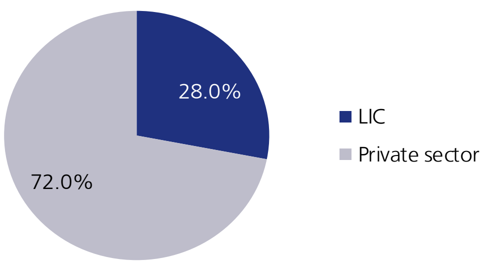
Pulse Check

Monthly Life Insurance premiums pan-India

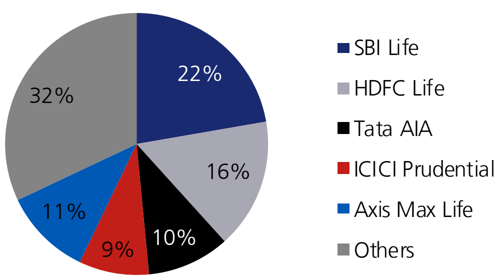
August disappoints after strong June and July

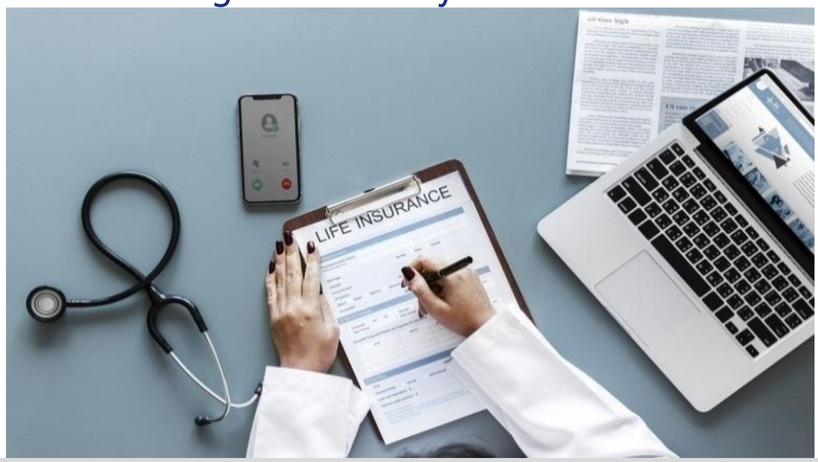
	Reco	TP
Max Financial Services	BUY	1,800
HDFC Life	BUY	855
SBI Life	BUY	2,222
ICICI Prudential Life	BUY	760
LICI	BUY	1,111

LIC's market share at 28% in individual APE in Aug'25



Top 5 accounted for 68% private market share in individual APE





Aug'25 saw the industry report flattish individual APE (-0.6% YoY) at INR 95bn as LIC's individual APE declined 5% YoY. Even private life insurers reported only a 1% YoY growth in individual APE, collecting INR 69bn. YTD growth stands at 8% YoY for the private sector, on a strong base last year. On a 2-year CAGR, YTD growth as of Aug'25 stood at 15% for the private sector and 11% for the industry – in line with medium-term trends.

Amongst private players, HDFC Life reported flattish premiums (+0.7% YoY), in line with the private sector, while IPRU disappointed with a 13% YoY contraction on a strong base (+30% in Aug'24). Axis Max Life reported healthy growth of 16% YoY, whereas SBI Life contracted 4% YoY. Amongst unlisted players, Bajaj Allianz saw its individual APE contract 6% YoY and ABSLI (Aditya Birla Sun Life Insurance) reported 4% YoY growth.

1HFY26 growth looks expectedly weak on a strong base of 1HFY25, with the GST cuts likely to delay September sales as well. Management commentary in 1Q concalls suggests that some degree of normalisation is yet to come in post surrender norms. We expect FY26 to be weaker at ~12% individual APE growth for the private sector (vs. 15% for FY25).

Weak growth in Aug'25 after strong months of Jun'25 (13% YoY) and Jul'25 (14% YoY) was potentially due to delays in purchase decision given expectation of GST cuts. For FY25, YoY growth in the 4 quarters was 24%/24%/13%/7%, indicating high base of 1HFY25. We expect growth to revive from 3Q onwards as the positive impact of GST cut kicks in and the base normalises. With widening spread between fresh deposit rates and G-sec yields, coupled with the government and regulator's focus on expanding insurance through all channels, we expect growth to gradually inch up.

With pricing leeway and a product mix shift to higher-margin return guarantees, we prefer HDFC Life, trading at 2.2x FY27e EVPS, even as it trades at a 20% premium to SBI Life, as we expect both banca and agency to do well for it hereon, with the insurer expected to deliver an 18% VNB CAGR over FY25-FY28e.

Raghvesh
raghvesh@jmfl.com | Tel: (+91 22) 6630 3099

Ajit Kumar
ajit.k@jmfl.com | Tel: (+91 22) 6630 3489

Shreyas Pimple
shreyas.pimple@jmfl.com | Tel: (+91 22) 6630 1881

Mayank Mistry
mayank.mistry@jmfl.com | Tel: (+91 22) 6224 1877

Shubham Karvande
shubham.karvande@jmfl.com | Tel: (+91 22) 6630 3696

Arun Nalkara
arun.nalkara@jmfl.com | Tel: (+91 22) 6970 3640

(We acknowledge the support services of Sunita Nayak in preparation of this report)

Exhibit 1. Aug'25: Private players grow 1.3% YoY, LIC growth contracted by 5.1% YoY in individual APE

	Individual APE				2 year CAGR		Private market share (%)			
(INR mn)	Aug-25	YoY (%)	YTD	YoY (%)	Aug-25	YTD	Aug-25	YTD	Aug-25	Aug-24
Industry	**95,360**	**-0.6%**	**426,046**	**4.8%**	**4.7%**	**10.8%**				
Total Private	**68,615**	**1.3%**	**300,094**	**8.1%**	**7.8%**	**15.2%**				
LIC	**26,745**	**-5.1%**	**125,952**	**-2.4%**	**-2.1%**	**2.0%**				
SBI Life	15,277	-4.1%	67,944	5.1%	-0.2%	10.5%	22.3%	22.6%	22.3%	23.5%
HDFC Life	11,017	0.7%	51,541	11.6%	5.1%	20.1%	16.1%	17.2%	16.1%	16.2%
Tata AIA	6,977	12.8%	32,376	19.8%	13.7%	19.0%	10.2%	10.8%	10.2%	9.1%
ICICI Prudential	**5,917**	**-13.1%**	**26,016**	**-10.9%**	**6.0%**	**12.0%**	**8.6%**	**8.7%**	**8.6%**	**10.1%**
Axis Max Life	**7,445**	**15.9%**	**30,035**	**19.0%**	**17.8%**	**23.9%**	**10.9%**	**10.0%**	**10.9%**	**9.5%**
Bajaj Allianz	5,602	-5.6%	24,027	-4.6%	7.5%	11.3%	8.2%	8.0%	8.2%	8.8%
Birla Sunlife	3,081	3.7%	14,483	20.5%	16.3%	22.8%	4.5%	4.8%	4.5%	4.4%
Kotak Mahindra	1,941	12.0%	8,187	11.7%	2.5%	10.5%	2.8%	2.7%	2.8%	2.6%
PNB MetLife	1,991	-32.8%	8,163	-5.5%	7.6%	6.2%	2.9%	2.7%	2.9%	4.4%
Star Union Dai-ichi	986	-31.8%	4,499	-15.6%	-9.4%	0.3%	1.4%	1.5%	1.4%	2.1%
IndiaFirst	1,501	35.1%	5,324	38.3%	3.2%	-2.5%	2.2%	1.8%	2.2%	1.6%
Reliance Life	785	7.4%	3,816	-0.5%	4.2%	-2.3%	1.1%	1.3%	1.1%	1.1%
Shriram Life	1,073	14.3%	4,214	10.5%	30.5%	29.9%	1.6%	1.4%	1.6%	1.4%
Bharti Axa Life	483	9.9%	1,897	-4.7%	1.2%	-3.8%	0.7%	0.6%	0.7%	0.6%
Ageas Federal Life	791	2.3%	3,451	17.2%	12.8%	30.4%	1.2%	1.1%	1.2%	1.1%
Edelweiss Tokio	448	19.5%	1,638	10.1%	6.2%	9.9%	0.7%	0.5%	0.7%	0.6%
Future Generali Life	698	210.6%	1,761	89.6%	66.6%	38.3%	1.0%	0.6%	1.0%	0.3%
Aviva	114	2.7%	479	-11.3%	-8.6%	-22.0%	0.2%	0.2%	0.2%	0.2%
DHFL Pramerica	281	45.1%	1,238	37.3%	47.5%	44.4%	0.4%	0.4%	0.4%	0.3%
Bandhan Life	250	922.4%	1,019	1063.4%	484.9%	566.8%	0.4%	0.3%	0.4%	0.0%

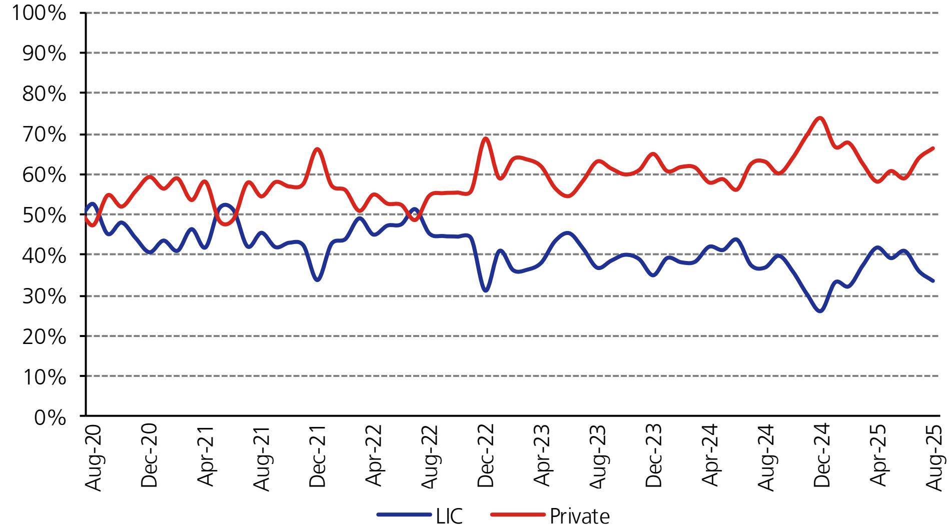
Source: Industry, JM Financial

Exhibit 2. Aug' 25: With strong growth in group APE, total APE growth is estimated at 3.4% for the private sector

	Total APE				2 year CAGR		Private market share (%)			
(INR mn)	Aug-25	YoY (%)	YTD	YoY growth	Aug-25	YTD	Aug-25	YTD	Aug-25	Aug-24
Industry	**129,418**	**13.2%**	**415,374**	**7.0%**	**15.3%**	**13.2%**				
Total Private	**82,828**	**15.8%**	**252,688**	**10.3%**	**20.7%**	**16.6%**				
LIC	**46,590**	**8.7%**	**162,686**	**2.1%**	**7.3%**	**8.5%**				
SBI Life	19,259	11.8%	56,252	8.7%	10.4%	12.3%	23.3%	22.3%	24.1%	24.1%
HDFC Life	14,686	22.0%	45,757	14.8%	37.0%	23.1%	17.7%	18.1%	16.8%	16.8%
Tata AIA	8,123	36.4%	25,700	22.1%	24.0%	20.6%	9.8%	10.2%	8.3%	8.3%
ICICI Prudential	7,636	-1.2%	23,384	-7.2%	14.3%	13.7%	9.2%	9.3%	10.8%	10.8%
Axis Max Life	7,213	14.0%	23,169	20.1%	27.9%	25.1%	8.7%	9.2%	8.8%	8.8%
Bajaj Allianz	6,378	-6.5%	19,844	-4.8%	18.6%	12.1%	7.7%	7.9%	9.5%	9.5%
Birla Sunlife	3,761	23.4%	12,444	13.3%	32.2%	20.2%	4.5%	4.9%	4.3%	4.3%
Kotak Mahindra	2,611	19.0%	7,406	9.2%	16.3%	10.1%	3.2%	2.9%	3.1%	3.1%
PNB MetLife	2,352	29.2%	6,646	7.8%	17.9%	7.1%	2.8%	2.6%	2.5%	2.5%
Star Union Dai-ichi	1,974	35.1%	4,789	10.0%	24.1%	10.8%	2.4%	1.9%	2.0%	2.0%
IndiaFirst	1,492	29.7%	4,511	35.0%	1.1%	-2.5%	1.8%	1.8%	1.6%	1.6%
Reliance Life	837	7.8%	3,055	-2.3%	3.5%	-3.6%	1.0%	1.2%	1.1%	1.1%
Shriram Life	1,040	5.5%	3,341	6.8%	29.3%	20.9%	1.3%	1.3%	1.4%	1.4%
Bharti Axa Life	466	1.3%	1,453	-7.4%	4.2%	-5.9%	0.6%	0.6%	0.6%	0.6%
Ageas Federal Life	1,150	50.5%	2,763	21.7%	47.1%	36.6%	1.4%	1.1%	1.1%	1.1%
Edelweiss Tokio	413	29.1%	1,190	6.5%	14.6%	11.1%	0.5%	0.5%	0.4%	0.4%
Future Generali Life	408	48.9%	1,176	56.5%	22.7%	28.9%	0.5%	0.5%	0.4%	0.4%
Aviva	134	6.9%	429	-10.5%	-19.3%	-21.6%	0.2%	0.2%	0.2%	0.2%
Bandhan Life	362	30.7%	1,302	30.7%	34.9%	34.3%	0.4%	0.5%	0.4%	0.4%

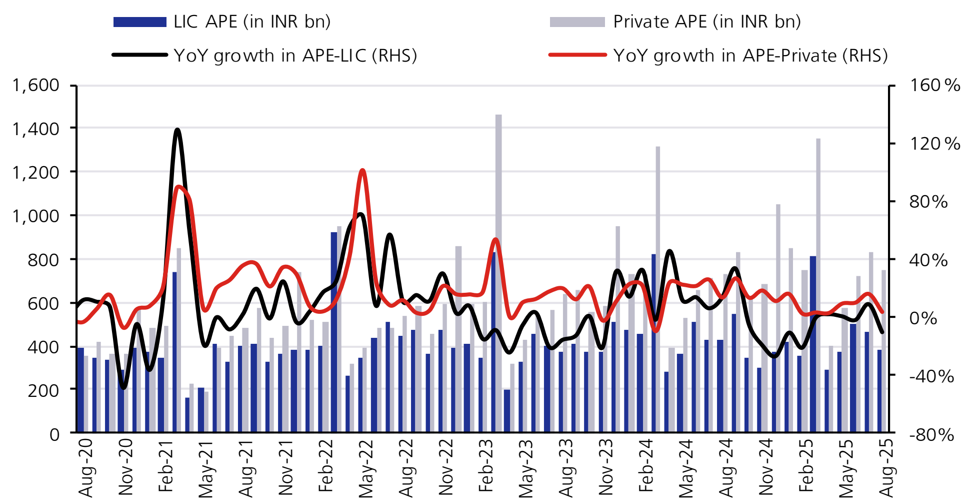
Source: Industry, JM Financial

Exhibit 3. Private players gaining market share from LIC



Source: Industry, JM Financial

Exhibit 4. LIC underperformed private sector in terms of APE growth



Source: Industry, JM Financial

Exhibit 5. Average ticket size continues to grow for the listed players, except for IPRU Life

ATS - ind regular (INR)	FY18	FY24	CAGR FY18-FY24	FY25	YoY (%)	Aug-25	YoY growth
LIC	13,046	17,214	4.7%	19,880	15.5%	22,041	13.4%
SBI Life	54,570	76,221	5.7%	87,866	15.3%	87,170	8.8%
HDFC Life	45,289	97,567	13.6%	105,463	8.1%	112,430	15.3%
ICICI Prudential	**89,177**	**116,530**	**4.6%**	**125,873**	**8.0%**	**105,320**	**-12.0%**
Max Life	57,265	97,129	9.2%	104,721	7.8%	95,464	8.5%
Bajaj Allianz	45,305	84,720	11.0%	90,700	7.1%	90,750	13.8%
Industry	22,536	37,350	8.8%	44,560	19.3%	46,650	16.2%

Source: Industry, JM Financial

Exhibit 6. Valuations

	Mkt cap USD bn	Reco	VNB margins (%)			P/EVOPx			P/EVx			EV growth (%)		
			FY25	FY26e	FY27e	FY25	FY26e	FY27e	FY25	FY26e	FY27e	FY25	FY26e	FY27e
Max Financial	6.3	BUY	24.0%	25.0%	25.5%	18.7	15.1	12.8	2.8	2.3	2.0	29%	18%	18%
HDFC Life	19.0	BUY	25.6%	26.3%	26.6%	21.1	18.1	15.6	3.0	2.6	2.2	17%	17%	16%
IPRU Life	10.0	BUY	22.8%	24.2%	24.5%	15.8	13.6	11.2	1.8	1.6	1.4	13%	13%	14%
SBI Life	20.6	BUY	27.8%	28.0%	28.2%	15.4	14.2	12.5	2.6	2.2	1.9	21%	18%	17%
LIC	62.6	BUY	17.6%	18.4%	18.9%	6.7	7.1	6.8	0.7	0.6	0.6	7%	10%	8%

Source: Company, Bloomberg, JM Financial

APPENDIX I

JM Financial Institutional Securities Limited

Corporate Identity Number: U67100MH2017PLC296081
Member of BSE Ltd. and National Stock Exchange of India Ltd.
SEBI Registration Nos.: Stock Broker - INZ000163434, Research Analyst - INH000000610
Registered Office: 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025, India.
Board: +91 22 6630 3030 | Fax: +91 22 6630 3488 | Email: jmfinancial.research@jmfl.com | www.jmfl.com
Compliance Officer: Mr. Sahil Salastekar | Tel: +91 22 6224 1743 | Email: sahil.salastekar@jmfl.com
Grievance officer: Mr. Sahil Salastekar | Tel: +91 22 6224 1743 | Email: instcompliance@jmfl.com

Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

Definition of ratings	
Rating	Meaning
Buy	Total expected returns of more than 10% for stocks with market capitalisation in excess of INR 200 billion and REITs* and more than 15% for all other stocks, over the next twelve months. Total expected return includes dividend yields.
Hold	Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months.
Sell	Price expected to move downwards by more than 10% from the current market price over the next twelve months.

* REITs refers to Real Estate Investment Trusts.

Research Analyst(s) Certification

The Research Analyst(s), with respect to each issuer and its securities covered by them in this research report, certify that:
All of the views expressed in this research report accurately reflect his or her or their personal views about all of the issuers and their securities; and
No part of his or her or their compensation was, is, or will be directly or indirectly related to the specific recommendations or views expressed in this research report.

Important Disclosures

This research report has been prepared by JM Financial Institutional Securities Limited (JM Financial Institutional Securities) to provide information about the company(ies) and sector(s), if any, covered in the report and may be distributed by it and/or its associates solely for the purpose of information of the select recipient of this report. This report and/or any part thereof, may not be duplicated in any form and/or reproduced or redistributed without the prior written consent of JM Financial Institutional Securities. This report has been prepared independent of the companies covered herein.

JM Financial Institutional Securities is registered with the Securities and Exchange Board of India (SEBI) as a Research Analyst and a Stock Broker having trading memberships of the BSE Ltd. (BSE) and National Stock Exchange of India Ltd. (NSE). No material disciplinary action has been taken by SEBI against JM Financial Institutional Securities in the past two financial years which may impact the investment decision making of the investor. Registration granted by SEBI and certification from the National Institute of Securities Market (NISM) in no way guarantee performance of JM Financial Institutional Securities or provide any assurance of returns to investors.

JM Financial Institutional Securities renders stock broking services primarily to institutional investors and provides the research services to its institutional clients/investors. JM Financial Institutional Securities and its associates are part of a multi-service, integrated investment banking, investment management, brokerage and financing group. JM Financial Institutional Securities and/or its associates might have provided or may provide services in respect of managing offerings of securities, corporate finance, investment banking, mergers & acquisitions, broking, financing or any other advisory services to the company(ies) covered herein. JM Financial Institutional Securities and/or its associates might have received during the past twelve months or may receive compensation from the company(ies) mentioned in this report for rendering any of the above services.

JM Financial Institutional Securities and/or its associates, their directors and employees may; (a) from time to time, have a long or short position in, and buy or sell the securities of the company(ies) mentioned herein or (b) be engaged in any other transaction involving such securities and earn brokerage or other compensation or act as a market maker in the financial instruments of the company(ies) covered under this report or (c) act as an advisor or lender/borrower to, or may have any financial interest in, such company(ies) or (d) considering the nature of business/activities that JM Financial Institutional Securities is engaged in, it may have potential conflict of interest at the time of publication of this report on the subject company(ies).

Neither JM Financial Institutional Securities nor its associates or the Research Analyst(s) named in this report or his/her relatives individually own one per cent or more securities of the company(ies) covered under this report, at the relevant date as specified in the SEBI (Research Analysts) Regulations, 2014.

The Research Analyst(s) principally responsible for the preparation of this research report and their immediate relatives are prohibited from buying or selling debt or equity securities, including but not limited to any option, right, warrant, future, long or short position issued by company(ies) covered under this report. The Research Analyst(s) principally responsible for the preparation of this research report or their immediate relatives (as defined under SEBI (Research Analysts) Regulations, 2014); (a) do not have any financial interest in the company(ies) covered under this report or (b) did not receive any compensation from the company(ies) covered under this report, or from any third party, in connection with this report or (c) do not have any other material conflict of interest at the time of publication of this report. Research Analyst(s) are not serving as an officer, director or employee of the company(ies) covered under this report.

While reasonable care has been taken in the preparation of this report, it does not purport to be a complete description of the securities, markets or developments referred to herein, and JM Financial Institutional Securities does not warrant its accuracy or completeness. JM Financial Institutional Securities may not be in any way responsible for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. This report is provided for information only and is not an investment advice and must not alone be taken as the basis for an investment decision.

This research report is based on the fundamental research/analysis conducted by the Research Analyst(s) named herein. Accordingly, this report has been prepared by studying/focusing on the fundamentals of the company(ies) covered in this report and other macro-economic factors. JM Financial Institutional Securities may have also issued or may issue, research reports and/or recommendations based on the technical/quantitative analysis of the company(ies) covered in this report by studying and using charts of the stock's price movement, trading volume and/or other volatility parameters. As a result, the views/recommendations expressed in such technical research reports could be inconsistent or even contrary to the views contained in this report.

The investment discussed or views expressed or recommendations/opinions given herein may not be suitable for all investors. The user assumes the entire risk of any use made of this information. The information contained herein may be changed without notice and JM Financial Institutional Securities reserves the right to make modifications and alterations to this statement as they may deem fit from time to time.

This report is neither an offer nor solicitation of an offer to buy and/or sell any securities mentioned herein and/or not an official confirmation of any transaction.

This report is not directed or intended for distribution to, or use by any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject JM Financial Institutional Securities and/or its affiliated company(ies) to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to a certain category of investors. Persons in whose possession this report may come, are required to inform themselves of and to observe such restrictions.

Additional disclosure only for U.S. persons: JM Financial Institutional Securities has entered into an agreement with JM Financial Securities, Inc. ("JM Financial Securities"), a U.S. registered broker-dealer and member of the Financial Industry Regulatory Authority ("FINRA") in order to conduct certain business in the United States in reliance on the exemption from U.S. broker-dealer registration provided by Rule 15a-6, promulgated under the U.S. Securities Exchange Act of 1934 (the "Exchange Act"), as amended, and as interpreted by the staff of the U.S. Securities and Exchange Commission ("SEC") (together "Rule 15a-6").

This research report is distributed in the United States by JM Financial Securities in compliance with Rule 15a-6, and as a "third party research report" for purposes of FINRA Rule 2241. In compliance with Rule 15a-6(a)(3) this research report is distributed only to "major U.S. institutional investors" as defined in Rule 15a-6 and is not intended for use by any person or entity that is not a major U.S. institutional investor. If you have received a copy of this research report and are not a major U.S. institutional investor, you are instructed not to read, rely on, or reproduce the contents hereof, and to destroy this research or return it to JM Financial Institutional Securities or to JM Financial Securities.

This research report is a product of JM Financial Institutional Securities, which is the employer of the research analyst(s) solely responsible for its content. The research analyst(s) preparing this research report is/are resident outside the United States and are not associated persons or employees of any U.S. registered broker-dealer. Therefore, the analyst(s) are not subject to supervision by a U.S. broker-dealer, or otherwise required to satisfy the regulatory licensing requirements of FINRA and may not be subject to the Rule 2241 restrictions on communications with a subject company, public appearances and trading securities held by a research analyst account.

Any U.S. person who is recipient of this report that wishes further information regarding, or to effect any transaction in, any of the securities discussed in this report, must contact, and deal directly through a U.S. registered representative affiliated with a broker-dealer registered with the SEC and a member of FINRA. In the U.S., JM Financial Institutional Securities has an affiliate, JM Financial Securities, Inc. located at 1325 Avenue of the Americas, 27th Floor, Office No. 2715, New York, New York 10019. Telephone +1 (332) 900 4958 which is registered with the SEC and is a member of FINRA and SIPC.

Additional disclosure only for U.K. persons: Neither JM Financial Institutional Securities nor any of its affiliates is authorised in the United Kingdom (U.K.) by the Financial Conduct Authority. As a result, this report is for distribution only to persons who (i) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended, the "Financial Promotion Order"), (ii) are persons falling within Article 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Financial Promotion Order, (iii) are outside the United Kingdom, or (iv) are persons to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of the Financial Services and Markets Act 2000) in connection with the matters to which this report relates may otherwise lawfully be communicated or caused to be communicated (all such persons together being referred to as "relevant persons"). This report is directed only at relevant persons and must not be acted on or relied on by persons who are not relevant persons. Any investment or investment activity to which this report relates is available only to relevant persons and will be engaged in only with relevant persons.

Additional disclosure only for Canadian persons: This report is not, and under no circumstances is to be construed as, an advertisement or a public offering of the securities described herein in Canada or any province or territory thereof. Under no circumstances is this report to be construed as an offer to sell securities or as a solicitation of an offer to buy securities in any jurisdiction of Canada. Any offer or sale of the securities described herein in Canada will be made only under an exemption from the requirements to file a prospectus with the relevant Canadian securities regulators and only by a dealer properly registered under applicable securities laws or, alternatively, pursuant to an exemption from the registration requirement in the relevant province or territory of Canada in which such offer or sale is made. This report is not, and under no circumstances is it to be construed as, a prospectus or an offering memorandum. No securities commission or similar regulatory authority in Canada has reviewed or in any way passed upon these materials, the information contained herein or the merits of the securities described herein and any representation to the contrary is an offence. If you are located in Canada, this report has been made available to you based on your representation that you are an “accredited investor” as such term is defined in National Instrument 45-106 Prospectus Exemptions and a “permitted client” as such term is defined in National Instrument 31-103 Registration Requirements, Exemptions and Ongoing Registrant Obligations. Under no circumstances is the information contained herein to be construed as investment advice in any province or territory of Canada nor should it be construed as being tailored to the needs of the recipient. Canadian recipients are advised that JM Financial Securities, Inc., JM Financial Institutional Securities Limited, their affiliates and authorized agents are not responsible for, nor do they accept, any liability whatsoever for any direct or consequential loss arising from any use of this research report or the information contained herein.