



ICICI Pru Life



Refer to important disclosures at the end of this report

Improving VNB margins to protect against depressed premium growth

CMP T Rs 379 as of (June 7, 2019)

Target Price Rs 435 (▲) 12 months

Rating BUY (∎) Upside 14.8 %

FY21E

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- In our recent visit, IPRU management said it targets absolute VNB growth of 19-25% over the next 3-4 years. We have built in 11.8% VNB growth CAGR over FY19-21E. Its strategy largely remains the same with a greater focus on the protection segment.
- IPRU has not factored in savings persistency variance in its assumptions and has kept it unchanged at 82.5% in its forecast viz-à-viz the current prevailing 13M persistency of greater than 86% (excluding single premium), leading to a positive operating variance.
- IPRU is not looking to raise capital over the next three years (solvency ratio currently at 214.9%). It has a soft internal target of 200% (regulatory requirement of 150%) where it will start looking for alternative ways of generating internal accruals (cut dividends).
- IPRU seems to have started stabilizing its premium growth, supported by smaller ticketsize ULIPs and a larger share of the higher-margin protection segment. Maintain Buy rating with a revised TP of Rs435, implying 2.1x FY21E EV.

Improving product mix

With IPRU management's focus on the protection segment, APE is expected to see an 11.3% CAGR over FY19-21E after registering negative growth of 3% in FY19 due to higher base and the transition toward a new strategy. Its protection business is expected to witness a 22.7% CAGR during FY19-21E, growing faster than the savings business (6.2% CAGR over FY19-21E). We believe that with the improving product mix toward protection and high-margin savings products, VNB margins will improve to 18.3% in FY21E (+130bps vs. FY19).

Conservative assumptions

IPRU has not factored in savings persistency variance in its assumptions and has kept it unchanged at 82.5% in its forecast viz-à-viz the current prevailing 13M persistency of greater than 86% (excluding single premium). This is positive for VNB margins, which is a reflection of better product mix, persistency assumptions and contained operating costs. This is usually flowed through positive operating variance in the EV walk down.

Outlook and valuation

IPRU seems to have started stabilizing its premium growth (while still not the lower side) with: a) change in strategy by focusing on the mass customer segment vs. mass affluent clients only, b) pushing smaller ticket-size ULIPs (and also introducing the SIP option in ULIPs), and c) increasing the share of high-margin protection segment (9.3% in FY19 vs 5.7% of the mix in FY18). In our view, IPRU is late to the game of portfolio rejig (largely ULIP concentrated), leading to a higher new business strain (NBS) and expectation of muted profitability over the next three years. However, on expectations of an increased contribution from its high-margin protection segment (forming 60% of the total VNB) and likelihood of a pick-up in absolute VNB, maintain Buy with a revised TP of Rs435, implying 2.1x FY21E EV. We remain UW on IPRU in our EAP. Volatility in equity markets and higher surrenders are key risks.

Please see our sector EAP (Page 8) : Emkay Alpha Portfolio – BFSI-Insurance

Financial Snapshot (Standalone)

(Rs mn)	FY17	FY18	FY19	FY20E	FY21E
Net Profit	16,822	16,198	11,406	13,289	15,198
EPS (Rs)	11.7	11.3	7.9	9.3	10.6
VNB	6,660	12,860	13,280	14,259	16,587
VNB margin %	10.1	16.5	17.0	17.5	18.3
EV	161,840	187,900	216,200	250,823	291,479
ROEV %	16.5	22.7	20.2	17.3	17.3
P/EV (x)	3.4	2.9	2.5	2.2	1.9

 Change in Estimates

 EPS Chg FY20E/FY21E (%)
 -/

 Target Price change (%)
 2.4

 Target Period (Months)
 12

 Previous Reco
 BUY

Emkay vs Consensus

Fmkay

EPS Estimates

FY20E

Consensus	10.6	12.3
Mean Consensus TP (12M)	Rs 439
Stock Details		
Bloomberg Code		IPRU IN
Face Value (Rs)		10
Shares outstanding (mn)		1,436
52 Week H/L		428 / 277
M Cap (Rs bn/USD bn)	5	44 / 7.85
Daily Avg Volume (nos.)	3	3,032,027
Daily Avg Turnover (US\$ m	nn)	15.4

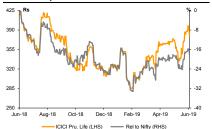
Shareholding Pattern Mar '19

Promoters	75.0%
FIIs	10.1%
DIIs	6.5%
Public and Others	8.4%

Price Performance (%) 1M 3N

(%)	1M	3M	6M	12M
Absolute	3	11	23	(6)
Rel. to Nifty	2	3	12	(16)

Relative price chart



Source: Bloomberg

This report is solely produced by Emkay Global. The following person(s) are responsible for the production of the recommendation:

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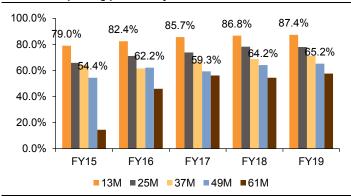
Source: Company, Emkay Research

Exhibit 1: Revision in estimates

Rs mn		FY20E			FY21E	
	Old	New	% change	Old	New	% change
NBP	122,286	124,655	1.9%	149,498	148,613	-0.6%
APE	80,148	81,662	1.9%	90,345	90,654	0.3%
PAT	13,303	13,289	-0.1%	15,225	15,198	-0.2%
EV	250,484	250,823	0.1%	290,678	291,479	0.3%
VNB margin %	17.4	17.5	0.1%	17.9	18.3	0.4%
RoE (%)	18.3	18.2	-0.1%	19.5	19.3	-0.2%
ROEV %	17.1	17.3	0.2%	17.2	17.3	0.2%

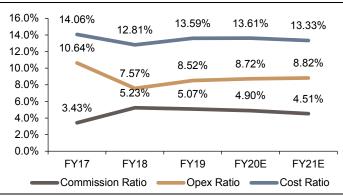
Source: Company, Emkay Research

Exhibit 2: Improving persistency



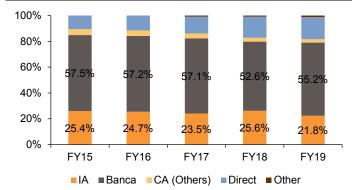
Source: Company, Emkay Research

Exhibit 3: Stable cost ratios



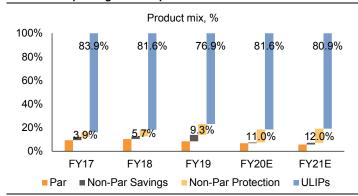
Source: Company, Emkay Research

Exhibit 4: Channel mix as per retail NBP



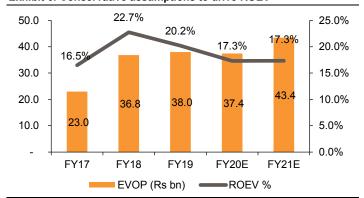
Source: Company, Emkay Research

Exhibit 5: Improving share of protection



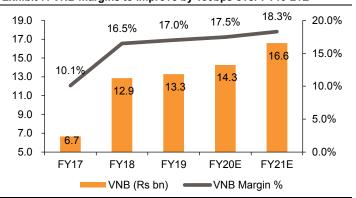
Source: Company, Emkay Research

Exhibit 6: Conservative assumptions to drive ROEV



Source: Company, Emkay Research

Exhibit 7: VNB margins to improve by 130bps over FY19-21E



Source: Company, Emkay Research

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Exhibit 8: Movement in EV (Rs mn)

Rs mn	FY17	FY18	FY19	FY20E	FY21E
Opening Embedded value (EV)	139,390	161,840	187,900	216,200	250,823
Expected return on existing business (A+B+C)	16,290	23,950	24,670	23,133	26,838
Expected return on existing business (unwind) (A)	12,210	13,730	15,840	18,377	21,320
Operating assumption changes (B)	1,000	7,640	4,200	-	-
VNB added during the period	6,660	12,860	13,280	14,259	16,587
Operating experience variance (C)	3,080	2,580	4,630	4,756	5,518
IEV operating earnings (EVOP)	22,950	36,810	37,950	37,392	43,425
Economic assumption changes and investment variance	5,820	1,130	(1,220)	-	-
IEV total earnings	28,770	37,940	36,730	37,392	43,425
Capital contributions/ (dividends paid out)	(6,320)	(11,880)	(8,430)	(2,769)	(2,769)
Closing IEV	161,840	187,900	216,200	250,823	291,479
Expected return as % of opening (PAT/opening EV)	12.1%	10.0%	6.1%	6.1%	6.1%
VIF tranfer as % of opening (unwinding/opening EV)	8.8%	8.5%	8.4%	8.5%	8.5%
ROEV %	16.5%	22.7%	20.2%	17.3%	17.3%
Operating ROEV %	13.5%	16.4%	15.5%	15.1%	15.1%

Source: Company, Emkay Research

Exhibit 9: Derivation of Appraisal value (Rs mn)

Rs mn	FY17	FY18	FY19	FY20E	FY21E	FY22E	FY23E	FY24E	FY25E	FY26E- FY30E	FY31E- FY35E	Terminal value
APE	64,965	75,417	73,171	81,662	90,654	101,024	116,177	133,604	153,645	206,364	304,522	364,409
APE growth %	27.2%	16.1%	-3.0%	11.6%	11.0%	11.4%	15.0%	15.0%	15.0%	10.0%	7.0%	5.0%
NBAP margin	10.3%	17.1%	18.1%	17.5%	18.3%	19.2%	19.4%	19.6%	19.8%	20.4%	20.6%	20.0%
VNB (post-over-run)	6,660	12,860	13,280	14,259	16,587	19,359	22,495	26,136	30,364	42,099	62,674	809,798
Strain on new business	1,270	1,660	2,777	2,746	2,486	989	-	-	-	-	-	
Embedded Value (EV)	161,840	187,900	216,200	250,823	291,479							
Structural value (SV)	244,801	264,553	285,534	308,504	332,621							
Appraisal value (AV)	406,641	452,453	501,734	559,326	624,100							

Source: Company, Emkay Research

Exhibit 10: Assumptions

Assumptions	
Terminal APE growth FY36 onwards	5.0%
Terminal VNB Margin	20.0%
Cost of Equity	14.0%
Risk free rate	7.0%
Implied Beta (including company-specific risk)	1.40
Risk Premium	5.0%

Source: Company, Emkay Research

Exhibit 11: Valuation

Valuation	FY21E
EV	291,479
Derived value of VNB	332,621
Value of the firm	624,100
Per share value (Target Price)	435
Implied AV/EVx	2.1
Implied NBPx	20.1

Source: Company, Emkay Research

Exhibit 12: Peer comparison

	Market	СМР	TP	%	Reco		P	P/EV			RO	EV %			VNB N	/largin %	Ò		RO	DE %	
	Cap (Rs bn)*	(Rs)	(Rs)	upside	Reco	FY18	FY19	FY20E	FY21E	FY18	FY19	FY20E	FY21E	FY18	FY19	FY20E	FY21E	FY18	FY19	FY20E	FY21E
IPRU	544	379	435	14.7%	BUY	2.9	2.5	2.2	1.9	22.7	20.2	17.3	17.3	16.5	17.0	17.5	18.3	24.4	16.4	18.2	19.3
HDFCL	887	442	420	-5.0%	HOLD	5.8	4.8	4.2	3.6	21.5	20.1	18.4	18.7	23.2	24.6	25.8	26.7	25.8	24.5	25.9	25.3
SBIL	696	696	830	19.2%	BUY	3.6	3.1	2.7	2.3	17.9	17.4	17.6	18.0	16.2	17.7	18.2	18.5	19.0	18.8	19.0	19.2
MAXF	119	445	590	32.5%	BUY	1.6	1.3	1.1	1.0	20.6	21.9	21.1	21.2	20.2	21.7	22.3	23.0	20.3	20.4	21.4	25.0

Source: Company, Emkay Research, * As on 6th June 2019

Exhibit 13: Glossary

Term	Abbreviation	Description
Annualized Premium Equivalent	APE	APE is the sum of annualized first year premiums on regular premium policies and 10% of single premiums on the new business written during any period.
Bancassurance	Banca	An arrangement entered into by an insurance company with banks through which the bank sells or markets insurance products of the insurance company to the bank's clients
Embedded value	EV	It represents the present value of shareholders' interests in the earnings distributable from the assets allocated to the business after sufficient allowance for the aggregate risks in the business. It is the sum of retained earnings, invested capital and value in force (VIF). It is the value of company's existing business.
Embedded value operating profit	EVOP	EVOP is a measure of the increase in the EV during any given period due to matters that can be influenced by management. It includes value created due to writing off new business and positive operating variance due to better persistency and mortality experience, better expense efficiencies. It excludes changes in EV due to external factors like changes in economic variables and shareholder-related actions like capital injection or dividend pay-outs.
Operating return on embedded value	ROEV	Operating Return on EV is the ratio of EVOP for any given period to the EV at the beginning of that period.
First Year Premium	FYP	Insurance premium that is due in the first policy year of a life insurance contract
In-Force	-	An insurance policy or contract, reflected on records, which has not expired, matured or otherwise been surrendered or terminated.
Insurance Penetration	-	It is the insurance premium as % of GDP for any given period.
Morbidity Rate	-	It is an estimate of the number of persons that are expected to suffer a disease, illness, injury, or sickness and could vary by age or other factor such as occupation, health etc.
Mortality Charges	-	The risk charges that are deducted from the unit fund of a policy to provide for the mortality benefit to the policyholder.
Mortality Rate	-	An estimate of number of deaths, varying by such parameters as age, gender and health, used in pricing and computing policy liabilities.
New Business Premium	NBP	Insurance premium, which is due in the first policy year of a life insurance contract or single lump sum payment from the policyholder.
New business strain	NBS	New business strain arises when the premium paid at the commencement of a contract is not sufficient to cover the initial expenses, including acquisition costs and any mathematical reserve that a company needs to set up at that point.
Participating Product	-	A life insurance policy where the policyholder is entitled to share the surplus emerging in participating fund. The current minimum share that the policyholders are entitled to, as per the IRDAI regulations, is 90%.
Persistency Ratio	-	It can be measured in terms of number of policies or in terms of premium underwritten. It is in proportion of the business retained from business underwritten E.g. 49th Month persistency at 65% will mean that only 65 policies are in force today out of 100 policies sold 4 years back.
Value of New Business	VNB	VNB is the present value of expected future earnings from new policies written during a specified period and it reflects the additional value to the shareholders - expected to be generated through the activity of writing new policies during a specified period.
Value of new business margin	VNB margin	VNB margin is the ratio of VNB to New Business APE for a specified period and is a measure of the expected profitability of new business.
Solvency Ratio	-	It is the minimum amount of required capital to run insurance business smoothly. In India, it is set at 150% of the requirement by IRDAI.
Sum Assured	SA	The amount that an insurer agrees to pay on the occurrence of a stated contingency.

Source: DRHP, Industry data, Emkay Research

SA: NAVAL SETH June 7, 2019 | 4

Key Financials (Standalone)

Income Statement

Policyholders Account-Y/E (Rs mn)	FY17	FY18	FY19	FY20E	FY21E
Net earned premium	221,552	268,107	305,783	346,975	393,010
Income from investments	149,769	112,615	102,144	142,693	166,789
Contribution from the shareholders fund	18	753	5,272	0	0
Miscellaneous income	590	700	803	884	972
Total income	371,930	382,174	414,003	490,552	560,771
Commissions	7,589	14,033	15,513	16,985	17,739
Operating expenses	23,572	20,299	26,053	30,246	34,653
Provisions	4,288	5,727	6,351	7,121	7,947
Total expenses	35,450	40,059	47,917	54,352	60,339
Benefits paid (net)	149,979	172,808	142,591	187,209	214,212
Change in liabilities (net)	174,976	154,475	210,030	238,954	274,502
Total	324,954	327,283	352,621	426,164	488,714
Surplus	11,527	14,833	13,465	10,036	11,718
Tax	788	1,201	1,132	1,348	1,560
Net surplus	10,738	13,632	12,333	8,688	10,158
Transfer to shareholders account	11,315	10,892	10,770	6,633	7,947

Shareholders Account-Y/E (Rs mn)	FY17	FY18	FY19	FY20E	FY21E
Transfer from policyholders account	11,315	10,892	10,770	6,633	7,947
Income from investments	6,647	7,395	6,418	7,689	8,381
Other income	285	48	90	0	0
Total income	18,248	18,336	17,279	14,322	16,328
Expenses	380	388	377	415	456
Provisions	0	0	0	0	0
Contribution to policyholders account	18	753	5,272	0	0
Profit before tax	17,850	17,196	11,630	13,907	15,871
Tax	1,028	997	223	618	674
Net profit	16,822	16,198	11,406	13,289	15,198

Balance Sheet

Y/E Year End	FY17	FY18	FY19	FY20E	FY21E
Sources of funds					
Share capital	14,353	14,355	14,358	14,358	14,358
Reserve and surplus	46,996	51,409	54,397	59,264	66,039
Fair value change account credit/(debit)	2,731	3,081	1,712	1,712	1,712
Net worth (including fair value change)	64,080	68,845	70,467	75,334	82,109
Policyholders funds	1,148,941	1,306,111	1,513,451	1,748,789	2,023,291
Funds for future appropriations	6,042	8,782	10,344	12,399	14,610
Total liabilities	1,219,063	1,383,736	1,594,262	1,836,521	2,120,009
Application of funds					
Shareholders investments	66,403	77,493	79,916	85,434	93,118
Policyholders investments	270,674	332,889	400,712	487,382	590,465
Assets to cover linked liabilities	878,783	975,020	1,109,458	1,261,406	1,432,826
Loans	806	1,451	2,702	2,702	2,702
Fixed assets	2,138	4,221	4,756	4,756	4,756
Net current assets (A-B)	259	(7,336)	(3,282)	(5,160)	(3,858)
Miscellaneous expenditure	0	0	0	0	0
Debit balance in p&l	0	0	0	0	0
Total assets	1,219,063	1,383,736	1,594,262	1,836,521	2,120,009

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Y/E Year End	FY17	FY18	FY19	FY20E	FY21E
Conservation ratio %	83.6	85.7	81.6	82.3	82.3
Commissions ratio %	3.4	5.2	5.1	4.9	4.5
Opex ratio %	10.6	7.6	8.5	8.7	8.8
ROA %	1.5	1.2	0.8	8.0	0.8
ROE %	28.7	24.4	16.4	18.2	19.3
Dividend payout ratio %	62.7	59.4	39.7	34.0	29.8

EV Data	FY17	FY18	FY19	FY20E	FY21E
Embedded value (Rs mn)	161,840	187,900	216,200	250,823	291,479
Value of new business (Rs mn)	6,660	12,860	13,280	14,259	16,587
EVOP (Rs mn)	22,950	36,810	37,950	37,392	43,425
ROEV %	16.5	22.7	20.2	17.3	17.3
VNB margin %	10.1	16.5	17.0	17.5	18.3
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Source: Company, Emkay Research

Per Share Data (Rs)	FY17	FY18	FY19	FY20E	FY21E
EPS	11.7	11.3	7.9	9.3	10.6
DPS	7.3	6.7	3.1	3.2	3.2
BVPS	44.6	48.0	49.1	52.5	57.2

Valuation (x)	FY17	FY18	FY19	FY20E	FY21E			
P/E	32.3	33.6	47.7	40.9	35.8			
P/B	8.5	7.9	7.7	7.2	6.6			
P/EV	3.4	2.9	2.5	2.2	1.9			
P/VNB	81.7	42.3	41.0	38.2	32.8			
Dividend yield (%)	1.9	1.8	8.0	0.8	0.8			
Source: Company, Emkay Research								

Growth (%)	FY17	FY18	FY19	FY20E	FY21E
GWP	16.6	21.1	14.3	13.6	13.4
New business premium (NBP)	16.2	17.1	12.5	20.3	19.2
Annualized premium equivalent (APE)	27.2	16.1	(3.0)	11.6	11.0
Retail APE	29.0	16.4	(4.9)	2.0	11.8
Commissions	22.4	84.9	10.5	9.5	4.4
Operating expenses	24.8	(13.9)	28.3	16.1	14.6
Net income	1.9	(3.7)	(29.6)	16.5	14.4

Quarterly (Rs mn)	Q4FY18	Q1FY19	Q2FY19	Q3FY19	Q4FY19
Net earned premium	86,558	54,378	76,012	74,830	100,563
Total income	73,133	79,187	89,908	86,886	159,259
Total expenses	69,517	76,347	86,875	83,911	156,480
Net income	3,408	2,816	3,009	2,968	2,614
EPS (Rs)	2.37	1.96	2.10	2.07	1.82

Source: Capitaline

Shareholding Pattern (%)	Mar-18	Jun-18	Sep-18	Dec-18	Mar-19
Promoters	80.7	78.7	78.7	78.7	75.0
FIIs	6.5	8.5	8.9	8.6	10.1
DIIs	3.7	4.4	4.4	4.6	6.5
Public and Others	9.1	8.4	8.1	8.1	8.4

Source: Capitaline

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RECOMMENDATION HISTORY TABLE

Date	Closing Price	TP	Period (months)	Rating	Analyst
13-May-19	337	425	12m	Buy	Neeraj Toshniwal
25-Apr-19	368	425	12m	Buy	Neeraj Toshniwal
22-Apr-19	369	400	12m	Buy	Neeraj Toshniwal
13-Mar-19	334	400	12m	Accumulate	Neeraj Toshniwal
23-Jan-19	305	400	12m	Accumulate	Neeraj Toshniwal
24-Oct-18	323	430	12m	Buy	Neeraj Toshniwal
25-Jul-18	404	501	12m	Buy	Neeraj Toshniwal
14-Jun-18	403	491	12m	Accumulate	Neeraj Toshniwal
18-Apr-18	382	453	12m	Accumulate	Neeraj Toshniwal

Source: Company, Emkay Research

RECOMMENDATION HISTORY CHART



Source: Bloomberg, Company, Emkay Research

Note:

We have updated our Rating Distribution with effect from March 20, 2019 - <u>Kindly refer the Disclaimer page</u>, however for our erstwhile recommendations till March 19, 2019, the rating distribution of the expected total return stands as (**Buy** – Over 25%, **Accumulate** – Over 10%, **Hold** – Upto 10%, **Reduce** – Below 10%, **Sell** – Underperforms the broad market indices or its related universe).

Emkay Alpha Portfolio – BFSI-Insurance

EAP sector portfolio



Source: Emkay Research

■ High Conviction/Strong Over Weight ■ High Conviction/Strong Under Weight

Sector portfolio NAV

	Base			Latest		
	1-Apr-19	30-Apr-19	31-May-19	6-Jun-19	6m	12m
EAP - BFSI-Insurance	100.0	102.8	110.4	110.5		
BSE200 Neutral Weighted Portfolio (ETF)	100.0	102.9	110.7	110.8		

^{*}Performance measurement base date 1st April 2019

Source: Emkay Research

Analyst: Neeraj Toshniwal

Contact Details

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Sector

BFSI-Insurance

Analyst bio

Neeraj Toshniwal holds a CFA from the CFA Institute, FRM, and MS (Finance) from ICFAI, and has total research experience of 10 years. He currently covers 4 stocks in the Indian Life Insurance space.

Please see our India EAPs:

Emkay Alpha Portfolio - Nifty

Emkay Alpha Portfolio - SMID

^{*} Not under coverage: Equal Weight

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Emkay Rating Distribution

Ratings	Expected Return within the next 12-18 months.	
BUY	Over 15%	
HOLD	Between -5% to 15%	
SELL	Below -5%	

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