



NEWS RELEASE

ICICI Prudential Life Insurance Company's Assets under Management cross ₹ 2 lakh crore in 20th year

- **Signifies customers' trust in the Company**
- **Continues to help customers achieve their financial goals**

Mumbai, December 11, 2020: ICICI Prudential Life Insurance Company's Assets under Management (AUM) have crossed ₹ 2 lakh crore. This milestone has been achieved by the Company in its 20th year.

The Company started operations 20 years ago with the issuance of policies to seven underprivileged children. It had an AUM of approximately ₹ 100 crore in FY 2001, which grew to about ₹ 50,000 crore in FY2010 and subsequently the Company was the first in the insurance industry to achieve an AUM of ₹ 1 lakh crore in February 2015.

Mr. N S Kannan, MD & CEO, ICICI Prudential Life Insurance said, "We are delighted to achieve this milestone of managing ₹ 2 lakh crore of assets. It demonstrates our steadfast focus on customer-centricity and the trust reposed in us by our customers. It also symbolizes the commitment of our employees, distributors and other stakeholders to keep the customer at the core of every initiative implemented. We continue to be guided by our vision of building an enduring institution which serves the protection and long-term savings needs of customers with sensitivity. As one of the largest life insurance companies in the country it is our mission to protect and provide financial security to every Indian."

In its 20-year journey, the Company has changed several industry paradigms and was the first life insurance company to list on the Indian stock exchanges. Due to its stringent investment philosophy, the company has had no NPAs since inception and across market cycles.

About ICICI Prudential Life Insurance Company

ICICI Prudential Life Insurance is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. The Company began operations in fiscal 2001 and has consistently been amongst the top private sector life insurance companies in India on a Retail Weighted Received Premium (RWRP) basis. The Company offers an array of products in the Protection and Savings category which match the different



life stage requirements of customers, enabling them to provide a financial safety net to their families as well as achieve their long-term financial goals. The digital platform of the Company provides a paperless on-boarding experience to customers, empowers them to conduct an assortment of self-service transactions, provides a convenient route to make digital payments for purchasing and making renewal premium payments, and facilitates a hassle-free claims settlement process.

ICICI Prudential Life's Assets under Management have crossed the ₹ 2 trillion mark in the 20th year of its operations. On September 30, 2020, the Company had a Total Sum Assured of ₹ 18.06 trillion. ICICI Prudential Life is listed on both the National Stock Exchange (NSE) Limited and the BSE Limited.

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For further press queries email us on corporatecommunications@iciciprulife.com.