**RESULT REPORT Q2 FY25** | Sector: Insurance (Life)

# **ICICI Prudential Life**

## IPRU stagnating at lower RoEV trajectory

## Our view - Margin decline tempers benefit from growth traction

VNB margin – Calculated VNB margin declined on sequential basis on the back of product mix change and pricing issues: The VNB margin for 2QFY25 was 23.4%, down -64 bps QoQ and -458bps YoY. While the share of linked business was steady, the share of Par has gone up sequentially. Secondly, in 2Q, the company was not able to change the pricing on Non-Par and Par products as require. While the yield curve had changed, the company was preoccupied with other product changes (presumably pertaining to surrender rule changes). In terms of commission payouts, the company has been talking to distribution partners and most are understanding of the situation (in terms of surrender rule changes). Clawback of commission, deferred commission and reduction of commission are all on the table to protect customer interest. The impact on company is also mitigated by offering longer tenure products, higher sum-assured products and increasing rider attachments.

APE growth – Growth performance continue to be positive with linked business and annuities driving traction: Overall APE in 2Q grew by 21.4% YoY to Rs 25.04bn. Within this, retail APE in 2Q grew by 26.2% YoY to Rs 21.61 bn whereas group APE in 2Q degrew by -2.3% YoY to Rs 3.43 bn. Linked product APE was up 40.0% YoY in 2Q and contributed 51.8% to APE. Annuity business APE grew 73.0% YoY in 2Q and contributed 8.7% to APE. However, Non-linked savings APE (Par + Non-Par) de-grew -10.2% YoY in 2Q and contributed 18.1% to APE. The partnership distribution channel growth was flat YoY in 1H and contributed 10.6% to APE. The slowdown in partnership distribution channel is temporary and is largely due to the channel prioritizing non-linked products but with the market demanding linked products.

We rate IPRU a relatively cautious 'ADD' with a price target of Rs 850: We value IPRU at 2.2x FY26 P/EV for an FY25/26/27E RoEV profile of 15.4/15.4/15.3%.

## (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 grew 24.2%/1.6% QoQ/YoY, where the sequential growth was aided by growth in APE
- Expense control: Expense ratio fell/rose -392/211bps QoQ/YoY as opex ratio fell -339/-169bps QoQ/YoY and comm. ratio fell/rose -53/379bps QoQ/YoY
- **Persistency**: 13<sup>th</sup> month, 37<sup>th</sup> month and 61<sup>st</sup> month persistency ratio improved/declined sequentially by 90bps, 90bps and -170bps respectively

#### **Exhibit 1: Result table**

Rs mn	Q2 FY25	Q2 FY24	% yoy	Q1 FY25	% qoq
NBP	50,895	45,342	12.2%	39,488	28.9%
Renewal premium	60,858	58,917	3.3%	43,350	40.4%
Income from investment	142,770	69,389	105.8%	173,533	-17.7%
Surplus/(Deficit)	927	3,008	-69.2%	2,843	-67.4%
PAT	2,517	2,443	3.1%	2,254	11.7%
Expense ratio	21.3%	19.2%	211bps	25.2%	-392bps
37th mo. Persistency*	73.9%	68.9%	500bps	73.0%	90bps
APE	25,040	20,620	21.4%	19,630	27.6%
VNB	5,860	5,770	1.6%	4,720	24.2%
VNB Margin	23.4%	28.0%	-458bps	24.0%	-64bps

Source: Company, YES Sec-Research; \*Regular / Limited Premium Payment under Individual category



Recommendation : ADD

Current Price : Rs 731

Target Price : Rs 850

Potential Return : +16%

#### Stock data (as on October 22, 2024)

Nifty	24,472
52 Week h/I (Rs)	797 / 463
Market cap (Rs/USD mn)	1076637 / 12808
Outstanding Shares (mn)	1,444
6m Avg t/o (Rs mn):	1,176
Div yield (%):	0.1
Bloomberg code:	IPRU IN
NSE code:	ICICIPRULI

#### Stock performance



## Shareholding pattern (As of June'24 end)

Promoter	73.2%
FII+DII	22.1%
Others	4.8%

#### ∧ in stance

(1-Yr)	New	Old
Rating	ADD	ADD
Target Price	850	875

#### **Financial Summary**

Rs mn	FY25E	FY26E	FY27E
APE	108,905	125,240	144,026
% yoy	20.4%	15.0%	15.0%
VNB	26,011	30,297	34,842
VNB Margin	23.9%	24.2%	24.2%
Reported PAT	8,002	-1,102	1,464
% yoy	-6.1%	-114%	-233%
EPS (Rs)	5.6	-0.8	1.0
EV/Share (Rs)	337.2	387.3	444.7
RoEV	15.4%	15.4%	15.3%
P/EV (x)	2.2	1.9	1.6
P/VNB (x)	40.5	34.8	30.2

## $\Delta$ in earnings estimates

Rs bn	FY25E	FY26E	FY27E
VNB (New)	26.0	30.3	34.8
VNB (Old)	26.2	30.5	35.0
% change	-0.6%	-0.6%	-0.6%

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## **COMPREHENSIVE CON-CALL TAKEAWAYS**

## **VNB** margin

#### Margin level

- The VNB margin for 1HFY25 was 23.7%, down -513 bps YoY.
- The 1H margin is more comparable with FY24 margin of 24.6% as it factors in all assumption changes.

## Reasons for sequential decline

#### Product mix aspects

- While the share of linked business was steady, the share of Par has gone up sequentially.
- The Par-Non Par split is roughly two-third to one-third in terms of proportion.
- For the company, it would be the customers who will determine product mix.

#### Pricing aspects

- Secondly, in 2Q, the company was not able to change the pricing on Non-Par and Par products as require.
- While the yield curve had changed, the company was preoccupied with other product changes (presumably pertaining to surrender rule changes).

#### Tackling new surrender rule changes

#### Commission payouts

- The company has been talking to distribution partners and most are understanding of the situation (in terms of surrender rule changes).
- Clawback of commission, deferred commission and reduction of commission are all on the table to protect customer interest.

#### Product design

 The impact on company is also mitigated by offering longer tenure products, higher sum-assured products and increasing rider attachments.

## **Channel growth and mix**

## Agency channel

- The agency channel has grown 51.1% YoY in 1H and contributed 30.4% to total APE and 35.5% to retail APE.
- The company has onboarded more than 29,000 agents in 1H and the total agents were at 211,000 plus.

#### Advisor addition

The company has added more than 100,000 advisors over the past 2.5 years.

#### Bancassurance

- The bancassurance APE has grown 30% YoY in 1H and contributed 29.1% to APE.
- The total banca partners are at 45 which gives the company access to 22,000 branches.

#### ICICI Bank

- The business achieved by ICICI Bank has been consistent at Rs 1-1.1bn in terms of overall topline.
- ICICI Bank focus on protection and annuity products.

### Non-ICICI Bank

 The Non-ICICI Bank partners have grown significantly and have driven overall bancassurance growth.

#### Share aspect

 ICICI Bank and Standard Chartered put together contributed 25% to retail business.

(Con call takeaways continue on the next page)

#### Partnership distribution

- The partnership distribution channel growth was flat YoY in 1H and contributed 10.6% to APF
- The slowdown in partnership distribution channel is temporary and is largely due to the channel prioritizing non-linked products but with the market demanding linked products.
- This channel has seen a roughly 20% CAGR over the past 5 years.
- The company continues to add new partners and has added 20 in 1H.
- The channel is expected to come back on track in terms of growth.

#### Direct channel

• The direct channel grew 36.3% YoY in 1H and contributed 15.5% to total APE and 18.1% to retail APE.

## **Product growth and mix**

- Overall growth
  - Overall APE in 1H grew by 26.8% YoY to Rs 44.67bn
  - Retail APE in 1H grew by 32.7% YoY to Rs 38.27 bn
  - Group APE in 1H grew by 0.2% YoY to Rs 6.4 bn

#### Linked business

Linked product APE was up 54.5% YoY in 1H and contributed 51.6% to APE.

#### Non-linked savings

 Non-linked savings APE (Par + Non-Par) de-grew -13.6% YoY in 1H and contributed 18.1% to APE.

#### Annuity business

- Annuity business APE grew 99.5% YoY in 1H and contributed 9.7% to APE.
- Annuity business has seen strong growth on the back of uniqueness of product and not so much due to pricing.

### Group funds business

• Group funds business APE de-grew -0.7% YoY in 1H and contributed 3.2% to APE.

#### Protection business

- Total Protection APE grew 5.7% YoY in 1H and contributed 17.4% to APE.
- Retail protection
  - o Retail protection APE grew 17.2% YoY in 1H and contributed 6.2% to APE.
  - o Retail protection grew by 30.7% YoY in 2QFY25 and contributed 6.6% to APE.

## • Credit life

- Growth in credit life was negatively impacted due to slowdown in microfinance disbursement.
- The non-MFI led business continues to growth in healthy fashion.

#### • Group term life

o Group term life business was negatively impacted due to pricing pressure.

## **Renewal business**

- Products sold 10 years are hitting maturity leading to planned outgo.
- Certain linked business sold 5 years is also seeing full or partial exits since liquidity is available
  in these products and markets are buoyant (and some are booking profit).
- Also, prior to 2022, the company had a muted growth phase, which is currently impacting renewal business.

(Con call takeaways continue on the next page)

#### **Embedded Value**

- The Embedded Value stood at Rs 460.18bn up by 19.4% YoY.
- Economic variance
  - While not quantified, there is significant economic variance during the period.

#### **Solvency**

- The Solvency Ratio stood at 188.6% as of 1HFY25 compared with 199.4% in 1HFY24.
- The board has approved to raise additional sub debt of Rs 14 bn
- Rs 12bn of debt capital has already been raised through NCDs.
- Rs 14bn more debt is raised, which would enhance Solvency Ratio by 20% points.

## **Expenses**

- Cost to TWRP for 1HFY25 amounted to 29.4% as against 26.2% in 1HFY24.
- The cost to TWRP for the Savings LOB amounted to 17.9% in 1HFY25 as against 17.2% in 1HFY24.

## **AUM**

• The total asset under management stood at Rs 3,204.91bn up by 17.9% YoY.

## **Persistency**

• The 13th month and 49th month persistency figures were 89.8% and 69.9%, respectively.

### **Exhibit 2: Quarterly Actuals Vs Estimates**

Q2FY25 (Rs. mn)	Actuals	Estimates	Diff, %
New Business Premium	50,895	50,495	0.8
Total APE	25,040	26,306	(4.8)
VNB	5,860	6,324	(7.3)



**Exhibit 3: Other Business Parameters** 

	Q2 FY25	Q2 FY24	% yoy	Q1 FY25	% qoq
APE Mix ( Rs mn)					
Savings	20,820	16,720	24.5%	16,080	29.5
Linked	12,970	9,270	39.9%	10,090	28.59
Non-Linked	4,780	5,320	-10.2%	3,310	44.49
Annuity	2,190	1,260	73.8%	2,140	2.39
Group funds	880	880	0.0%	540	63.09
Protection	4,220	3,900	8.2%	3,550	18.99
Retail Protection	1,670	1,270	31.5%	1,120	49.19
Total APE	25,040	20,620	21.4%	19,630	27.6
APE Mix (% proportion)					
Savings	83.1%	81.1%	206bps	81.9%	123bp
Linked	51.8%	45.0%	684bps	51.4%	40bp
Non-Linked	19.1%	25.8%	-671bps	16.9%	223br
Annuity	8.7%	6.1%	264bps	10.9%	-216bi
Group funds	3.5%	4.3%	-75bps	2.8%	76b <sub>l</sub>
Protection	16.9%	18.9%	-206bps	18.1%	-123bj
Retail Protection	6.7%	6.2%	51bps	5.7%	96bi
Total APE	100.0%	100.0%		100.0%	
Total / II E	100.0%	100.0%	na	100.0%	1
Distribution mix (Rs mn)					
Bancassurance	7,360	5,780	27.3%	5,650	30.3
Agency	7,800	5,420	43.9%	5,770	35.2
Direct	3,960	2,970	33.3%	2,980	32.9
Partnership distribution	2,490	2,940	-15.3%	2,260	10.2
Group	3,430	3,510	-2.3%	2,970	15.5
Distribution mix (% proportion)					
Bancassurance	29.4%	28.0%	136bps	28.8%	61b <sub>l</sub>
Agency	31.2%	26.3%	486bps	29.4%	176b <sub>l</sub>
Direct	15.8%	14.4%	141bps	15.2%	63b <sub>l</sub>
Partnership distribution	9.9%	14.3%	-431bps	11.5%	-157b <sub>l</sub>
Group	13.7%	17.0%	-332bps	15.1%	-143b <sub>l</sub>
Persistency Ratios*					
13 <sup>th</sup> month	86.6%	85.6%	100bps	85.7%	90bj
61 <sup>st</sup> month	64.1%	63.8%	30bps	65.8%	-170bj
Expense Metrics					
Commission ratio	11.5%	7.7%	379bps	12.0%	-53b <sub>l</sub>
Opex ratio	9.8%	11.5%	-169bps	13.2%	-339b <sub>l</sub>
Solvency					
Solvency ratio	189%	199%	-1080bps	188%	70bj

Source: Company, YES Sec - Research; \*N.B. Regular / Limited Premium Payment under Individual category



## **ANNUAL FINANCIALS**

**Exhibit 4: Policyholder account** 

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Net premium	385,595	417,597	485,165	550,503	626,785
Income from investments	99,646	465,503	401,312	445,476	496,265
Other income	1,516	2,046	2,251	2,476	2,724
Contri from shareholders A/C	18,024	17,926	17,030	16,179	15,370
Total income	504,781	903,073	905,759	1,014,634	1,141,143
Commission	18,639	37,220	43,242	49,065	55,864
Employee expenses	14,459	16,244	18,873	21,360	24,319
Other opex	31,373	25,016	29,063	32,977	37,547
Benefits paid	310,042	400,060	430,949	508,962	598,746
Change in valuation of liability	98,170	406,391	364,423	389,614	408,957
Others	7,235	6,173	7,672	8,705	9,911
Provision for Tax	1,842	1,078	1,941	2,202	2,507
Surplus/(Deficit)	23,021	10,892	9,597	1,750	3,292
Transfer to shareholders A/C	20,162	14,719	12,969	2,364	4,449

Source: Company, YES Sec - Research

## **Exhibit 5: Shareholder account**

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Transfer from Policyholders' account	20,162	14,719	12,969	2,364	4,449
Income from Investments	8,761	13,692	13,726	13,732	13,743
Total A	28,923	28,411	26,695	16,096	18,192
Expenses (apart from insurance)	1,022	1,037	1,140	1,254	1,380
Contribution to Policyholders' Acc	18,024	17,926	17,030	16,179	15,370
Others	933	502	143	143	143
Total B	19,979	19,465	18,313	17,576	16,892
Profit/(Loss) before tax	8,969	9,232	8,667	-1,194	1,586
Provision for Taxation	862	708	665	-92	122
Profit/(Loss) after tax	8,107	8,524	8,002	-1,102	1,464



**Exhibit 6: Balance sheet** 

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Shareholders' Funds:					
Share Capital	14,386	14,406	14,406	14,406	14,406
Reserve and surplus	83,730	92,223	99,414	98,424	99,739
Policyholders' Funds					
Policy Liabilities	903,074	1,101,621	1,328,729	1,589,903	1,890,253
Provision for Linked Liabilities	1,352,324	1,579,173	1,862,734	2,188,830	2,563,840
Fair Value change	28,327	50,273	50,273	50,273	50,273
Funds for future appropriation	16,693	12,866	15,439	18,527	22,232
Sources of Funds	2,501,592	2,935,269	3,469,553	4,075,541	4,775,866
Investments - Shareholders	98,514	105,755	106,014	106,062	106,151
Investments Policyholders	2,383,690	2,791,606	3,087,017	3,426,740	3,817,421
Fixed Assets	5,956	7,180	7,430	7,680	7,930
Net Current Assets	291	13,122	251,485	517,453	826,759
Misc. Expenditure	0	0	0	0	0
Application of funds	2,501,592	2,935,269	3,469,553	4,075,541	4,775,866

Source: Company, YES Sec - Research

Exhibit 7: Embedded Value (EV) Walk

Y/e 31 Mar (Rs mn)	FY23	FY24	FY25E	FY26E	FY27E
Opening EV	316,250	356,340	423,350	485,846	557,940
Unwind of Discount	27,080	30,710	35,985	41,297	47,425
Value of New Business	27,650	22,270	26,011	30,297	34,842
Operating Assumption Changes	(1,610)	700	2,000	2,000	2,000
Operating Experience Variance	1,760	(3,520)	1,000	1,000	1,000
EV Operating Profit (EVOP)	54,880	50,160	64,996	74,594	85,267
Economic Variance	(14,490)	16,910	0	0	0
EV Profit	40,390	67,070	64,996	74,594	85,267
Net Capital Inflow / Outflow	(300)	(60)	(2,500)	(2,500)	(2,500)
Closing EV	356,340	423,350	485,846	557,940	640,707

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	
APE	108,905	125,240	144,026	104,994	120,743	138,854	3.7	3.7	3.7	
VNB	26,011	30,297	34,842	26,172	30,471	35,042	(0.6)	(0.6)	(0.6)	

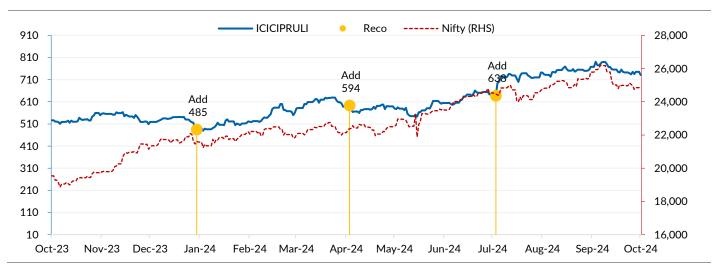


**Exhibit 9: Ratio analysis** 

Y/e 31 Mar	FY23	FY24	FY25E	FY26E	FY27E
Growth (%) - P&L					
New business premium	12.3%	7.3%	16.6%	15.0%	15.0%
Renewal premium	2.6%	9.0%	8.9%	12.2%	12.9%
Net premium	6.2%	8.3%	16.2%	13.5%	13.9%
PAT	7.5%	5.1%	-6.1%	-113.8%	-232.8%
VNB	27.8%	-19.5%	16.8%	16.5%	15.0%
Growth (%) - Balance Sheet					
Total AUM	4.2%	16.7%	10.2%	10.6%	11.1%
Total Assets	4.6%	17.3%	18.2%	17.5%	17.2%
Embedded value	12.7%	18.8%	14.8%	14.8%	14.8%
Profitability ratio (%)					
VNB Margin	32.0%	24.6%	23.9%	24.2%	24.2%
Expense metrics (%)					
Commission ratio	4.8%	8.9%	8.9%	8.9%	8.9%
Opex ratio	11.9%	9.9%	9.9%	9.9%	9.9%
Expense ratio	16.7%	18.8%	18.8%	18.8%	18.8%
Persistency (%)					
Conservation Ratio	80.7%	84.6%	84.6%	84.6%	84.6%
Return ratios (%)					
RoEV	17.4%	14.1%	15.4%	15.4%	15.3%
ROE	8.3%	8.0%	7.0%	-1.0%	1.3%
RoA	0.3%	0.3%	0.2%	0.0%	0.0%
Investment Return (%)					
Invest. Yield - Sh.	8.9%	13.5%	13.1%	13.1%	13.1%
Invest. Yield - Ph.	4.3%	18.0%	13.7%	13.7%	13.7%
Solvency					
Solvency Ratio	209%	192%	200%	200%	200%
Underwriting					
Claims ratio	80.4%	95.8%	88.8%	92.5%	95.5%
Claims / AUM	12.5%	13.8%	13.5%	14.4%	15.3%
Per share data (Rs)					
EPS	5.6	5.9	5.6	-0.8	1.0
VNBPS	19.22	15.46	18.06	21.03	24.19
BVPS	68.2	74.0	79.0	78.3	79.2
EVPS	247.7	293.9	337.2	387.3	444.7
Valuation (x)					
P/E	129.7	123.6	131.6	-955.6	719.4
P/VNB	38.0	47.3	40.5	34.8	30.2
P/BV	10.7	9.9	9.3	9.3	9.2
P/EV	3.0	2.5	2.2	1.9	1.6



## **Recommendation Tracker**





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ADD: Upside between 10% to 20% over 12 months

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Lead Analyst signature Analyst signature Associate signature

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