Margin surprise augurs well for SBI Life

Our view - Agency channel to remain the key driver of growth

APE growth - Individual APE growth was healthy for FY25 and is expected to gain momentum driven by Agency channel: New business APE for 4QFY25 de-grew/grew -21.5%/2.3% QoQ/YoY. Total APE for FY25 was up by 9% YoY to Rs 214.2 bn where Individual APE was up by 12% YoY to Rs 195.9 bn. Going forward, the management has guided that on individual APE basis it will grow by 13-14%, which is slightly ahead of the expected growth for the total industry at 12%. The SBI branch productivity on individual APE terms was Rs. 5.4mn, up 9% YoY. The banca channel, which grew 8% for the year FY25, is expected to grow at 10% or at low double digits for FY26. The agent productivity was at Rs 0.29mn on individual NBP for FY25, up 20% YoY. The management has guided that there will be continued focus on the agency channel and it is expected to grow at 25% YoY.

VNB margin - Calculated VNB margin has risen sequentially, while management guided for stable margin: Calculated VNB margin for 4QFY25 rose 351bps QoQ and 213bps YoY to 30.5%. For 4QFY25, margin was better QoQ mainly due to decrease in share of ULIP business. Within the protection business the share of ROP has declined from 90% to 80%. The Rider attachment on products has also improved for the company. VNB margin stood at 27.8% for FY25, down -30bps YoY. For FY25, margin was impacted largely due to increase in share of ULIP business. On IRP basis, the share of ULIP was about 70% for FY25. This is expected to decline by about 500 bps in FY26. The company has launched products in the non ULIP segment to increase its share since the same is margin accretive. While the company will be working on increasing share of non-par guaranteed, protection and annuities, the share of low-margin Par is also expected to go up. The VNB margin for FY26 is expected to be maintained at 28%.

We maintain 'BUY' rating on SBIL with a revised price target of Rs 1975: We value SBIL at 2.0x FY27 P/EV for an FY26/27E RoEV profile of 18.6/18.5%.

(See Comprehensive con call takeaways on page 2 for significant incremental colour.)

Other Highlights (See "Our View" above for elaboration and insight)

- VNB growth: VNB de-growth/growth was at -11.2%/9.9% QoQ/YoY where the QoQ de-growth was driven lower by de-growth in APE
- Expense control: Expense ratio de-grew/grew -129/177bps QoQ/YoY to 8.4%, where the opex ratio grew 77bp YoY and commission ratio grew 100bps YoY
- Persistency: 37th month ratio was up 107bps YoY but down -30bps QoQ to 72.1% whereas 61st month ratio de-grew/grew -60/528 bps QoQ/YoY to 62.7%

Exhibit 1: Result table

Rs mn	Q4FY25	Q4FY24	% yoy	Q3FY25	% qoq	
NBP	93,212	122,379	-23.8%	105,303	-11.5%	
Renewal premium	146,803	130,033	12.9%	144,676	1.5%	
Income from investments	(10,408)	108,117	-109.6%	(62,817)	-83.4%	
Surplus/(Deficit)	15,632	17,099	-8.6%	3,470	350.5%	
APAT	8,135	8,108	0.3%	5,508	47.7%	
Expense ratio	8.4%	6.7%	177bps	9.7%	-129bps	
37th mo. Persistency*	72.1%	71.0%	107bps	72.4%	-30bps	
Total APE	54,500	53,300	2.3%	69,400	-21.5%	
VNB (effective tax basis)	16,600	15,100	9.9%	18,700	-11.2%	
VNB Margin (effective tax basis)	30.5%	28.3%	213bps	26.9%	351bps	
ource: Company, YES Sec-Research, *N.B. Regular and Limited Pay under individual category						

YES SECURIT NSTITUTIONAL EQUITIES

Recommendation	:	BUY
Current price	:	Rs 1608
Target price	:	Rs 1975
Potential return	:	+23%

Stock data (as on April 24, 2025)

Nifty	24,247
52 Week h/l (Rs)	1936 / 1308
Market cap (Rs/USD mn)	1618949 / 18980
Outstanding Shares (mn)	1,002
6m Avg t/o (Rs mn):	2,216
Div yield (%):	0.2
Bloomberg code:	SBILIFE IN
NSE code:	SBILIFE

Stock performance



Shareholding pattern (As of Dec'24 end)

Promoter	55.4%
FII+DII	40.6%
Others	4.1%

Δ in stance		
(1-Yr)	New	Old
Rating	BUY	BUY
Target Price	1975	1,920

Financial Summary

r mancial Samma y								
Rs. Mn	FY25	FY26E	FY27E					
APE	214,170	244,117	281,390					
% yoy	8.6%	14.0%	15.3%					
VNB	59,500	69,573	81,603					
% yoy	7.2%	16.9%	17.3%					
VNB Margin	27.8%	28.5%	29.0%					
PAT	24,133	31,820	36,570					
EPS (Rs)	24.1	31.8	36.5					
EV/Share (Rs)	701.0	827.4	975.6					
VNBPS (Rs)	59.4	69.4	81.4					
P/EV (x)	2.3	1.9	1.6					
P/VNB (x)	27.1	23.2	19.7					
ROEV (%)	20.2%	18.6%	18.5%					

Λ in earnings estimates

	Junates		
Rs bn	FY25E	FY26E	FY27E
VNB (New)	NA	69.6	81.6
VNB (Old)	NA	69.2	81.3
% change	NA	0.5%	0.4%

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COMPREHENSIVE CON-CALL TAKEAWAYS

Channel growth and mix

- Growth guidance
 - Overall growth guidance
 - Going forward, the company's overall growth will be 13-14%, which is slightly ahead of the expected growth for the total industry at 12%.
 - Agency channel
 - There will be continued focus on the agency channel, which will grow at 25%.
 - Banca channel
 - The banca channel, which grew 8% for the year, will grow at 10% or at low double digits.
 - The banca channel will aided by improvement in branch activation and productivity.
- Channel mix on APE basis in FY25
 - Banca was 61%
 - Agency 28%
 - Others 11%
- Banca channel
 - The banca APE has grown 8% YoY.
 - More on Banca

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- Total numbers of CIFs are more than 59,000.
 - On Individual APE basis, the Banca channel contributed 127.5bn, up 9% YoY
- The SBI branch productivity on individual APE terms was Rs. 5.4mn, up 9% YoY.
- Non-SBI
 - For non-SBI banca channel, the share of ULIP is 30%.
- Agency channel
 - The Agency APE has grown 21% YoY.
 - 87 branches are to be opened in FY26 compared with 70 in FY25.
 - Agent count
 - The company has around 240,304 agents.
 - \circ ~ In FY25 the company added around 97,500 agents on gross basis.
 - \circ $\;$ The agent productivity was at Rs 0.29mn on individual NBP for FY25, up 20% YoY.
- Other Channels
 - Others channel APE has de-grown -11% YoY.
 - Linked business through other channel grew by 39% YoY on APE basis

VNB margin

- Margin guidance
 - Product mix outlook
 - On IRP basis, the share of ULIP was about 70% for FY25.
 - \circ $\,$ $\,$ This is expected to decline by about 500 bps in FY26.
 - Products have been launched in the non ULIP segment and the company is making an effort here since the same is margin accretive.

(Con call takeaways continue on the next page)



- Agency product mix
 - The share of ULIP on agency channel is slightly lower than overall company average.
- Expected margin level
 - The VNB margin for FY26 is expected to be maintained at 28%.
 - While the company will be working on increasing share of non-par guaranteed, protection and annuities, the share of low-margin Par is also expected to go up.

Non-par margin

- Rate cuts will not have a negative impact on non-par margin as the company actively prices its non-par guaranteed and annuities products.
- VNB
 - VNB for FY25 is up by 7% YoY to Rs 59.5bn.
- VNB margin outcomes
 - VNB margin in 4QFY25 was 30.5%.
 - VNB margin stood at 27.8% for FY25, down -30bps YoY.
- Reasons for change in VNB margin
 - For 4QFY25, QoQ the margin was better mainly due to decrease in share of ULIP business.
 - For FY25, margin was impacted largely due to increase in share of ULIP business.
 - Product level margins
 - There has been slight improvement in product level margins.
 - High sum assured product was launched 6 months back and several riders have also been launched.
 - Rider attachment on products has improved.
 - Rider attachment for ULIP started only on late 4Q but was happening for traditional products since earlier.
 - Retail protection
 - The share of ROP has declined from 90% to 80%.

Product growth and mix

- New Products
 - The company over the last 4 months has launched 4 non ULIP products i.e. Smart Platina Supreme, Smart Bachat Plus, Smart Platina Young Achiever and Smart Future Star,
- Product mix
 - Product Mix on APE basis for FY25
 - Par saving 3%
 - Non par saving 18%
 - o ULIP 64%
 - Protection 10%
 - Annuity 2%
 - Group Savings 3%
- Protection
 - Overall Protection
 - Protection NBP was down -2% YoY to Rs 41 bn in FY25.
 - Protection APE is down -2% YoY to Rs 20.5 bn in FY25.
 - Individual Protection
 - There was a -17% de-growth in individual protection in FY25, on NBP.
 - For 4QFY25, individual Protection NBP has grown by 40% QoQ

(Con call takeaways continue on the next page)



- \circ Individual Protection APE is down -11% YoY to Rs 8.3 bn in FY25.
- Group Protection
 - Group protection NBP was at Rs 33bn in FY25.
 - \circ $\hfill Group Credit Life NBP was Rs 25.2bn in FY25, up 11% YoY.$
 - Group term

- The group term growth for 4Q was strong on the back of some deal wins in the employer-employee space.
- Group term has grown 5% in FY25 as a whole.
- The company does not do GTI business which is negative VNB.
- Credit life
 - Credit life has also done well, growing 20% YoY in 4Q and 10% in FY25.
 - Credit life APE for FY25 amounted to Rs 2.5bn.
 - Credit life's main business is from home loans.
- Group Saving
 - The group savings APE was down -47% YoY in FY25
- Annuity
 - The total annuity and pension new business underwritten was Rs 71.6bn in FY25

Overall revenue growth outcomes

- New Business growth figures for FY25
 - New business premium is down -7% YoY to Rs 355.8bn.
 - New business premium private market share was 20.8%.
 - Individual new business premium is up 11% YoY to Rs 263.6bn.
 - Individual New business premium private market share was 25.3%.
- Gross Written Premium growth figures for FY25
 - Gross written premium was up 4% YoY to Rs 849.8bn.
- APE growth figures for FY25
 - Total APE was up by 9% YoY to Rs 214.2 bn.
 - Individual APE was up by 12% YoY to Rs 195.9 bn.

Embedded Value

- EV
 - Embedded Value as of March 2025 was at Rs 702.5bn, up by 21% from March 2024.
- EVOP
 - The EVOP was at Rs 117.8bn for FY25, up 20% YoY
 - The EVOP margin was at 20.2%
- Assumption changes
 - The assumption changes are mainly on account of mortality and persistency.
 - The company has been consistently making surpluses on mortality and persistency and some part was capitalized and reflected in assumption change.
 - The assumption change impact is about 20 bps for March 2025 over March 2024 whereas this was 100 bps last year.

(Con call takeaways continue on the next page)



Operating variance

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- The total impact from operating variance was Rs 7.27bn.
- Of this, Rs 2.77bn was on account of persistency.
- Rs 4.23bn is on account of mortality.
 - Rs 0.17bn was on account of operating expenses.

Operating expenses

- Agency channel
 - The company's agency channel commission is lower since agents find the company more stable.
 - The overall cost of the agency channel is higher since the channel requires physical infrastructure.
- Employee count
 - The employee count is about 26000.
 - 1500 employees are to be added this year.
- Key outcomes
 - Total Cost ratio for FY25 is 9.7% as against 8.9% for FY24.
 - Commission ratio for FY25 is 4.4% as against 4.0% for FY24.
 - Operating Expense ratio for FY25 is 5.3% as against 4.9% in FY24.

Solvency

The solvency ratio stood at 196% in FY25 Vs 196% in FY24.

AUM

AUM is up 15% YoY to Rs 4.48 tn.

Other ratios

- The death claim settlement ratio was at 99.4%, up 23bps YoY.
- The company's miss-selling ratio is only 0.02%, one of the lowest in the industry.

Persistency

- On Individual Regular premium and limited premium paying policy
 - 13th month persistency was 87.4%, an improvement of 63bps YoY.
 - 61st Month persistency was at 62.7%, an improvement of 528bps YoY.

Exhibit 2: Quarterly Actuals Vs Estimates

Q4 FY25 (Rs. mn)	Actuals	Estimates	Diff, %
New Business Premium	93,212	94,486	(1.3)
Total APE	54,500	53,471	1.9
VNB	16,600	14,437	15.0



Exhibit 3: Other Business Parameters

Rs mn	Q4FY25	Q4FY24	% yoy	Q3FY25	% qoq
APE by Product (Rs mn)					
Individual Savings	44,100	40,900	7.8%	61,400	-28.2%
Par	1,700	1,700	0.0%	1,100	54.5%
Non par	12,800	7,900	62.0%	10,900	17.4%
ULIP	29,600	31,300	-5.4%	49,400	-40.1%
Total Protection	7,100	5,800	22.4%	5,400	31.5%
Individual Protection	3,000	2,900	3.4%	2,100	42.9%
Group Protection	4,100	2,900	41.4%	3,300	24.2%
Total Annuity	1,500	1,600	-6.3%	1,400	7.1%
Group Savings	1,700	5,000	-66.0%	1,200	41.7%
Total APE	54,400	53,300	2.1%	69,400	-21.6%
		· · ·			
Product Mix (% in APE)					
Individual Savings	81%	77%	433bps	88%	-741bps
Par	3%	3%	-6bps	2%	154bp
Non par	24%	15%	871bps	16%	782bp
ULIP	54%	59%	-431bps	71%	-1677bp
Total Protection	13%	11%	217bps	8%	527bp
Individual Protection	6%	5%	7bps	3%	249bp
Group Protection	8%	5%	210bps	5%	278bp
Total Annuity	3%	3%	-24bps	2%	74bp
Group Savings	3%	9%	-626bps	2%	140bp
APE by Channel (Rs mn)					
Banca	31,300	28,650	9.2%	47,300	-33.8%
Agency	15,600	15,050	3.7%	16,200	-3.7%
Others	7,500	9,600	-21.9%	5,900	27.19
Channel mix (% in APE)					
Banca	58%	54%	378bps	68%	-1062bp
Agency	29%	28%	44bps	23%	533bp
Others	14%	18%	-422bps	9%	529bp
Development*					
Persistency* 13 th month	07 40/	0 (00)	(0)	0/ 40/	4041
61 st month	87.4%	86.8%	63bps	86.1%	131bp
or monun	62.7%	57.4%	528bps	63.3%	-60bp:
Expense ratio					
Commission ratio	3.3%	2.3%	100bps	5.1%	-181bp
Opex ratio	5.2%	4.4%	77bps	4.7%	52bp
Solvency					
Solvency ratio	196%	196%	Obps	204%	-800bp

Source: Company, YES Sec - Research, *N.B. Regular and Limited Pay under individual category



ANNUAL FINANCIALS

Exhibit 4: Policyholder account

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25	FY26E	FY27E
Net premium	665,810	805,871	840,598	962,053	1,105,266
Income from investments	132,601	503,666	317,141	486,261	556,498
Other income	499	501	(12)	(13)	(14)
Contri from shareholders A/C	17,075	16,276	13,459	14,805	16,286
Total income	815,985	1,326,314	1,171,187	1,463,106	1,678,035
Commission	30,625	32,553	37,388	42,789	49,159
Employee expenses	20,464	23,983	27,288	31,231	35,880
Other opex	13,631	15,836	17,620	20,166	23,168
Benefits paid	302,875	431,074	489,018	559,492	640,385
Change in valuation of liability	410,031	784,313	557,001	755,499	868,172
Others	8,323	9,283	10,948	12,545	14,429
Provision for Tax	1,474	1,357	1,979	2,491	2,856
Surplus/(Deficit)	28,562	27,915	29,945	38,894	43,986
Transfer to shareholders A/C	27,072	25,977	27,397	35,584	40,243

Source: Company, YES Sec - Research

Exhibit 5: Shareholder account

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25	FY26E	FY27E
Transfer from Policyholders' account	27,072	25,977	27,397	35,584	40,243
Income from Investments	7,945	10,341	11,145	12,474	14,240
Total A	35,017	36,317	38,542	48,058	54,484
Expenses (apart from insurance)	372	515	342	376	414
Contribution to Policyholders' Acc	17,075	16,276	13,459	14,805	16,286
Others	(8)	106	(192)	0	0
Total B	17,440	16,896	13,609	15,181	16,699
Profit/(Loss) before tax	17,584	19,421	24,947	32,893	37,803
Provision for Taxation	379	483	814	1,073	1,233
Profit/(Loss) after tax	17,206	18,938	24,133	31,820	36,570



Exhibit 6: Balance sheet

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25	FY26E	FY27E
Shareholders' Funds:					
Share Capital	10,009	10,015	10,021	10,021	10,021
Reserve and surplus	119,237	135,902	157,908	184,955	216,039
Policyholders' Funds					
Policy Liabilities	1,321,708	1,605,276	1,847,108	2,120,834	2,443,323
Provision for Linked Liabilities	1,535,926	2,045,746	2,333,582	2,658,837	3,032,880
Funds for future appropriation	11,427	13,366	14,480	14,480	14,480
Sources of Funds	3,095,866	3,927,830	4,509,232	5,161,456	5,922,229
Investments - Shareholders	112,087	130,364	146,045	166,412	189,446
Investments Policyholders	2,931,258	3,725,539	4,328,624	4,950,164	5,672,639
Fixed Assets	5,215	5,570	5,903	6,053	6,203
Net Current Assets	43,417	62,470	23,843	34,010	49,123
Misc. Expenditure	0	0	0	0	0
Application of funds	3,095,866	3,927,830	4,509,232	5,161,456	5,922,229

Source: Company, YES Sec - Research

Exhibit 7: EV Walk

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25	FY26E	FY27E
Opening EV	396,300	460,400	582,600	702,500	829,144
Unwind of Discount	34,100	38,100	48,800	58,843	69,451
Value of New Business	50,700	55,500	59,500	69,573	81,603
Operating Assumption Changes	700	800	2,200	0	0
Operating Experience Variance	4,900	6,100	7,300	2,000	2,000
EV Operating Profit (EVOP)	90,400	100,500	117,800	130,417	153,054
Economic Variance	(24,200)	23,900	4,200	1,000	1,000
EV Profit	66,200	124,400	122,000	131,417	154,054
Net Capital Inflow / Outflow	(2,100)	(2,300)	(2,100)	(4,773)	(5,485)
Closing EV	460,400	582,500	702,500	829,144	977,712

Source: Company, YES Sec - Research

Exhibit 8: Change in annual estimates

Y/e 31 Mar (Rs mn)	Revised Estimate		Earlie	Earlier Estimate			% Revision		
	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E	FY25E	FY26E	FY27E
Annual Premium Equivalent	NA	244,117	281,390	NA	251,744	290,381	NA	(3.0)	(3.1)
Value of new business	NA	69,573	81,603	NA	69,230	81,307	NA	0.5	0.4
Embedded Value	NA	829,144	977,712	NA	813,737	960,301	NA	1.9	1.8

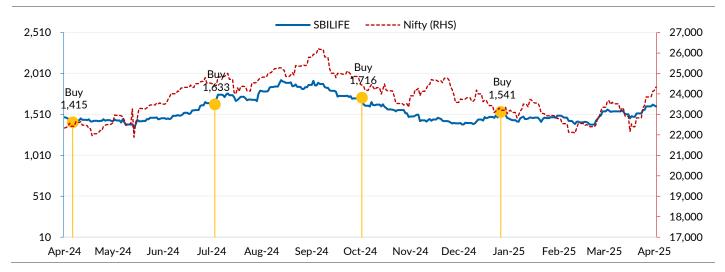


Exhibit 9: Ratio analysis

Y/e 31 Mar	FY23	FY24	FY25	FY26E	FY27E
Growth (%) - P&L					
New business premium	16.3%	29.2%	-7.0%	15.6%	16.6%
Renewal premium	13.3%	14.5%	14.4%	13.4%	13.4%
Net premium	13.9%	21.0%	4.3%	14.4%	14.9%
PAT	14.2%	10.1%	27.4%	31.9%	14.9%
VNB	37.0%	9.5%	7.2%	16.9%	17.3%
Growth (%) - Balance Sheet					
Total AUM	14.9%	26.7%	16.0%	14.3%	14.6%
Total Assets	15.4%	26.9%	14.8%	14.5%	14.7%
Embedded value	16.2%	26.5%	20.6%	18.0%	17.9%
Profitability ratios (%)					
VNB Margins	30.1%	28.1%	27.8%	28.5%	29.0%
Commission ratio	4.6%	4.0%	4.4%	4.4%	4.4%
Opex ratio	5.1%	4.9%	5.3%	5.3%	5.3%
Expense ratio	9.7%	9.0%	9.8%	9.8%	9.8%
Conservation Ratio	81.6%	81.6%	81.4%	81.4%	81.4%
Return ratios (%)					
ROE	13.3%	13.0%	14.4%	16.3%	16.2%
RoEV	22.8%	21.8%	20.2%	18.6%	18.5%
RoA	0.6%	0.5%	0.6%	0.7%	0.7%
Investment Return (%)					
Invest. Yield - Sh.	7.5%	8.5%	8.1%	8.0%	8.0%
Invest. Yield - Ph.	4.8%	15.1%	7.9%	10.5%	10.5%
Solvency					
Solvency Ratio	215%	196%	196%	200%	200%
Underwriting					
Claims ratio	45.5%	53.5%	58.2%	58.2%	57.9%
Claims / AUM	10.0%	11.2%	10.9%	10.9%	10.9%
Per share data (Rs)					
EPS	17.2	18.9	24.1	31.8	36.5
VNBPS	50.7	55.4	59.4	69.4	81.4
BVPS	129.1	145.7	167.6	194.6	225.6
EVPS	460.0	581.6	701.0	827.4	975.6
Valuation (x)					
P/E	93.6	85.0	66.8	50.6	44.1
P/VNB	31.7	29.0	27.1	23.2	19.7
P/BV	12.5	11.0	9.6	8.3	7.1
P/EV	3.5	2.8	2.3	1.9	1.6



Recommendation Tracker





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