



# Life Insurance Business Update

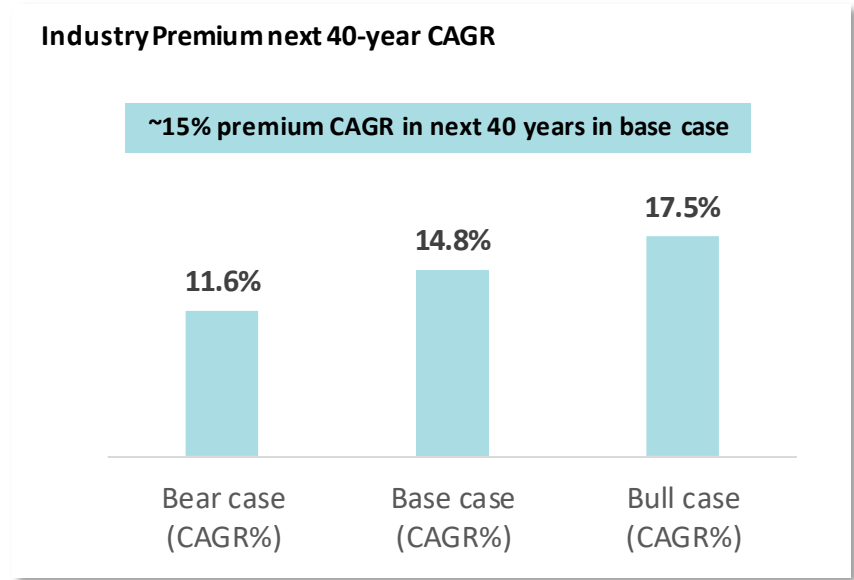
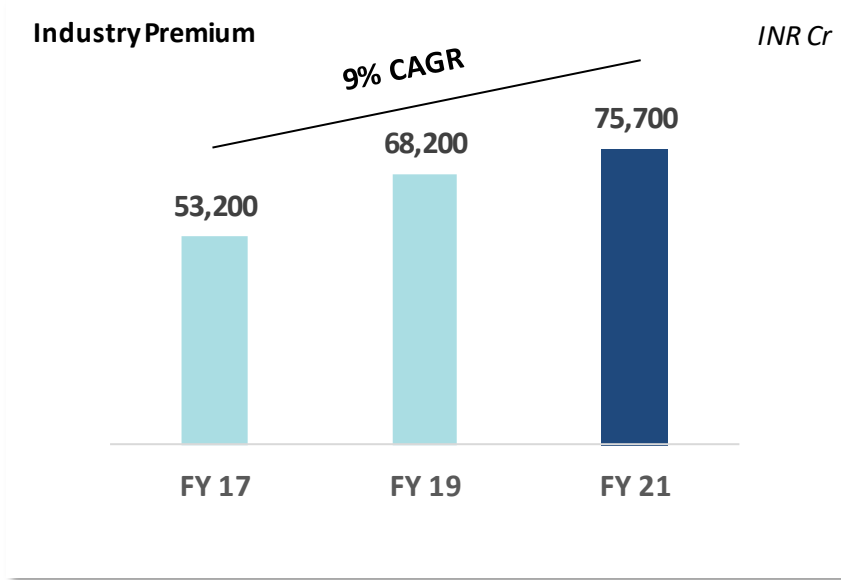


**Edelweiss**  
Ideas create, values protect

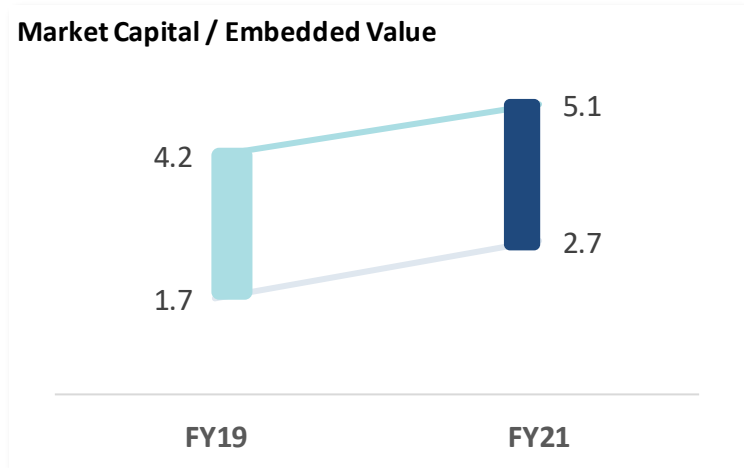
# Exciting growth opportunity for long-term value creation



## Industry growth is poised to accelerate



## Improved EV multiples range reflect growing value potential



# Key highlights

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**1**

**Youngest and fastest growing life insurance player**

**2**

**Unique innovative solutions**

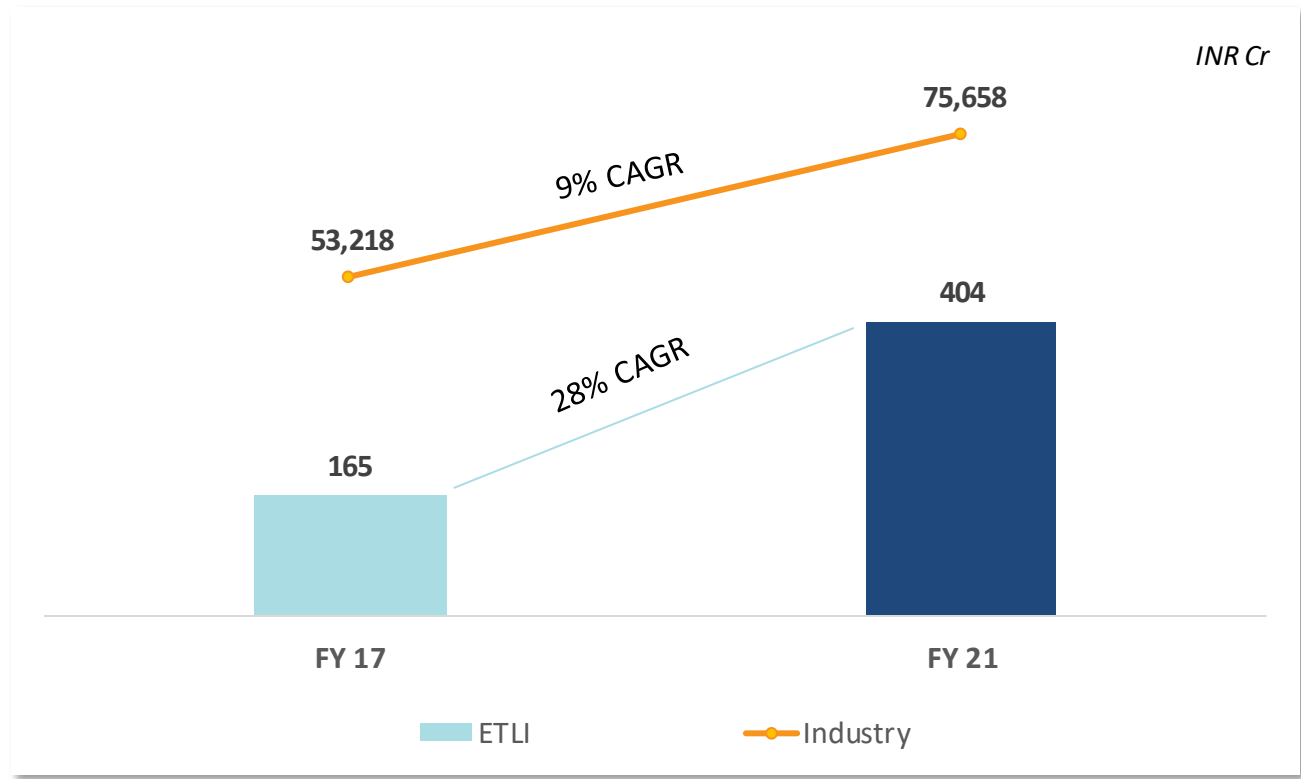
**3**

**Superior quality and higher long-term value**

# 1 | Youngest and fastest growing life insurance player



## APE Growth



## 2 | Created Industry 1<sup>st</sup> products and features



Industry

1  
Products

ST

Point of Sales product to be launched in the industry



Covid product in the Life Insurance industry



Product with customized pricing

Edelweiss Tokio Life  
**Saral Jeevan Bima**

Industry

1  
Features

ST

Fourth generation ULIP product with industry best expense ratio



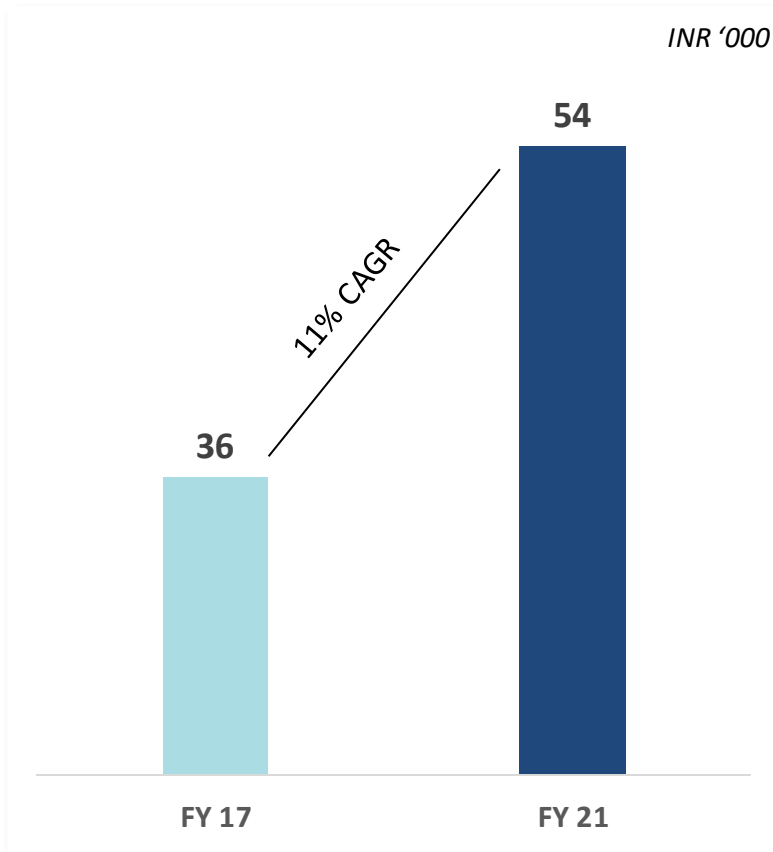
Term product with spousal coverage feature



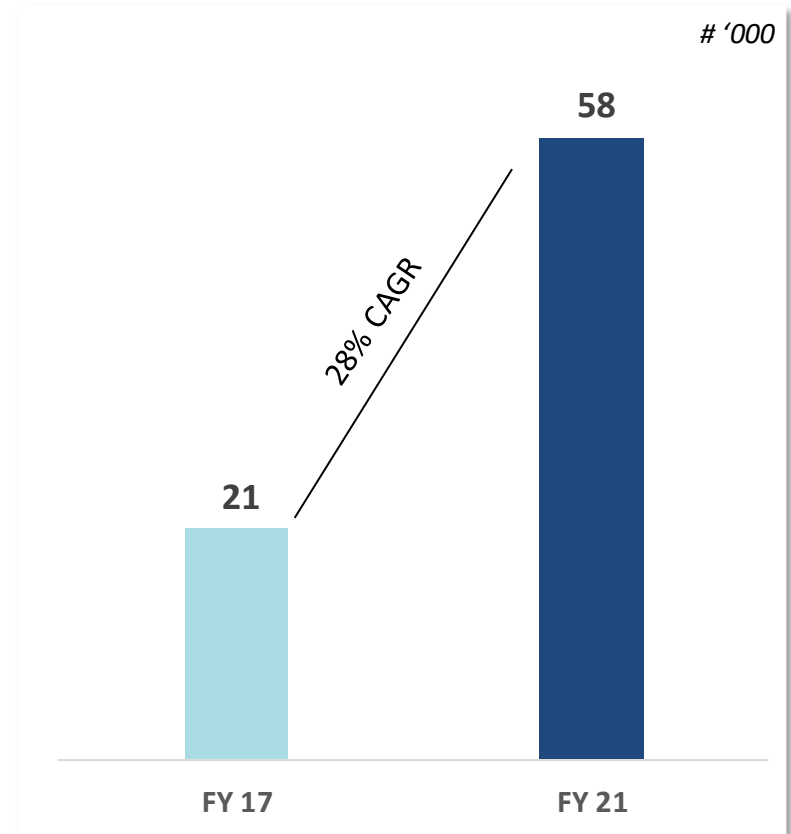
# Forged customer and distributor trust



## Average Premium per policy



## Advisors



# Won accolades across the board for innovation



**Golden Peacock Awards 2018**



**Times National Awards for Marketing Excellence 2018**



**Golden Globe Tiger Awards 2018**



**India Insurance Summit & Awards 2020**



**Golden Star Awards 2018**



**India Insurance Summit Awards 2019**

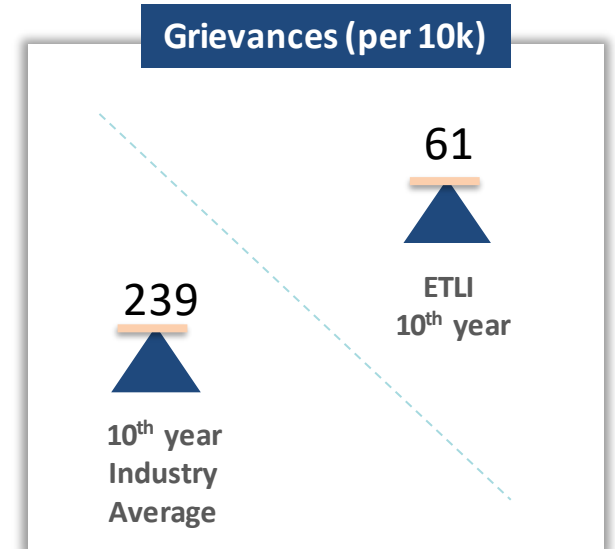
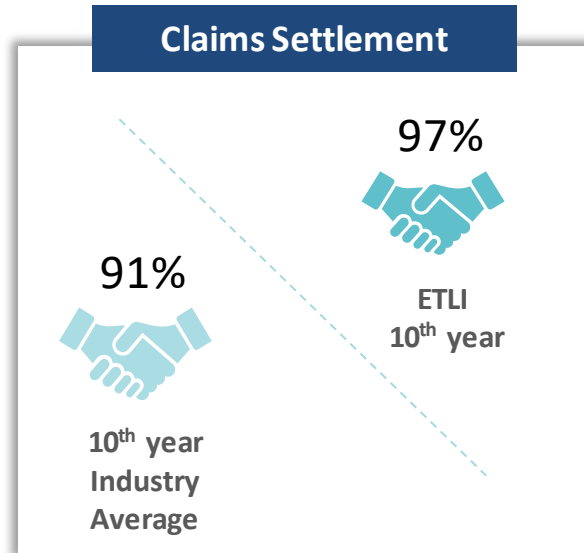
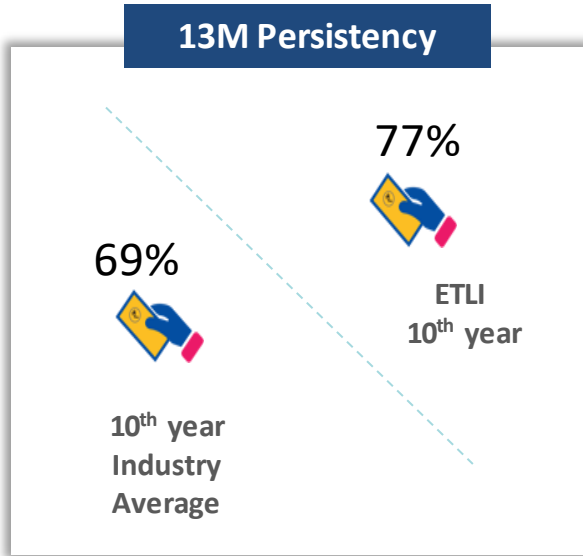


**SKOCH Awards 2019 for Zindagi Plus**



**BFSI Excellence Awards 2021**

# 3 | Superior quality in 10 years compared to industry



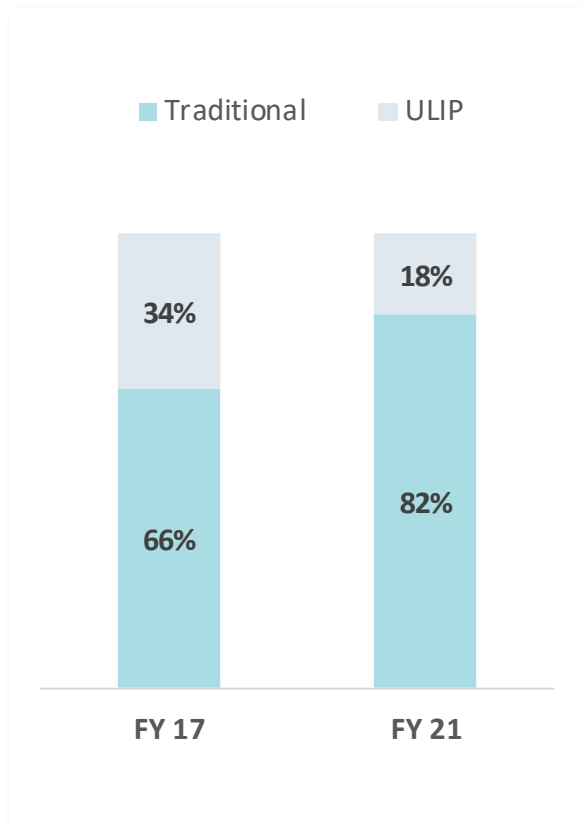
Comparison of industry 10<sup>th</sup> year average with ETLI 10<sup>th</sup> year (FY21) performance



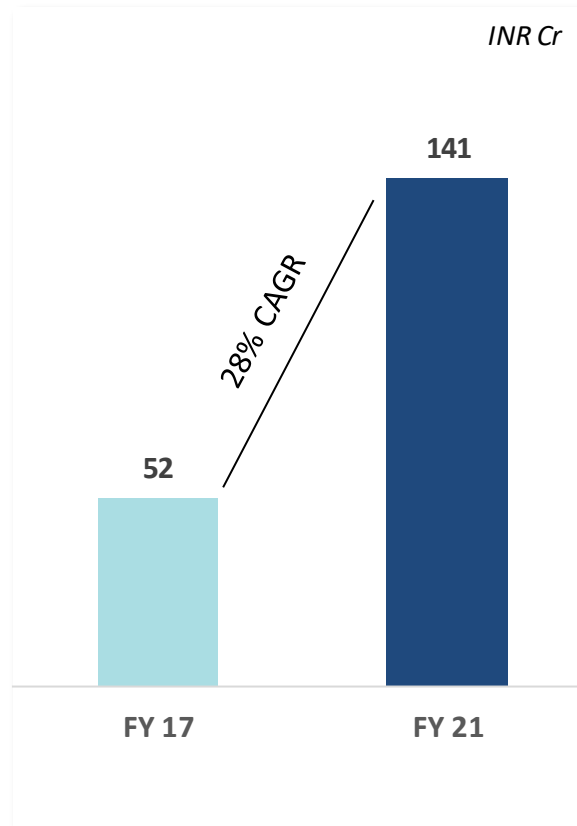
# Built long-term value with profitable portfolio



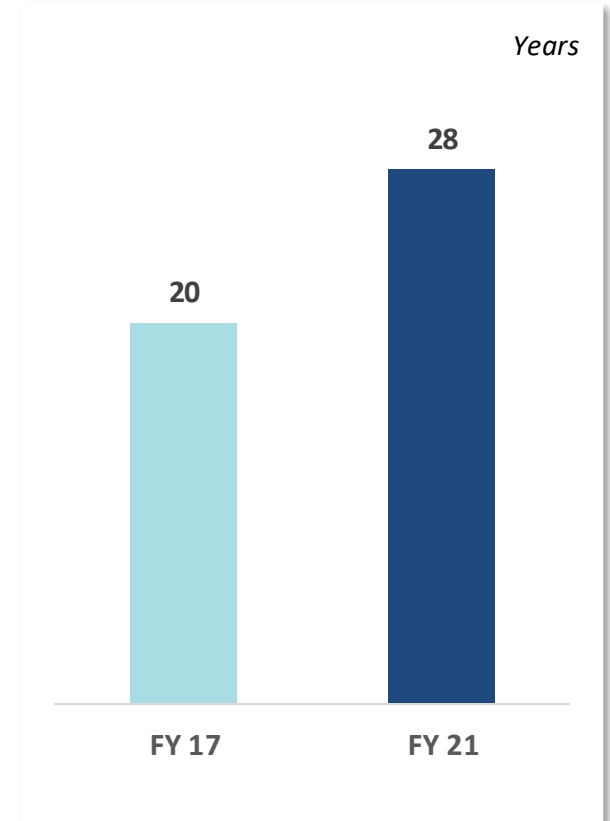
## Product Mix



## Value of New Business



## Average Policy Term



# Our strategy



Objective

*“Be a multi-channel franchisee with top quartile proprietary channel productivity through superior experience”*

Customer  
Experience

Product  
Innovation

Strengthening  
Distribution

Outcomes

High lifetime value  
of Customer

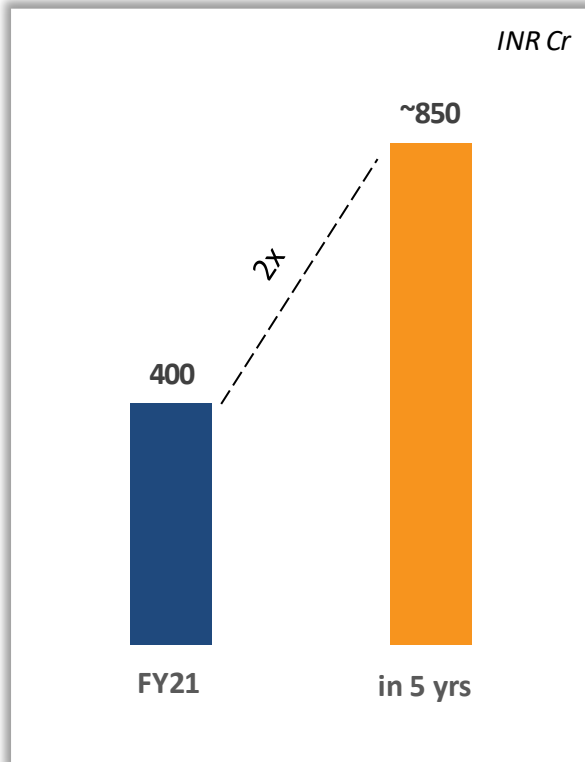
Higher value  
creation

Productivity  
growth

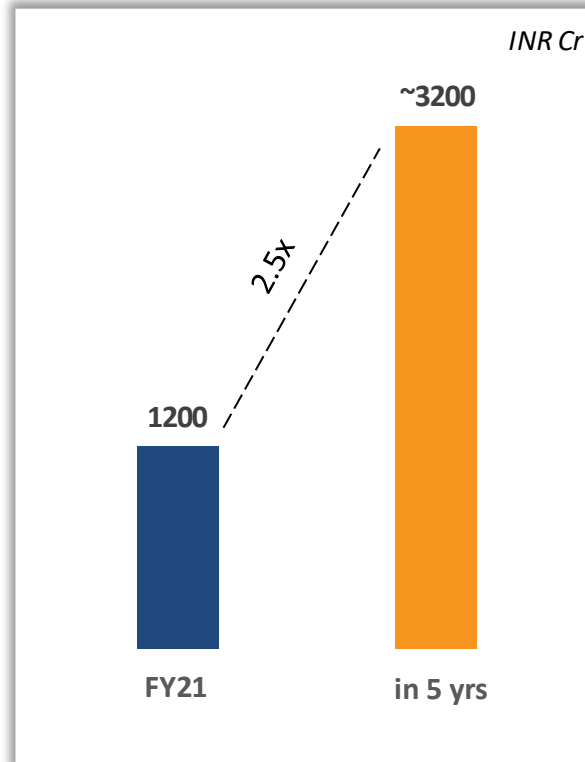
# Continue to grow faster than industry and create long term value



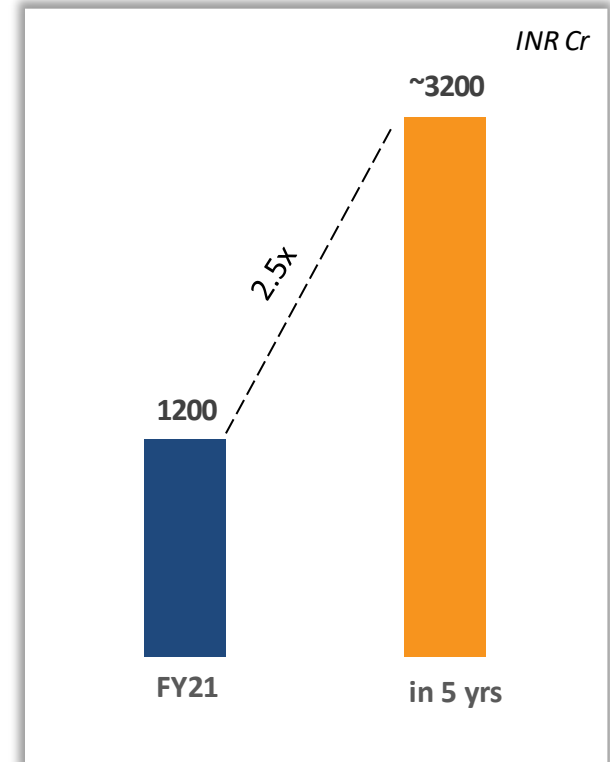
## Individual APE



## Total Premium



## Embedded Value



2.5x growth in Embedded Value on the back of 2x growth in Individual APE



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## NOTES:

- Slide 1: Chart on industry premium - Source : Life Council - Industry premium in cr.
- Slide 1, 11: Embedded Value is calculated based on market consistent basis
- Slide 1: Chart on industry CAGR - Source: Macquarie Research, India Life Insurance, 2019
- Slide 1: Chart on Market Capital / Embedded Value Multiple for range of listed companies - Source : Public disclosure
- Slide 8: 10<sup>th</sup> Year Industry Average: Arrived at by calculating average of respective 10<sup>th</sup> year data points of all private LI companies
- Slide 8: Claims settlement is at 13<sup>th</sup> year
- Slide 9: Individual New Business premium product mix
- Slide 9: Value of New Business is calculated on market consistent basis and pre-overrun
- Slide 11: Gross Premium includes renewal premium