



January 24, 2017

General Manager
Listing Department
BSE Limited,
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai 400 001

Vice President
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza',
Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051

Dear Sir/Madam,

Subject: Earnings call for quarterly results

This is in furtherance to our letter dated January 20, 2017 on the captioned subject.

Please find enclosed the investor presentation and the opening remarks for the Q3-FY2017 result call held on January 24, 2017 to discuss the financial results of the Company for the quarter ended December 31, 2016.

The same has also been uploaded on the Company's website and can be accessed at <https://www.iciciprulife.com/about-us/investor-relations.html>

Thanking you.

Yours sincerely,

For ICICI Prudential Life Insurance Company Limited

VVManeks
Vyoma Manek
Company Secretary
ACS 20384



9MFY2017 performance review

January 24, 2017

Agenda

Company strategy and performance

Opportunity

Industry overview

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Industry overview

Strategy: Market leadership + Profitable growth

Segmented approach to tap market opportunity- Savings & Protection

- Leverage market opportunity for saving products through
 - Delivery of superior customer value through better products, customer service, fund performance and claims management
 - Focus on key local markets through customized regional strategy
- Multi prong product/ channel approach to tap protection opportunity- Retail through online and offline mode, Mortgage linked and Group term

Strengthen multi channel architecture and explore non-traditional channels

- Focus on deepening existing bancassurance relationships and seeking alliances with new banks
- Focus on increasing scale of our agency distribution channel
- Using data analytics capability to grow direct to customers
- Establish relationship with new non bank partners with focus on quality

Focus on increasing value of new business

- Expand our protection business
- Improve customer retention
- Maintain market-leading cost efficiency

Leverage technology for profitable growth

- Digitalizing sales and service processes
- Increasing digital marketing and sales

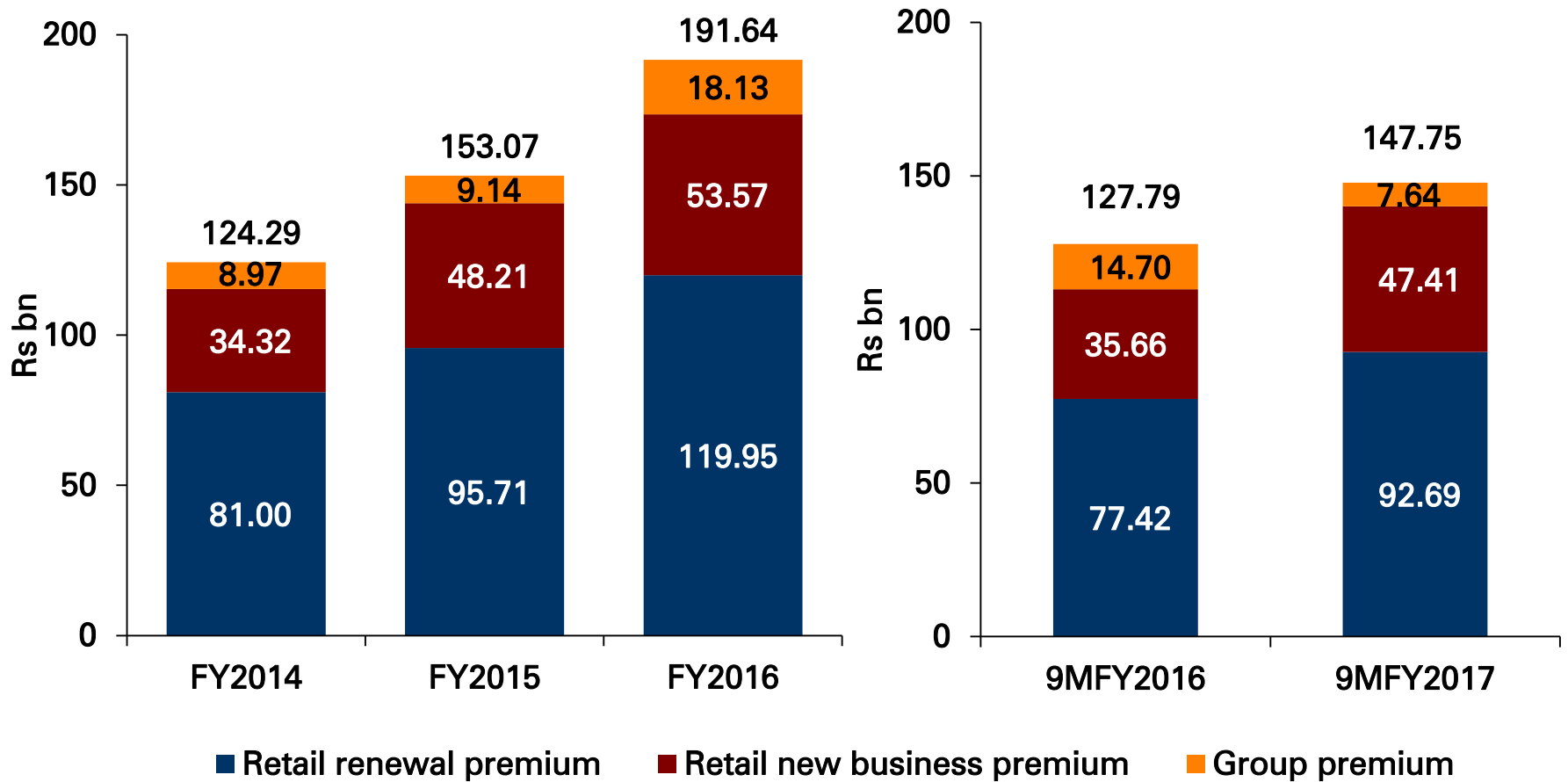
New business

New Business

Rs bn	FY2015	FY2016	<i>Growth</i>	9MFY2016	9MFY2017	<i>Growth</i>
RWRP ¹	45.96	49.68	<i>8.1%</i>	33.44	42.77	<i>27.9%</i>
APE ²	47.44	51.70	<i>9.0%</i>	34.94	44.58	<i>27.6%</i>
Savings APE	46.68	50.31	<i>7.8%</i>	34.16	42.84	<i>25.4%</i>
Protection APE	0.76	1.39	<i>83.6%</i>	0.78	1.74	<i>122.1%</i>

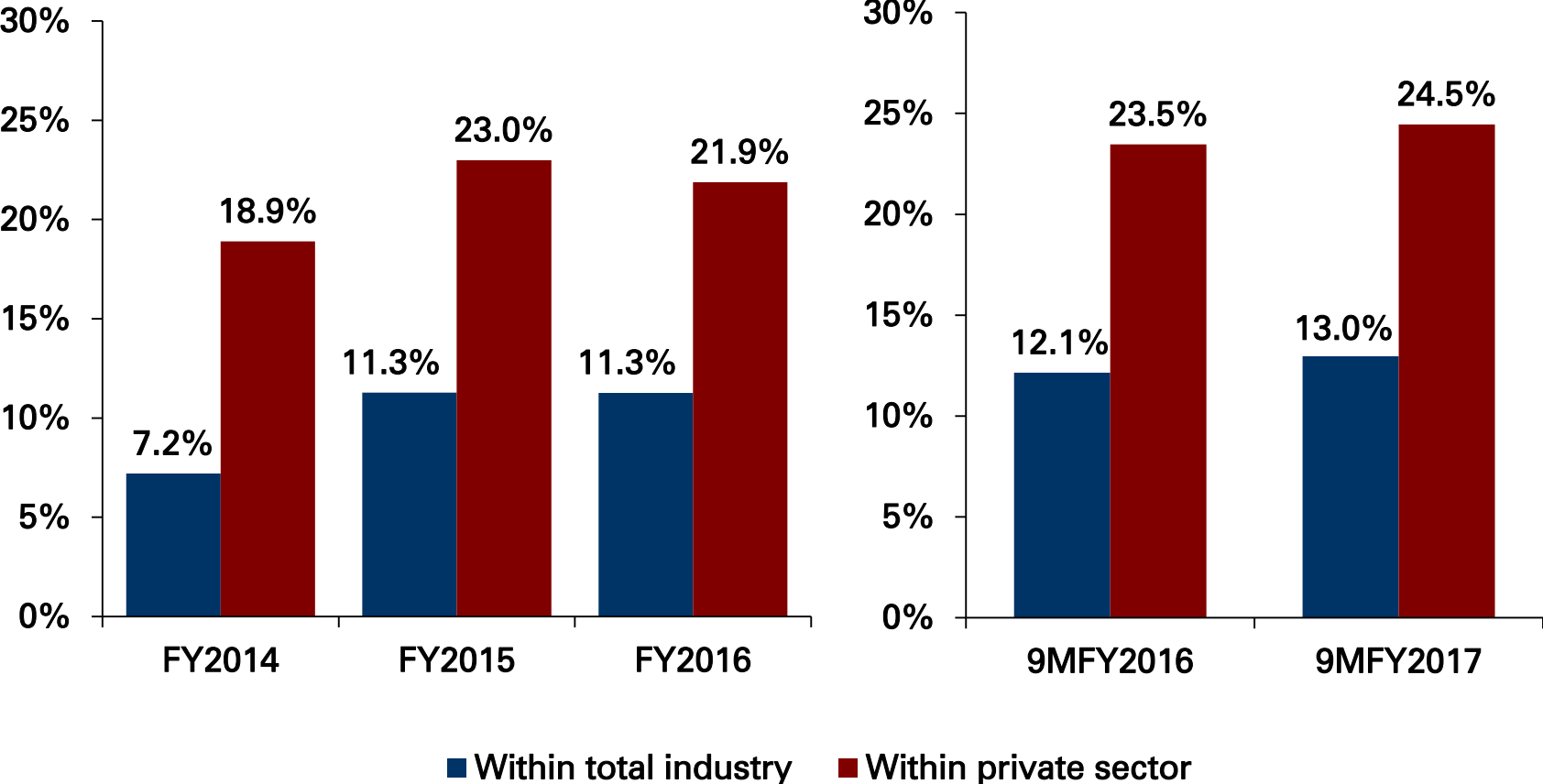
1. Retail weighted received premium
2. Annualized premium equivalent

Premium summary



7 Components may not add up to the totals due to rounding off

Market share¹



1. Retail weighted received premium (RWRP) basis
 Source: IRDAI, Life insurance council



Consistent leadership in private sector¹

Market Share	FY2012	FY2013	FY2014	FY2015	FY2016	9MFY2017
LIC	63.5%	62.0%	62.0%	51.0%	48.5%	47.0%
ICICI Prudential	5.9%	7.0%	7.2%	11.3%	11.3%	13.0%
SBI Life	4.4%	5.1%	6.2%	7.7%	9.7%	11.3%
HDFC Life	5.7%	6.7%	5.2%	7.3%	7.6%	6.2%
Max Life	3.1%	3.2%	3.9%	4.8%	4.8%	4.8%
PNB Met Life	1.0%	1.2%	1.3%	1.7%	2.1%	1.9%
Bajaj Allianz	2.7%	2.6%	2.2%	1.9%	1.6%	1.9%

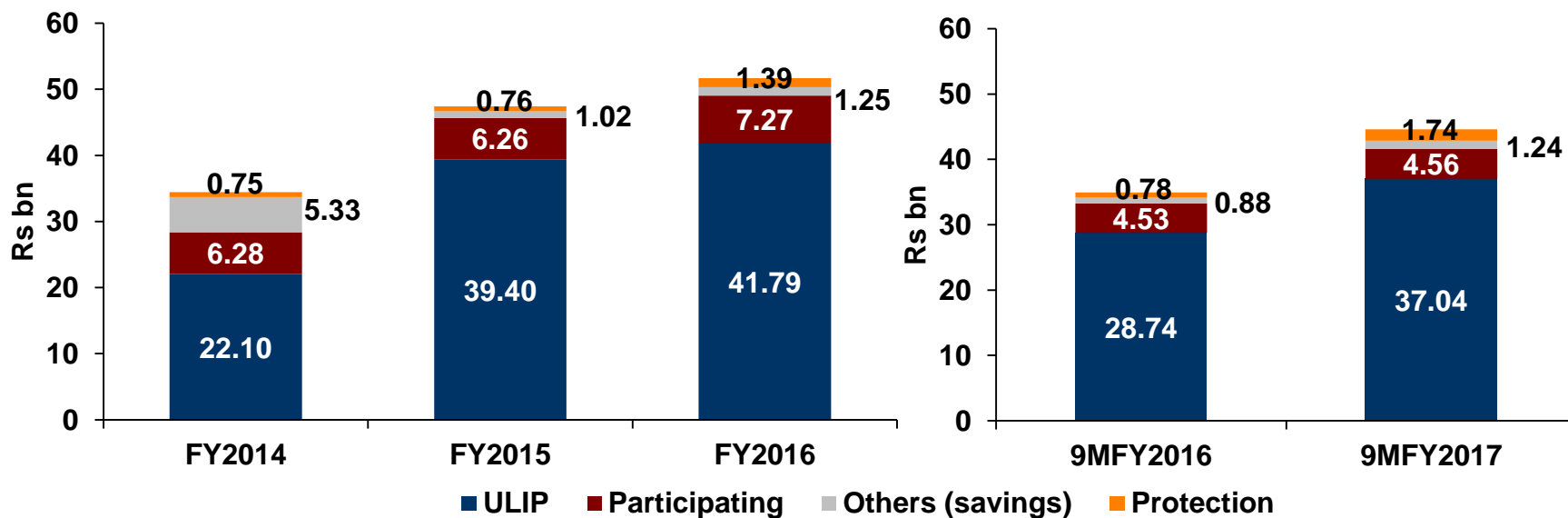
Market leaders in private market since FY2002

1. Retail weighted received premium (RWRP) basis
Source: IRDAI, Life insurance council



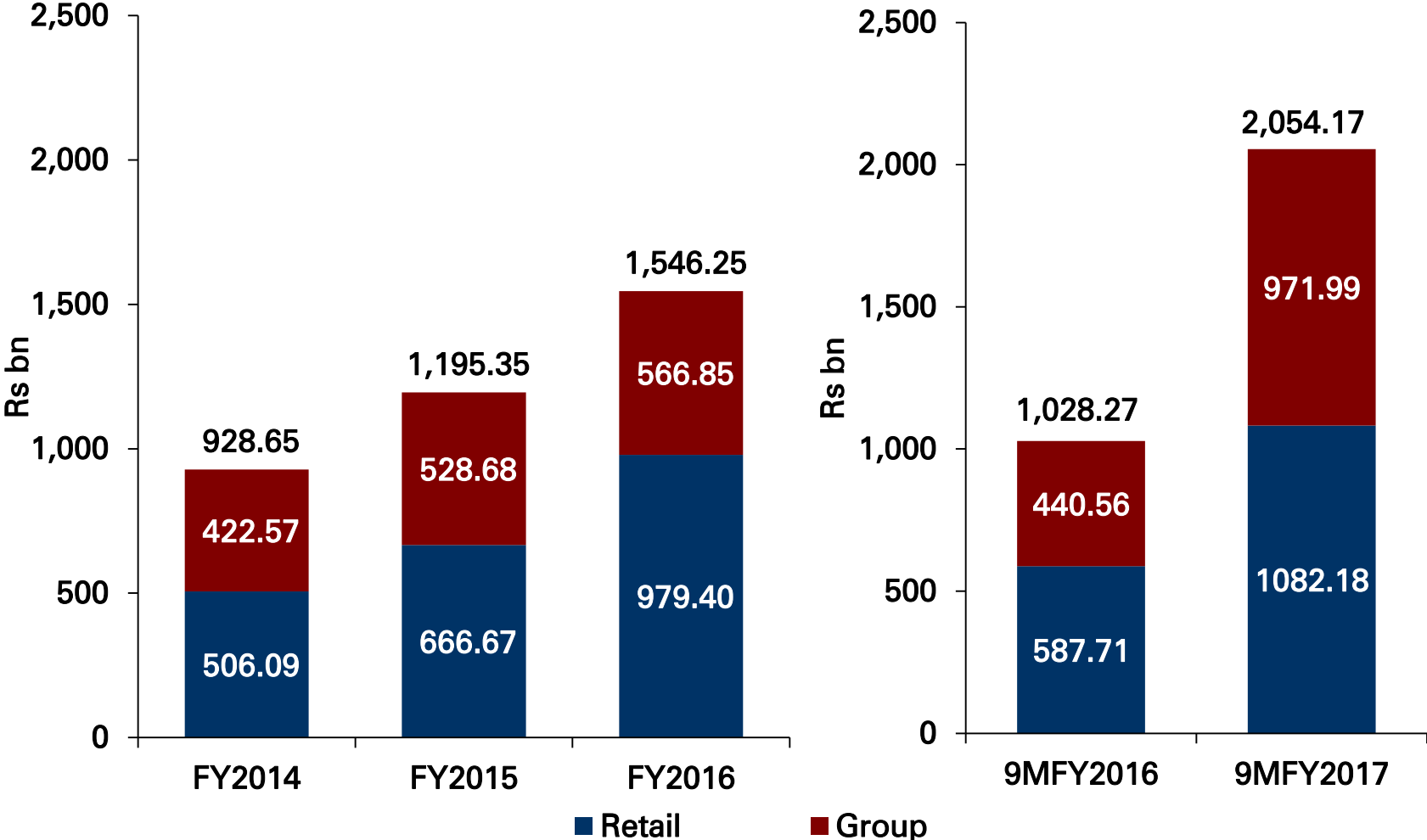
Product mix

Product mix ¹	FY2014	FY2015	FY2016	9MFY2016	9MFY2017
Savings	97.8%	98.4%	97.3%	97.8%	96.1%
<i>ULIP</i>	64.1%	83.1%	80.8%	82.3%	83.1%
<i>Participating</i>	18.2%	13.2%	14.1%	13.0%	10.2%
<i>Non-Participating</i>	13.3%	0.6%	0.4%	0.4%	1.4%
<i>Group</i> ²	2.2%	1.5%	2.0%	2.1%	1.4%
Protection ³	2.2%	1.6%	2.7%	2.2%	3.9%



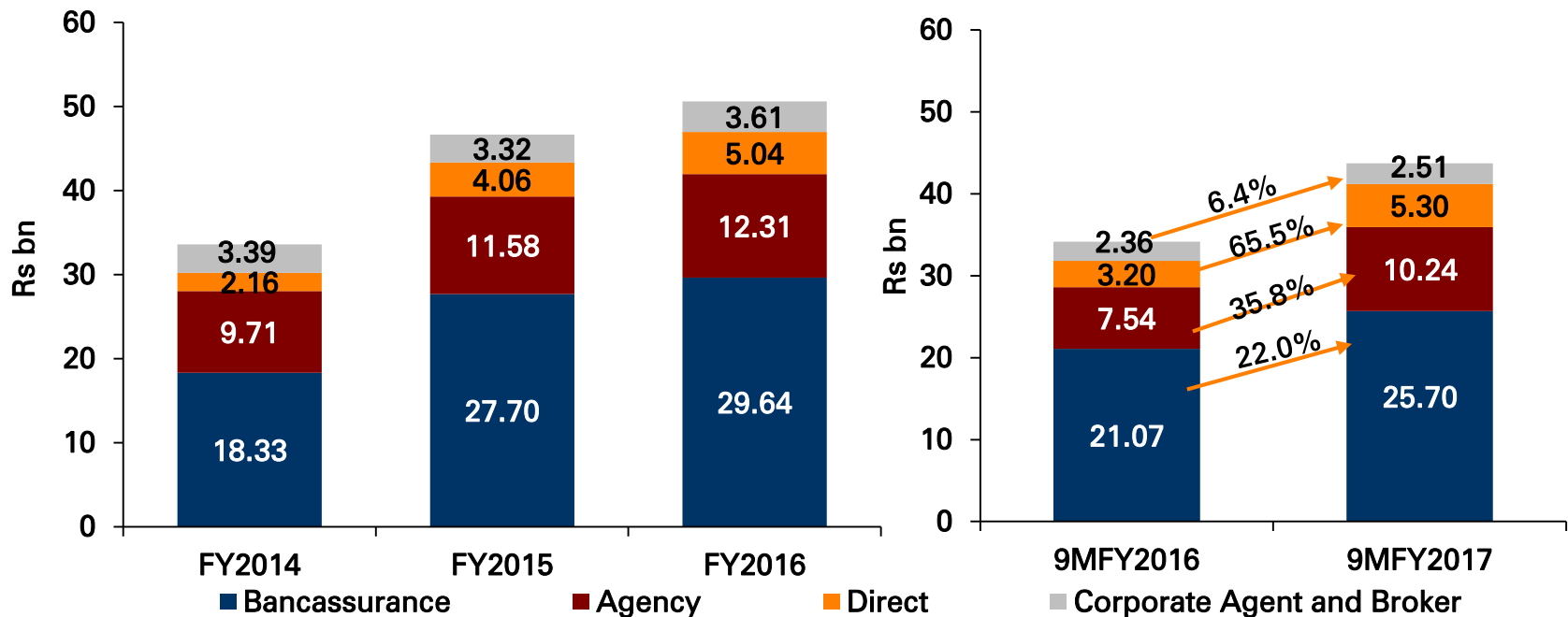
1. Annualized Premium Equivalent (APE) basis
2. Group excludes group protection products
3. Protection includes retail and group protection products

New business sum assured



Channel mix

Channel Mix ¹	FY2014	FY2015	FY2016	9MFY2016	9MFY2017
Bancassurance	53.2%	58.4%	57.3%	60.3%	57.7%
Agency	28.2%	24.4%	23.8%	21.6%	23.0%
Direct	6.3%	8.6%	9.8%	9.2%	11.9%
Corporate agents and brokers	9.9%	7.0%	7.0%	6.7%	5.6%
Group	2.5%	1.6%	2.1%	2.2%	1.9%



Quality parameters

Persistency¹

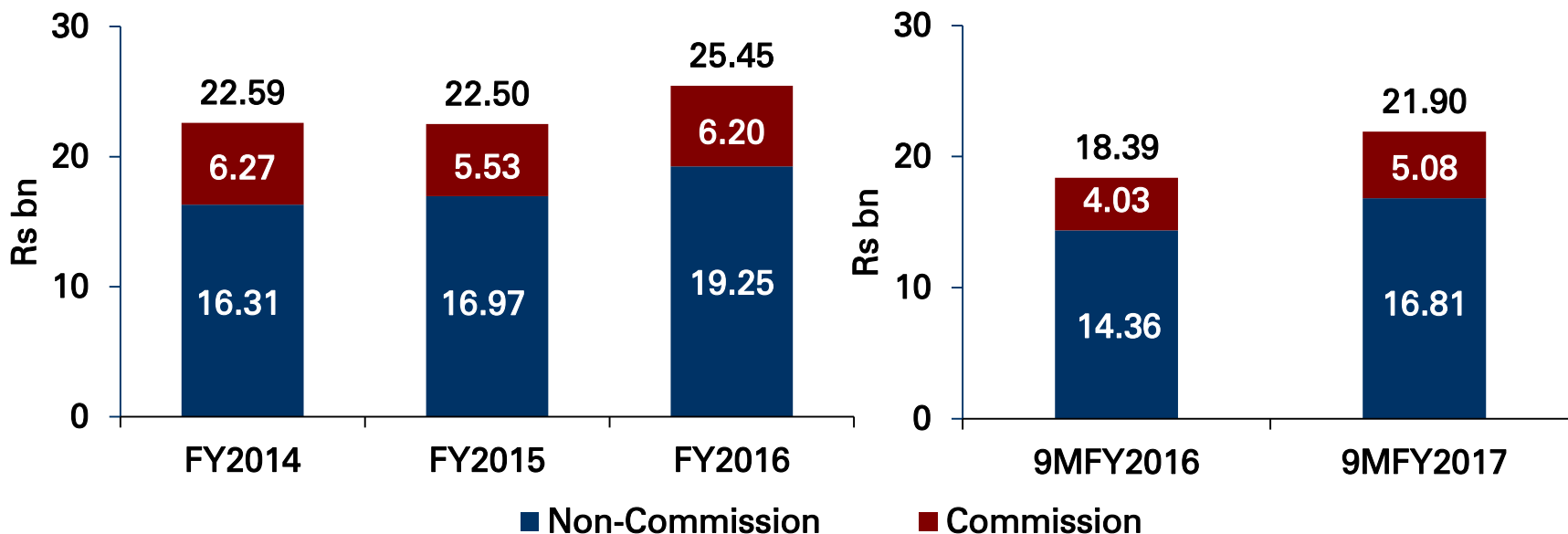
Month	FY2014	FY2015	FY2016	9MFY2016	8MFY2017
13 th month	71.5%	79.0%	82.4%	80.9%	83.4%
25 th month	68.4%	65.9%	71.2%	69.2%	72.9%
37 th month	57.3%	64.3%	61.6%	62.3%	64.3%
49 th month	20.3%	54.4%	62.2%	71.6% ²	60.6% ²
61 st month	12.7%	14.5%	46.0%	28.2%	65.1%

1. As per IRDA circular dated January 23, 2014

2. Excluding Single premium 49th month persistency for 8MFY2017 is 59.4% as compared to 58.7% for 9MFY2016

Cost efficiency

	FY2014	FY2015	FY2016	9MFY2016	9MFY2017
Expense ratio (excl. commission) ¹	13.6%	11.6%	11.0%	12.5%	12.2%
Commission ratio ²	5.2%	3.8%	3.5%	3.5%	3.7%
Cost/TWRP ³	18.8%	15.4%	14.5%	16.0%	15.9%
Cost / Average AUM ⁴	2.9%	2.5%	2.5%	2.4%	2.7%



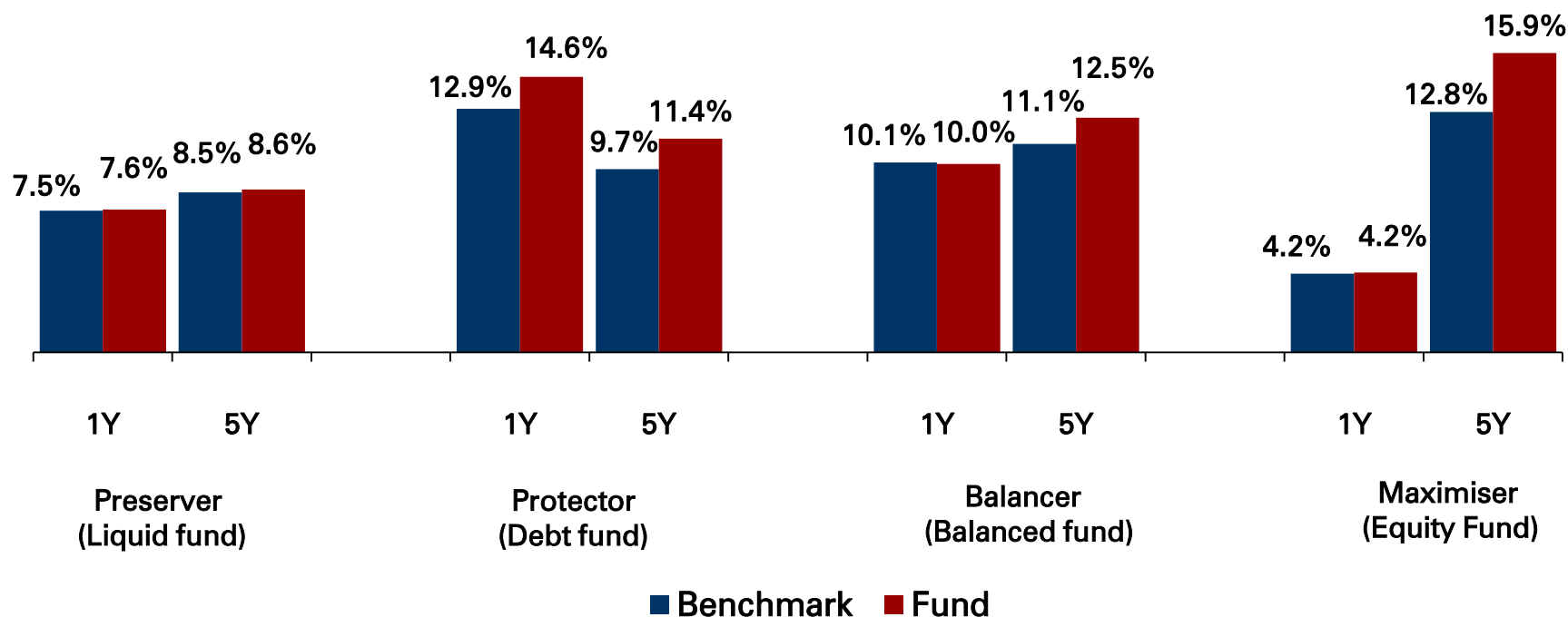
1. Expense ratio: All insurance expenses (excl. commission) / (Total premium – 90% of single premium)

2. Commission ratio: Commission / (Total premium – 90% of single premium)

3. Cost / (Total premium – 90% of single premium)

4. Cost / Average assets under management during the period

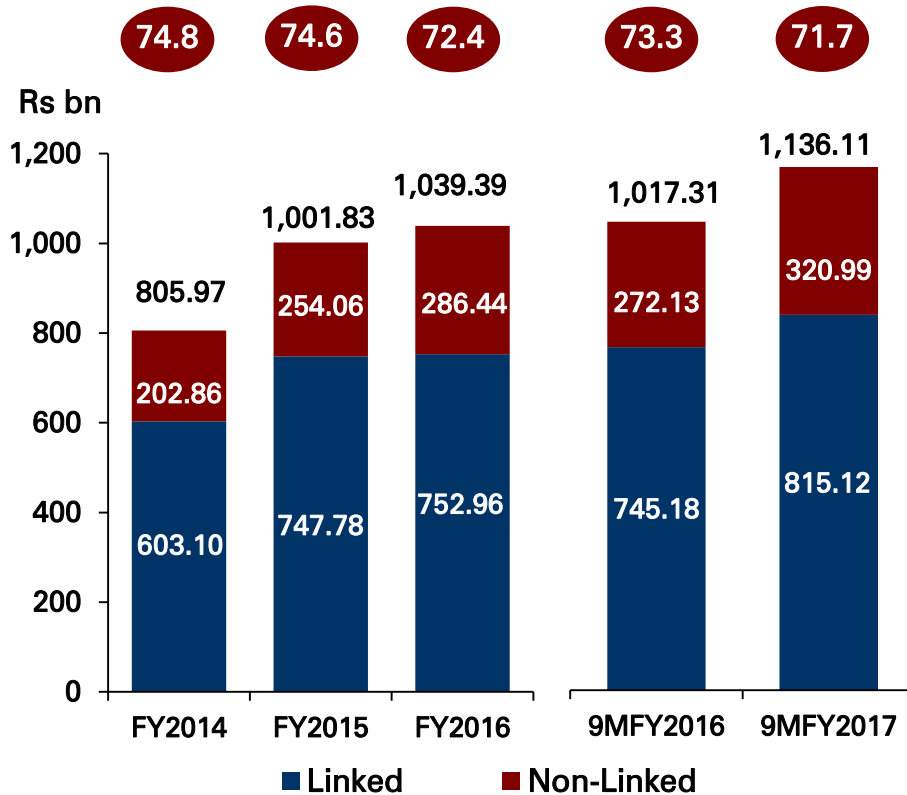
Superior fund performance across cycles*



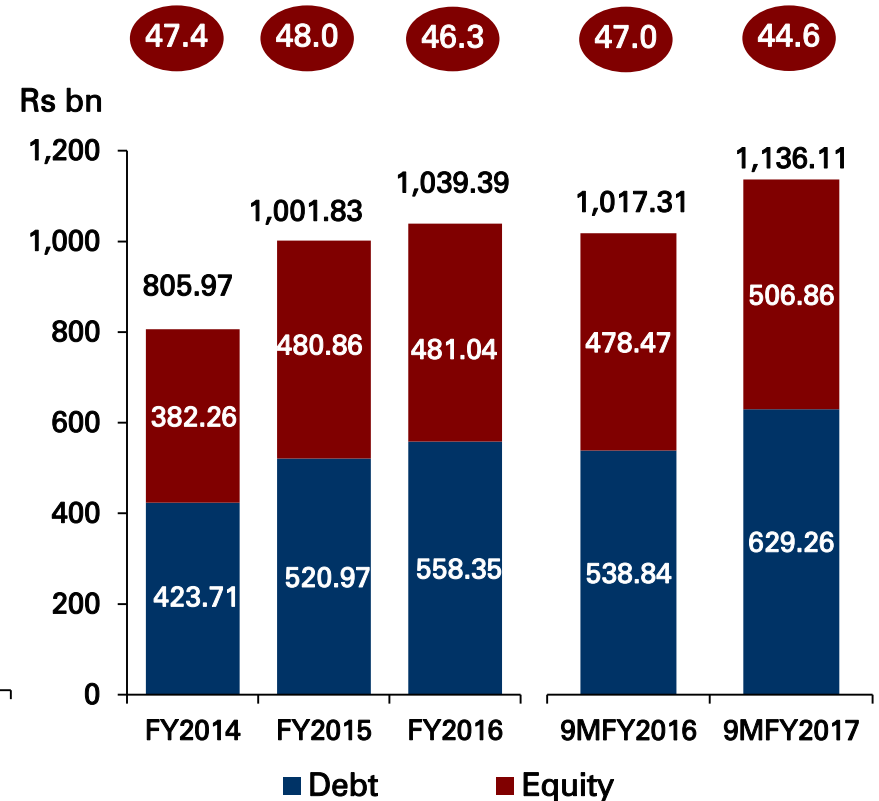
94.9% of debt investments in AAA rated and government bonds

Assets under management

Linked Mix (%)



Equity Mix (%)



Amongst the largest fund managers in India



Profitability

Value of New Business¹

Rs bn	FY2015	FY2016	9MFY2017
APE	47.44	51.70	44.58
Savings APE	46.68	50.31	42.84
Protection APE	0.76	1.39	1.74
Value of New Business (VNB)	2.70 ¹	4.12 ¹	4.21 ²
VNB Margin	5.7% ¹	8.0% ¹	9.4% ²
Indian Embedded Value	138.22	139.39	-

- Growth in Protection APE of 122.1%
- Improvement in 13th month persistency³ from 80.9% in 9MFY2016 to 83.4% in 8MFY2017
- Cost/TWRP ratio of 15.9% in 9MFY2017 compared to 16.0% in 9MFY2016

1. Indian Embedded Value basis on actual cost
 2. Based on management forecast of cost for FY2017
 3. As per IRDA circular dated January 23, 2014

Profit After Tax

Solvency
Ratio (%)

372

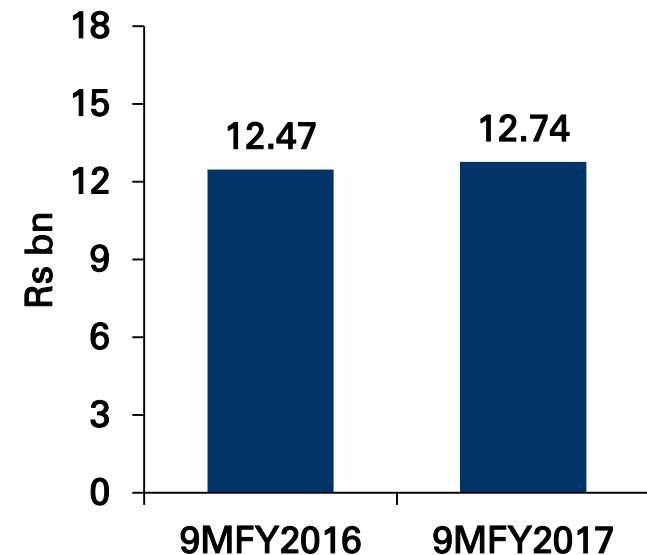
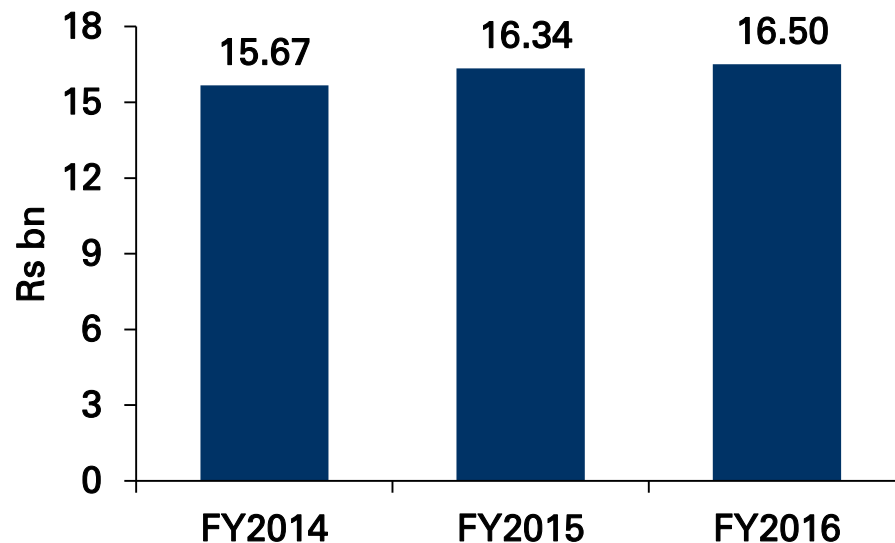
337

320

320

294

Profit after tax (Rs bn)



- Sustained and strong profitability
- Well positioned to capitalize on growth opportunity

Summary

1 India: High growth potential	<ul style="list-style-type: none"> ● Low penetration¹ vs mature economies and even lower density ● One of the fastest growing large economy in the world with strong growth drivers
2 Consistent Leadership Across Cycles	<ul style="list-style-type: none"> ● #1 in India on RWRP² basis for every year since FY2002 ● Significant market share gain on RWRP basis since FY2012
3 Customer Centric Approach Across Value Chain	<ul style="list-style-type: none"> ● Customer focused product suite; Delivering superior value through product design and fund performance ● Low grievance ratio and best in class claims settlement ratio
4 Multi Channel Distribution backed by advanced digital processes	<ul style="list-style-type: none"> ● Access to network of ICICI bank (#1 Indian private bank) and Standard Chartered Bank ● Continue to invest in agency channel, adding quality agents and improving productivity ● Strong focus on technology and digitization to reduce dependence on physical presence
5 Delivering Consistent Returns to Shareholders	<ul style="list-style-type: none"> ● RoE³ of more than 30% from FY2012 to FY2016; Self funded business – no capital calls since FY 2009; cumulative dividend pay-out of Rs 45.83 bn ● With strong solvency of 294% and less capital requirement due to product mix, well positioned to take advantage of growth
6 Robust & Sustainable Business Model	<ul style="list-style-type: none"> ● Very low regulatory or interest rate risk with over 80% of APE contribution from ULIP products; Over 90% of debt investments in AAA rated and government bonds ● Strong focus on renewals (high persistency ratios)

1. Sum assured as a % of GDP
2. IRDAI Retail Weighted Received Premium (RWRP)
3. Return on equity: Profit as a factor of average net worth

Agenda

Company strategy and performance

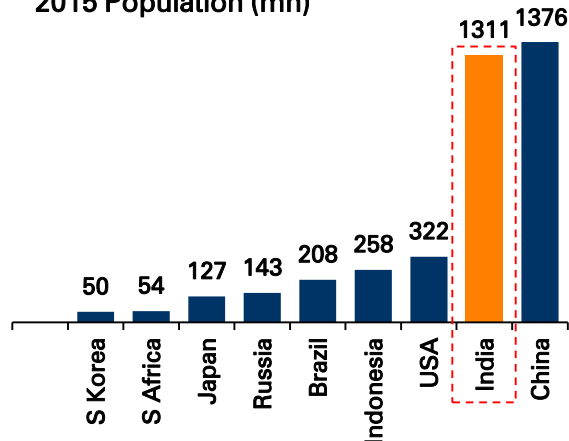
Opportunity

Industry overview

Favourable demography to drive macro growth

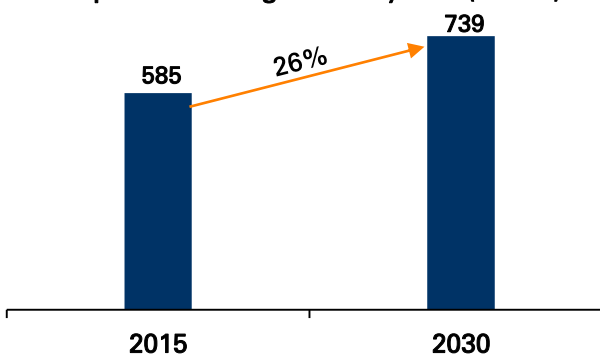
Large and Growing Population Base¹

2015 Population (mn)



High Share of Working Population²

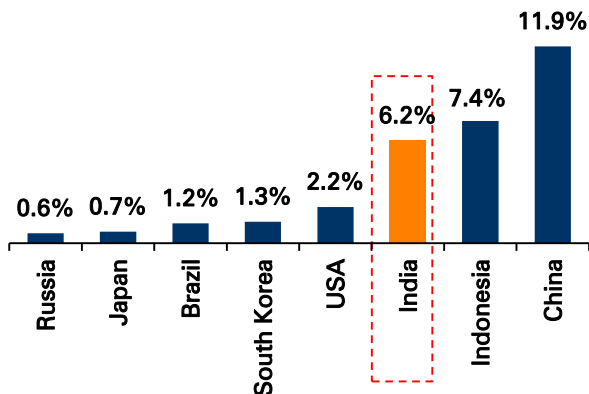
Population of age 25-60 years (in mn)



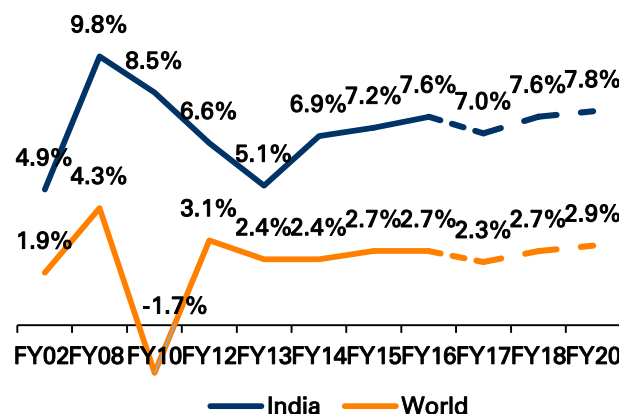
- Indian economy poised to head towards sustained growth fuelled by favourable demographics, rising affluence

Rising Affluence¹

GDP per Capita CAGR (2007-2017)



Driving GDP Growth³



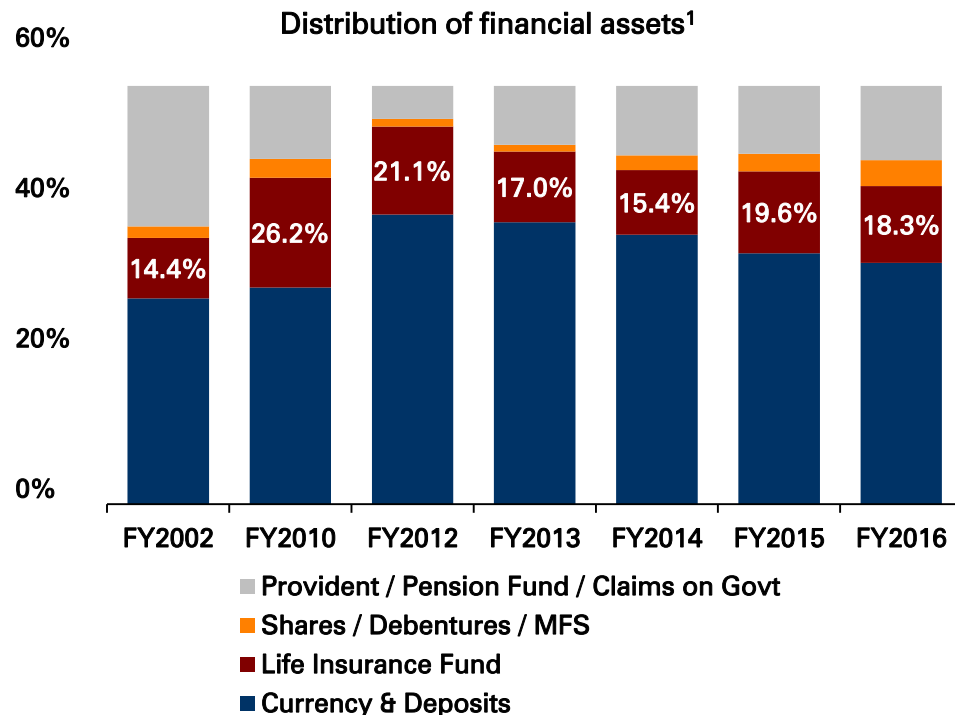
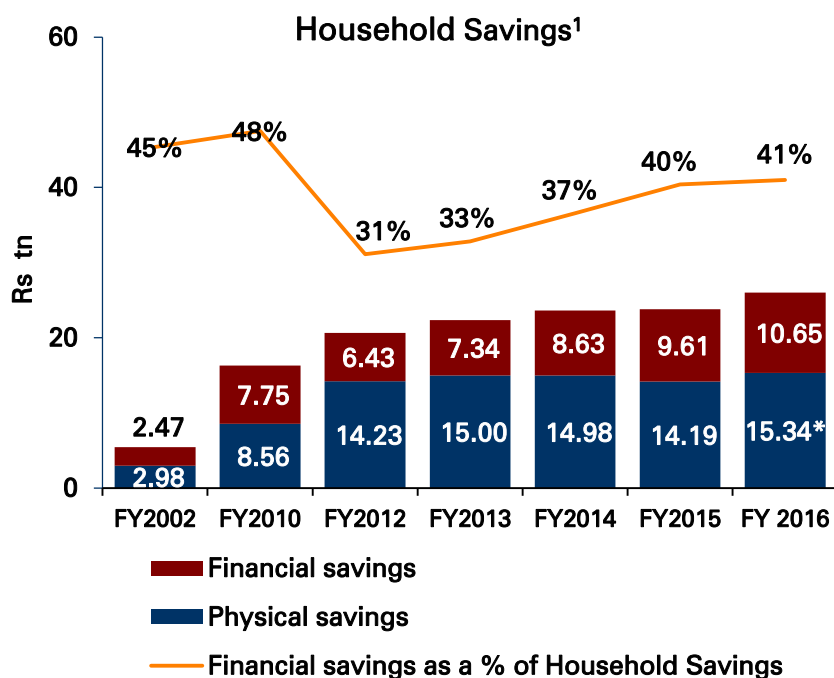
- Growth rate of total premium written by the insurance industry has outpaced the GDP growth rate over the period of FY2002-FY2016

1. Source: Economist Intelligence Unit, CRISIL Research

2. Source: UN population division 2015 release

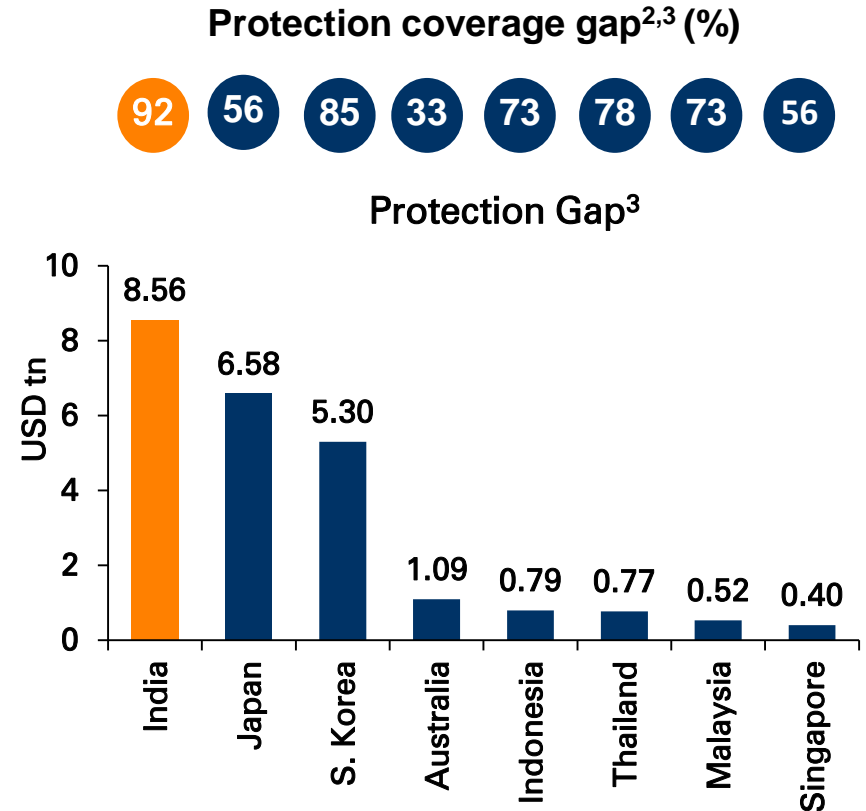
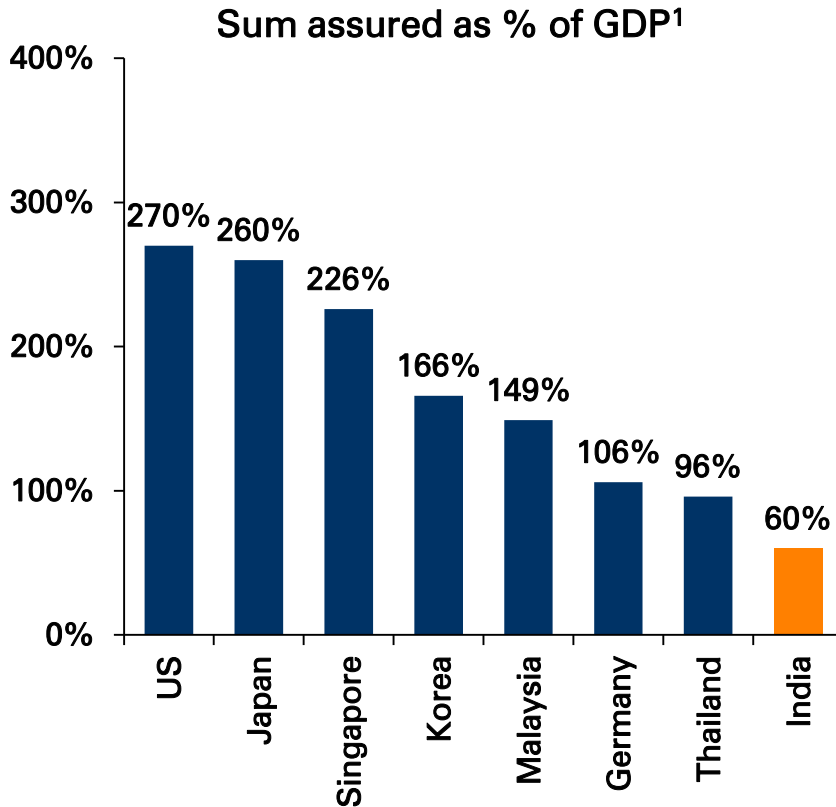
3. Source: World bank database

Share of insurance in household savings



- Part of physical savings shifting to financial savings
- Insurance share of financial saving 18.3% compared to peak of 26.2% in FY2010
- Improved product proposition of life insurance savings products

Protection opportunity



- Sum assured as % of GDP low compared to other countries
- Protection gap for India US \$ 8.56 trillion

1. Source: McKinsey analysis 2015 and internal estimate
 2. Protection coverage gap: Ratio of protection lacking/protection needed
 3. Swiss Re, Economic Research and Consulting 2015

Agenda

Company strategy and performance

Opportunity

Industry overview

Evolution of life insurance industry in India

	FY2002		FY2010		FY2016
New business premium ¹ (Rs bn)	116	21.5%	550	-3.6%	441
Total premium (Rs bn)	501	23.2%	2,655	5.5%	3,669
Penetration (as a % to GDP)	2.1%		4.1%		2.7%
Assets under management (Rs bn)	2,304	24.0%	12,899	11.9%	25,294
In-force sum assured ² (Rs bn)	11,812*	15.5%	37,505	15.9%	90,752
In-force sum assured (as % to GDP)	50.1%		57.9%		66.8%

Life insurance industry predominantly savings oriented

1. Retail weighted premium

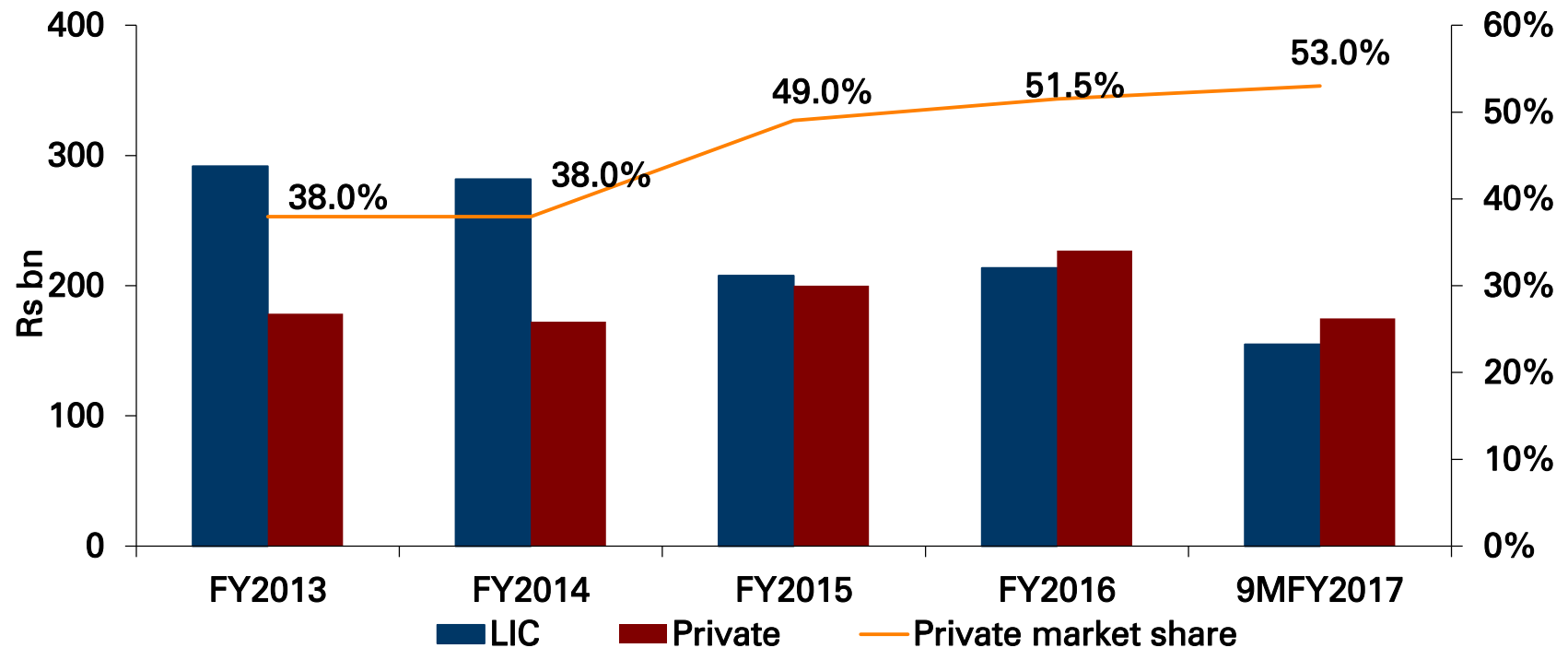
2. Individual and Group in-force sum assured

Source: IRDAI, CSO, Life insurance council

* Company estimate

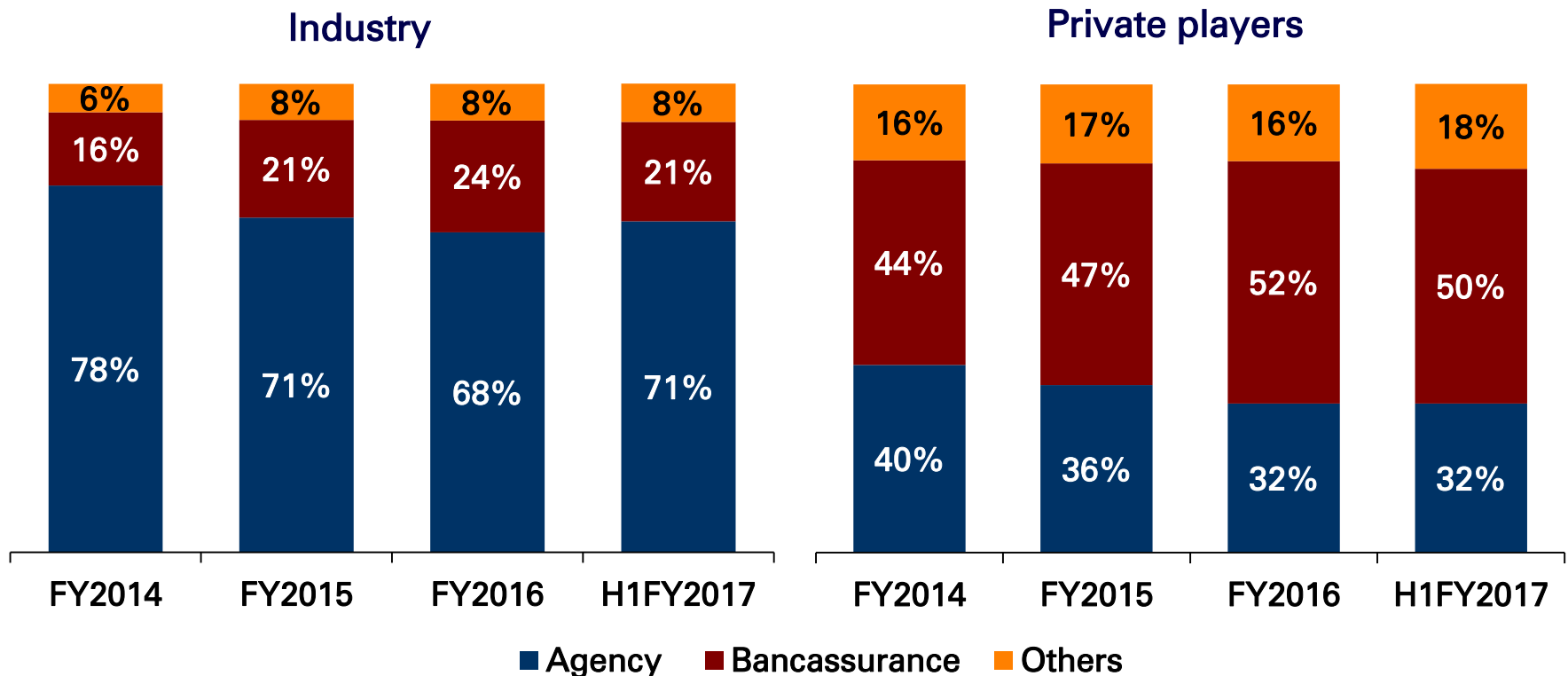
New business¹

Growth	FY2013	FY2014	FY2015	FY2016	9MFY2017
Private	1.9%	-3.4%	15.9%	13.6%	22.7%
LIC	-4.1%	-3.4%	-26.3%	2.9%	16.6%
Industry	-1.9%	-3.4%	-10.3%	8.1%	19.8%



1. Retail weighted new business premium
Source : IRDAI, Life insurance council

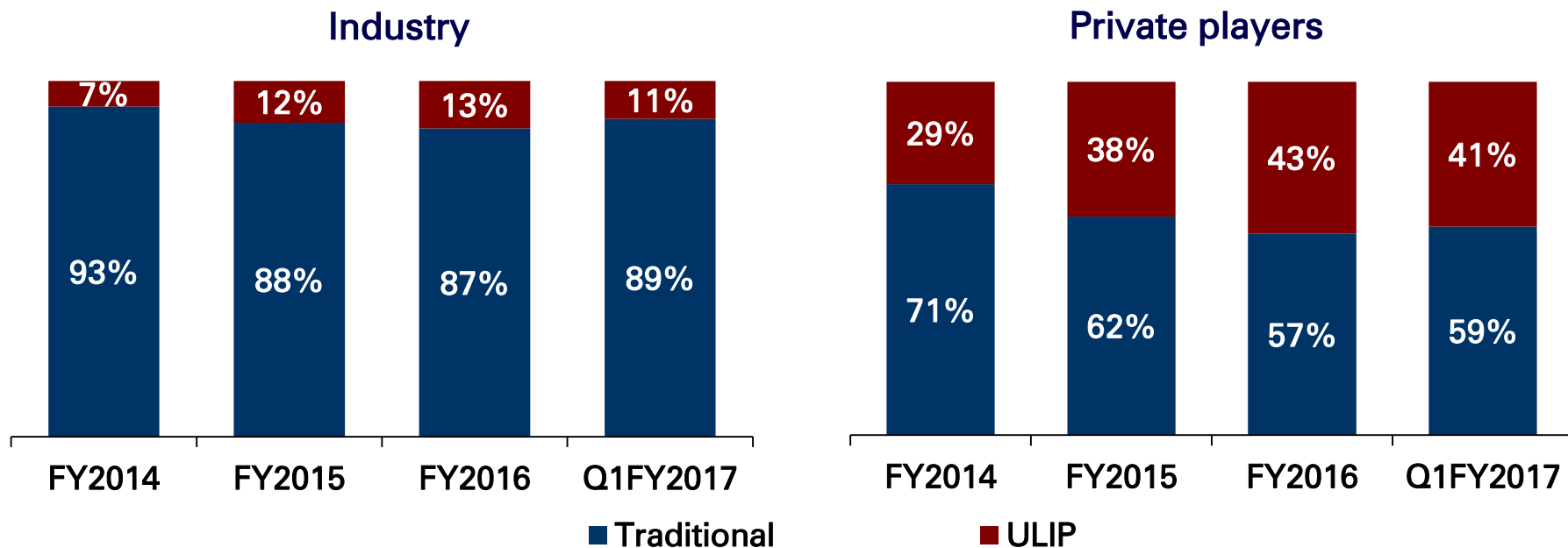
Channel mix¹



- Given a well developed banking sector, bancassurance has become largest channel for private players

1. Individual new business premium basis
Source: IRDAI, Public disclosures

Product mix¹



- **Strong value proposition of ULIPs**

- Transparent and low charges
- Lower discontinuance charges upto year 5 and zero surrender penalty after 5 years
- Choice of asset allocation to match risk appetite of different customer

1. New business premium basis
Source: IRDAI, Life insurance council

Safe harbor

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'would', 'indicating', 'expected to' etc., and similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion in business, the impact of any acquisitions, technological implementation and changes, the actual growth in demand for insurance products and services, investment income, cash flow projections, our exposure to market risks, policies and actions of regulatory authorities; impact of competition; experience with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the impact of changes in capital , solvency or accounting standards , tax and other legislations and regulations in the jurisdictions as well as other risks detailed in the reports filed by ICICI Bank Limited, our holding company, with the United States Securities and Exchange Commission. ICICI Prudential Life Insurance undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

Thank you

ICICI Prudential Life Insurance Company
Earnings Conference call- Quarter ended December 31, 2016 (Q3FY2017)
January 24, 2017

Please note that the transcript has been edited for the purpose of clarity and accuracy. Certain statements in this call are forward-looking statements. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those included in these statements due to a variety of factors.

Sandeep Batra: Good afternoon and welcome to the results call of ICICI Prudential Life Insurance Co for 9MFY2017. I have Satyan Jambunathan, CFO and Vikas Gupta head of Investor relations with me and we will walk you through the developments during the quarter as well as the presentation on the performance for 9MFY2017.

We have put up the results presentation on our website. You could access it as we walk through the performance presentation.

Company Strategy

As we had articulated our key strategies earlier we approach overall market opportunity as two distinct segments-savings and protection. We continue to focus on savings opportunity through customer centric product propositions and superior customer service, fund performance and claims management.

Protection is big focus area for us and we have a multi-pronged product and distribution approach to tap this market. We have range of products-individual term, mortgage linked and group term products to cater to different markets segments. We use traditional distribution channels like Agency, banks etc. and also emerging channels like direct, online and web aggregator to reach out to different customer segments.

We continue to focus on growing value of new business (VNB) through

- growing the protection business faster than the rest of the business
- continuing to improve the persistency of the business

- Stay focused on cost management

Company performance

New business

For 9MFY2017, our retail weighted received premium RWRP grew by 27.9% compared to industry growth of 19.8% and private industry growth of 22.7%. Our saving APE grew by 25.4% year on year. During the same period our protection APE grew by over 100%.

Government of India announced withdrawal of currency notes of 500 and 1000 denomination on 8 Nov 2016. This move is likely to accelerate shift of physical saving to financial saving in medium to long term and hence is expected to be beneficial for the life insurance industry.

Though short term disruption was expected due to demonetization, we achieved YoY APE growth of 46.5% during Q3FY2017. Some of the key reasons for the same are

- We stopped accepting cash at our branches around 2 year ago
- Customer walk-ins in bank branches increased significantly and
- Dormant cash returned into the financial system.

Our total premium for 9MFY2017 was Rs147.75 billion compared to Rs127.79 bn for 9MFY2016. In addition to strong new business growth, our retail renewal premium also grew by 19.7% from Rs 77.42 bn for 9MFY2016 to Rs 92.69 bn for 9MFY2017

As a result of strong growth in 9MFY2017 our market share improved from 12.1% to 13.0% and private market share improved from 23.5% to 24.5%.

We continue to maintain our leadership position amongst the private companies

As a result of our strong focus on growing protection business at a significantly faster rate compared to our savings business, for 9MFY2017 our protection APE grew by over 100% compared to 25.4% for saving resulting in an increase in our protection mix from 2.2% to 3.9% for 9MFY2017.

Our strong growth in protection business is also reflected in the 100% growth in new business sum assured from Rs 1.03 tn in 9MFY2016 to Rs 2.05 tn in 9MFY2017.

We continue to have a balanced channel mix with Bancassurance contributing 57.7% of overall business. Our growth is well supported by strong performance across channels and all channels continue to grow. For 9MFY2017 direct channel has highest growth of 65.5%. In the same period agency channel also grew by 35.8% year on year.

Quality parameters

Persistency for us, in addition to being an important financial metrics, is also an indication of the quality of sales. I am happy to report that our persistency has improved across all cohorts. 13th month persistency of 83.4% is one of the best in the industry. 49th month persistency for 9MFY2016 was 71.6% due to high share of single premium. Excluding single premium 49th month persistency has improved from 58.7% for 9MFY2016 to 59.4% for 8MFY2017.

We continue to focus on limiting the increase in expenses to a slower pace than premium growth rate. Overall cost to TWRP ratio for 9MFY2017 is 15.9% similar to 9MFY2016.

Our funds consistently outperformed their benchmarks since inception. More than 90% of our debt investments are in domestic sovereign or AAA rated instruments.

We are amongst the largest fund managers in India with an AUM of Rs 1.14 trillion. Linked funds contribute ~72% of our AUM and we have debt equity mix of 55:45.

Profitability

For 9MFY2017 we had a VNB margin of 9.4% compared to 8.0% for FY2016. Our value of new business for 9MFY2017 is Rs 4.21 bn. The 122% increase in protection APE is the key driver of this growth in the value of new business.

Our Profit After tax for 9MFY2017 was Rs 12.74 bn. We have a strong capital position with solvency ratio of 294%.

Summary

To summarize we are operating in a large and high growth potential market with a record of consistent leadership across

cycles. We have a customer centric approach across the value chain and multi-channel architecture backed by strong technology platforms. We have a very strong capital position and consistently delivered ROE of more 30% for FY2012-FY2016 period. We have robust and sustainable business model with low interest rate risk and strong focus on quality metrics.

Thank you and we are now happy to take any questions that you may have.