



Insurance Tracker

Strong YoY growth of private individual WRP at 20% in Jan'25 Industry's individual WRP grows 11% YoY; LIC's individual WRP continues to decline YoY

- InJan'25, the individual Weighted Received Premium (WRP) growth for the private players was at 19.6% YoY vs industry growth of 10.7% YoY. De-growth of 7.1% YoY for LIC impacted the industry growth.
- Among listed players, individual WRP for HDFCLIFE witnessed the fastest growth of 25% YoY while MAXLIFE/IPRULIFE/SBILIFE witnessed growth of 14%/9%/18% YoY. Bajaj Allianz witnessed a single-digit growth of 8% YoY.
- The industry's new business premium declined 8% YoY in Jan'25 owing to 14% YoY decline reported by LIC, while growth of the private players was flattish YoY.
- In terms of new business premium, HDFCLIFE/IPRU/ MAXLIFE reported growth of 26%/14%/9% while SBILIFE and Bajaj Allianz reported a decline of 37%/7% YoY.
- We expect the premium growth to remain volatile for the rest of FY25 due to the impact of surrender value regulations. Nevertheless, over the medium term, we believe these changes to be favorable for customers and help resume growth. HDFCLIFE and SBILIFE are our preferred picks in the space.

Individual WRP and YoY growth (%)

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Individual WRP, INR m	Jan'25	YoY gr. (%)
Grand Total	1,10,451	10.7%
Total Private	79,597	19.6%
LIC	30,854	-7.1%
SBI Life	19,318	18.4%
HDFC life	13,552	25.3%
Tata AIA	7,285	13.3%
ICICI Prudential	7,206	8.7%
Max Life	6,879	13.8%
Bajaj Allianz	5,870	8.1%
Birla Sun life	3,990	49.9%
Kotak Life	3,016	12.2%
Bajaj Allianz Birla Sun life	5,870 3,990	8.1% 49.9%

Source: IRDAI, LI Council, MOFSL

Individual WRP market share of private players remains above 70%

- The market share of private players declined ~560bp MoM to 72.1% in Jan'25 and on YTD basis, the market share of private players was at 70.5%.
- For Jan'25, SBILIFE maintained the top position with 17.5% market share with respect to individual WRP, followed by HDFC Life at 12.3% and Tata AIA at 6.6%.
- On an unweighted premium basis also, SBI Life was the largest private player with a market share of 10.6%, followed by HDFC Life at 9.8% and IPRU Life at 5.8%.

Performance of key private players

On an individual WRP basis, the combined market share of private listed players – SBILIFE, HDFCLIFE, IPRU, and MAXLIFE – accounted for 60% of the private insurance industry and 41.9% of the overall industry as of YTDFY25. Among other prominent private insurers, TATA AIA and Bajaj Allianz have a YTDFY25 market share of 6.9% and 5.7%, respectively.

Among key listed players on the basis of individual WRP -

- **HDFCLIFE** grew 25.3% YoY in Jan'25 (up 22% YoY in YTDFY25). The total unweighted premium grew 25.5% YoY (up 12.9% YoY in YTDFY25).
- **SBILIFE** rose 18.4% YoY in Jan'25 (up 14.3% YoY in YTDFY25). The total unweighted premium declined 37.2% YoY (down 5.4% YoY in YTDFY25).
- **IPRU** grew 8.7% YoY in Jan'25 (up 28.3% YoY in YTDFY25). The total unweighted premium was up 13.6% YoY in Jan'25 (up 29.2% YoY in YTDFY25).
- MAXLIFE grew 13.8% YoY in Jan'25 (up 23.5% YoY in YTDFY25). The total unweighted premium grew 8.8% YoY in Jan'25 (up 15.3% YoY in YTDFY25).





Exhibit 1: Unweighted new business premium and growth

INR m	Jan'25	YoY Growth	FY25YTD	YoY Growth	FY24	YoY growth
Grand Total	3,08,252	-8.1%	30,59,118	7.8%	37,79,584	1.9%
Total Public	1,62,927	-13.9%	17,42,486	4.8%	22,25,230	-4.2%
Total Private	1,45,325	-0.7%	13,16,632	12.0%	15,54,354	12.0%
SBI Life	32,753	-37.2%	2,95,308	-5.4%	3,82,385	28.9%
HDFC life	30,114	25.5%	2,56,727	12.9%	2,99,881	3.7%
ICICI Prudential	17,775	13.6%	1,69,167	29.2%	1,80,805	6.8%
Max Life	9,964	8.8%	90,858	15.3%	1,10,201	22.7%
Bajaj Allianz	8,855	-6.9%	93,894	10.6%	1,14,926	7.0%
Tata AIA	8,590	13.6%	77,945	18.8%	88,972	4.2%
Kotak Life	7,543	2.2%	61,613	5.9%	86,568	12.5%
Star Union Dai-ichi	6,367	167.2%	34,998	41.1%	33,166	6.4%

Exhibit 2: Individual WRP, growth, and market share

INR m	Jan'25	YoY growth	Market Share	FY25YTD	YTD growth	Market share	FY24	YoY growth	Market share
Grand Total	1,10,451	10.7%	100.0%	9,29,751	14.0%	100.0%	10,89,752	4.8%	100.0%
Total Private	79,597	19.6%	72.1%	6,55,570	19.4%	70.5%	7,38,711	8.0%	67.8%
Total Public	30,854	-7.1%	27.9%	2,74,181	3.0%	29.5%	3,51,041	-1.4%	32.2%
SBI Life	19,318	18.4%	17.5%	1,64,842	14.3%	17.7%	1,72,344	13.2%	15.8%
HDFC life	13,552	25.3%	12.3%	1,01,944	22.4%	11.0%	1,13,764	4.1%	10.4%
Tata AIA	7,285	13.3%	6.6%	64,254	19.3%	6.9%	74,133	4.5%	6.8%
ICICI Prudential	7,206	8.7%	6.5%	62,570	28.3%	6.7%	72,135	7.1%	6.6%
Max Life	6,879	13.8%	6.2%	60,402	23.5%	6.5%	69,608	15.5%	6.4%
Bajaj Allianz	5,870	8.1%	5.3%	53,250	17.4%	5.7%	63,248	21.3%	5.8%
Birla Sun life	3,990	49.9%	3.6%	29,935	33.6%	3.2%	30,747	1.7%	2.8%
Kotak Life	3,016	12.2%	2.7%	19,908	13.5%	2.1%	28,228	3.4%	2.6%
Star Union Dai-ichi	2,763	107.6%	2.5%	13,513	16.9%	1.5%	15,007	8.3%	1.4%

Source: IRDAI, LI Council, MOFSL





Exhibit 3: Market share among private players based on unweighted and individual WRP

INR m	U	nweighted premiun	ns	Individual WRP				
(%)	Jan'25	FY25YTD	FY24	Jan'25	FY25YTD	FY24		
Grand Total	3,08,252	30,59,118	37,79,584	1,10,451	9,29,751	10,89,752		
Total Private	1,45,325	13,16,632	15,54,354	79,597	6,55,570	7,38,711		
SBI Life	22.5%	22.4%	24.6%	24.3%	25.1%	23.3%		
HDFC Standard	20.7%	19.5%	19.3%	17.0%	15.6%	15.4%		
ICICI Prudential	12.2%	12.8%	11.6%	9.1%	9.5%	9.8%		
Max Life	6.9%	6.9%	7.1%	8.6%	9.2%	9.4%		
Bajaj Allianz	6.1%	7.1%	7.4%	7.4%	8.1%	8.6%		
Tata AIA	5.9%	5.9%	5.7%	9.2%	9.8%	10.0%		
Kotak Life	5.2%	4.7%	5.6%	3.8%	3.0%	3.8%		
Star Union Dai-ichi	4.4%	2.7%	2.1%	3.5%	2.1%	2.0%		
Birla Sun life	4.2%	5.8%	5.2%	5.0%	4.6%	4.2%		
PNB Met Life	2.5%	2.8%	2.2%	2.7%	2.8%	3.1%		

Exhibit 4: Market share among players in the group business

(0/)	U	Inweighted premiun	ns	Group WRP			
(%)	Jan'25	FY25YTD	FY24	Jan'25	FY25YTD	FY24	
LIC	69.2%	71.5%	72.3%	49.0%	75.0%	59.9%	
Total Private	30.8%	28.5%	27.7%	51.0%	25.0%	40.1%	
HDFC Standard	8.2%	7.1%	6.6%	5.7%	7.6%	6.2%	
ICICI Prudential	5.6%	5.3%	4.0%	17.5%	2.9%	4.8%	
SBI Life	4.4%	4.0%	6.3%	4.7%	4.0%	6.2%	
Kotak Life	2.5%	1.8%	1.9%	8.0%	1.2%	1.8%	
Star Union Dai-ichi	2.2%	1.2%	0.8%	1.8%	1.2%	1.1%	
Bajaj Allianz	1.6%	2.0%	2.0%	2.1%	1.9%	2.7%	
Birla Sun life	1.2%	2.4%	2.0%	1.1%	2.5%	#N/A	
Max Life	0.8%	0.7%	0.8%	0.6%	0.7%	0.9%	
Pramerica	0.6%	0.4%	0.4%	1.5%	0.4%	0.5%	
GoDigit Life insurance	0.6%	0.5%	0.2%	1.0%	0.4%	1.1%	

Source: IRDAI, LI Council, MOFSL





Exhibit 5: Trend in the average ticket size (individual regular segment)

INR	FY20	FY21	FY22	FY23	FY24	Jan'25	YoY Growth	FY25YTD	YoY growth
Bajaj Allianz	56,128	61,716	57,782	77,634	85,032	98,138	18%	86,366	6%
Exide Life	33,225	35,057	39,502	56,055	55,354	NA	NA	NA	NA
Reliance Life	38,892	43,677	47,493	60,851	67,858	68,574	7%	62,865	7%
SBILIFE	58,977	63,293	62,033	68,213	69,025	1,02,024	18%	93,645	19%
Tata AIA	63,712	55,740	73,557	83,624	1,08,794	81,931	-8%	87,777	-6%
HDFCLIFE	49,774	66,213	70,782	89,340	1,10,963	1,23,887	14%	1,03,903	7%
IPRU	81,902	87,093	81,918	96,554	1,13,557	1,23,404	-8%	1,26,094	15%
Birla Sun Life	59,852	65,309	75,304	98,164	1,26,470	1,33,446	23%	1,09,378	4%
Aviva Life	64,856	59,093	72,183	80,096	77,173	78,062	-7%	86,458	18%
Kotak Life	55,502	57,929	57,220	69,433	88,103	1,03,963	4%	94,739	14%
MAXLIFE	58,749	66,634	73,855	86,662	98,760	88,800	18%	96,499	8%
PNB MetLife	64,853	66,865	58,546	68,386	75,783	1,11,564	24%	79,171	1%
Shriram Life	16,617	16,755	17,408	19,707	23,203	27,768	65%	21,616	8%
Bharti AXA Life	39,234	30,017	51,393	60,579	72,847	85,967	27%	81,269	20%
Future Generali	52,660	56,435	66,421	81,028	90,622	1,00,561	-10%	98,228	6%
IDBI Federal Life	45,328	62,455	74,843	93,573	1,06,392	1,18,258	12%	1,28,365	19%
Canara HSBC OBC	70,659	64,491	56,927	76,324	88,408	1,17,262	-2%	1,12,176	34%
Aegon Religare	24,238	31,686	23,434	14,099	5,096	47,712	577%	32,606	576%
Pramerica	41,574	39,923	39,103	39,683	44,356	49,905	-4%	53,254	8%
Star Union Dai-ichi	59,080	71,746	69,925	79,885	71,576	1,01,726	-1%	93,087	19%
India First Life	44,873	49,240	45,396	50,729	54,698	79,352	24%	68,831	26%
Edelweiss Tokio	45,278	42,692	54,303	70,863	94,847	1,25,481	38%	1,07,765	30%
Total Private	56,383	60,934	63,228	75,155	85,552	99,120	13%	91,187	11%
LIC	13,128	13,904	13,799	14,484	16,997	17,342	8%	19,915	12%
Grand total	24,214	25,322	26,527	29,968	36,576	43,746	22%	45,312	18%





Exhibit 6: Number of policies (individual regular segment) grew 7% YoY for private players in Jan'25

Numbers in '000	FY19	FY20	FY21	FY22	FY23	FY24	Jan'25	YoY Growth	FY25YTD	YoY growth
Bajaj Allianz	306	309	311	426	471	607	59	-9%	610	11%
Exide Life	185	199	188	147	126	61	-	NA	-	NA
Reliance Life	216	225	203	189	154	148	13	-3%	127	-9%
SBILIFE	1,405	1,506	1,518	1,607	1,828	2,113	182	1%	1,690	-4%
Tata AIA	222	348	475	456	525	643	88	24%	724	27%
HDFCLIFE	1,021	948	858	940	868	948	106	10%	951	15%
IPRU	790	852	747	633	618	572	57	18%	485	13%
Birla Sun Life	247	281	259	255	223	235	30	23%	269	28%
Aviva Life	27	26	19	21	24	28	1	-14%	12	-44%
Kotak Life	274	291	270	296	285	294	28	12%	199	0%
MAXLIFE	560	644	595	639	607	587	75	-3%	606	15%
PNB MetLife	219	211	194	246	255	286	18	-16%	222	2%
Shriram Life	245	273	273	294	263	278	38	-16%	419	37%
Bharti AXA Life	107	147	196	109	117	105	5	-18%	57	-17%
Future Generali	79	71	65	53	39	42	3	19%	26	3%
IDBI Federal Life	102	94	43	36	39	42	5	16%	46	16%
Canara HSBC OBC	105	129	149	176	175	185	13	-7%	155	9%
Aegon Religare	54	42	22	15	7	2	5	108%	25	44%
Pramerica	83	71	39	29	29	34	4	27%	37	31%
Star Union Dai-ichi	111	95	76	96	126	192	27	109%	144	-2%
India First Life	148	151	172	196	263	311	20	30%	155	-26%
Edelweiss Tokio	61	75	75	74	59	53	4	-6%	35	-12%
Total Private	6,568	6,987	6,747	6,933	7,101	7,765	785	7%	7,000	8%
LIC	20,098	20,276	21,045	19,990	20,724	20,724	1,646	-16%	12,644	-9%
Grand total	26,665	27,264	27,792	26,922	27,825	27,825	2,430	-10%	19,644	-3%





Exhibit 7: Total number of policies declined 4% YoY for the industry in Jan'25

Numbers in '000	FY19	FY20	FY21	FY22	FY23	FY24	Jan'25	YoY Growth	FY25YTD	YoY growth
Bajaj Allianz	309	311	311	427	475	614	60	-8%	617	11%
Exide Life	187	201	190	149	128	61	-	N.A.	-	N.A.
Reliance Life	217	226	205	191	156	149	13	-21%	128	-8%
SBILIFE	1,428	1,526	1,553	1,658	1,927	2,197	192	-38%	1,780	-3%
Tata AIA	223	350	478	461	532	652	89	-10%	739	28%
HDFCLIFE	1,050	996	900	983	915	994	110	-2%	987	14%
IPRU	838	893	767	665	653	604	62	24%	520	14%
Birla Sun Life	249	286	262	258	226	244	30	-1%	275	27%
Aviva Life	35	32	21	22	25	28	2	-42%	13	-42%
Kotak Life	342	348	309	339	340	351	29	-4%	216	-3%
MAXLIFE	562	646	598	645	614	597	77	13%	618	15%
PNB MetLife	220	212	194	248	257	288	20	-29%	239	10%
Shriram Life	247	277	275	296	273	290	39	-26%	428	35%
Bharti AXA Life	124	168	203	117	122	105	5	-34%	58	-17%
Future Generali	80	72	65	53	39	42	3	-9%	27	4%
IDBI Federal Life	117	102	48	42	44	47	5	-6%	50	16%
Canara HSBC OBC	105	129	150	180	178	187	13	-35%	156	8%
Aegon Religare	69	53	37	19	9	3	5	82%	25	42%
Pramerica	93	74	40	31	29	35	4	-8%	37	30%
Star Union Dai-ichi	113	96	78	100	129	195	27	43%	147	-1%
India First Life	183	178	190	198	266	313	21	20%	157	-28%
Edelweiss Tokio	64	79	79	80	65	57	4	-28%	35	-12%
Total Private	6,856	7,254	6,953	7,162	7,404	8,054	811	-15%	7,258	8%
LIC	21,356	21,471	21,941	21,035	21,753	20,482	1,733	2%	13,468	-8%
Grand total	28,212	28,725	28,894	28,197	29,157	28,536	2,544	-4%	20,725	-3%

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