

August 8, 2025

General Manager
Listing Department
BSE Limited,
Phiroze Jeejeebhoy Towers,
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: Investor presentation: July 2025

Pursuant to Regulation 30 and 46 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the monthly investor presentation, on the performance of the Company.

A copy of the same is also hosted on the website of the Company.

Kindly take the same on your records.

Thanking you,

Yours sincerely,

For ICICI Prudential Life Insurance Company Limited

Priya Nair
Company Secretary
ACS 17769

Encl.: As above



Performance update

August 08, 2025

July 2025 update

Premium growth

₹ billion	FY2025	Q1-FY2026	July 2025	4M-FY2026
RWRP¹	83.07	13.56	6.54	20.10
Y-o-Y growth	15.2%	(13.0%)	(4.0%)	(10.3%)
APE²	104.07	18.64	8.30	26.94
Y-o-Y growth	15.0%	(5.0%)	0.6%	(3.4%)
Retail APE	87.05	15.12	6.77	21.89
Y-o-Y growth	13.3%	(9.2%)	(3.3%)	(7.5%)
New business premium	225.83	40.12	19.06	59.19
Y-o-Y growth	24.9%	6.5%	8.3%	7.1%
New business sum assured	11,944.01	3,714.52	1,085.67	4,800.19
Y-o-Y growth	16.9%	36.3%	8.7%	28.9%

Agenda

- Company strategy & performance
- Opportunity & industry overview



Agenda

- **Company strategy & performance**
- **Opportunity & industry overview**



3C Framework



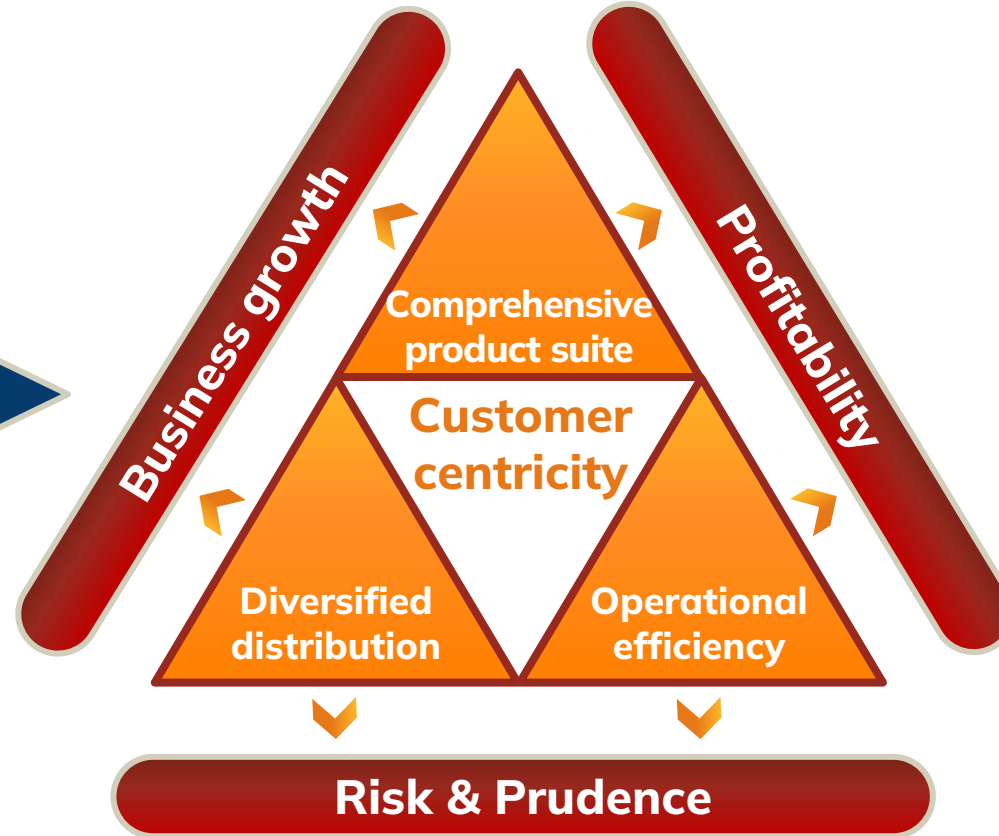
Customer
centricity



Competency



Catalyst



*ESG integrated with
business management*

Deliver sustainable VNB growth by balancing business growth, profitability and risk & prudence

Performance snapshot: Q1-FY2026

APE

₹ 18.64 bn
(5.0%) Y-o-Y growth
2-yr CAGR: 13.0%

RWRP

₹ 13.56 bn
(13.0%) Y-o-Y growth
2-yr CAGR: 13.0%

Total premium

₹ 89.54 bn
8.1% Y-o-Y growth
2-yr CAGR: 10.2%

Retail sum assured

₹ 777.50 bn
31.5% Y-o-Y growth
2-yr CAGR: 26.3%

13M Persistency¹

June 30, 2025: 86.0%
June 30, 2024: 89.7%

Claim settlement²

Q1-FY2026: 99.6%
Q1-FY2025: 99.3%

Cost/ Total Premium³

Q1-FY2026: 21.2%
Q1-FY2025: 24.0%

Cost/ Total Premium³: Savings

Q1-FY2026: 14.1%
Q1-FY2025: 16.8%

VNB

₹ 4.57 bn
(3.2%) Y-o-Y growth
24.5% VNB margin

Profits after tax

₹ 3.02 bn
34.2% Y-o-Y growth

Solvency ratio⁴

Q1-FY2026: 212.3%
Q1-FY2025: 187.9%

Assets under management⁵

₹ 3,244.89 bn
5.1% Y-o-Y growth

3C Framework



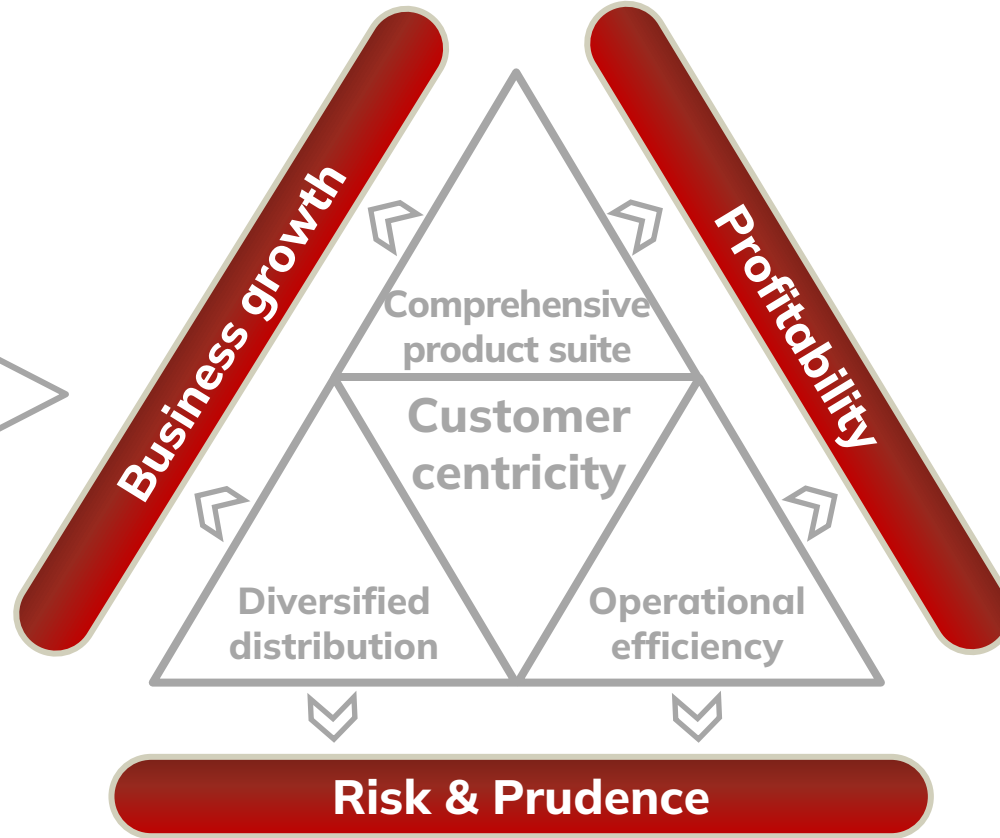
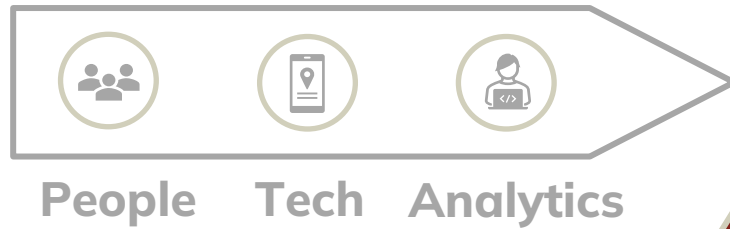
Customer
centricity



Competency



Catalyst



*ESG integrated with
business management*

Deliver sustainable VNB growth by balancing business growth, profitability and risk & prudence

Product wise growth

Segments		Q1- FY2025	Y-o-Y Growth	Q1- FY2026	Y-o-Y Growth		Q1- FY2025	Q1- FY2026
Savings	APE (₹ billion)	16.08	44.0%	14.56	(9.5%)	Mix	81.9%	78.1%
Linked		10.09	78.3%	8.72	(13.6%)		51.4%	46.8%
Non-linked		3.31	(18.1%)	4.00	20.8%		16.9%	21.5%
Annuity		2.14	135.2%	1.00	(53.3%)		10.9%	5.4%
Group funds		0.54	(1.8%)	0.83	53.7%		2.7%	4.4%
Protection		3.55	3.2%	4.09	15.2%		18.1%	21.9%
Retail protection		1.12	1.8%	1.39	24.1%		5.7%	7.5%
Total APE		19.63	34.4%	18.64	(5.0%)		100.0%	100.0%

Growth in non-linked and protection business

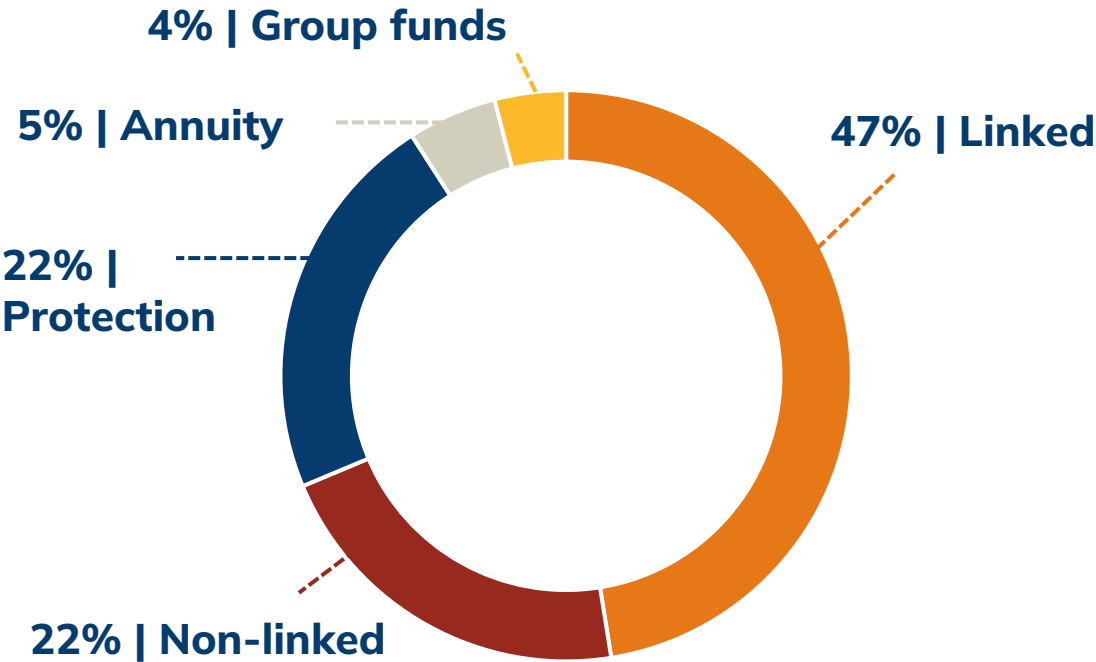
Channel wise growth

Channels		Q1- FY2025	Y-o-Y Growth	Q1- FY2026	Y-o-Y Growth		Q1- FY2025	Q1- FY2026
Agency	APE (₹ billion)	5.77	61.6%	4.65	(19.4%)	Mix	29.4%	24.9%
Direct		2.98	40.6%	2.52	(15.4%)		15.2%	13.5%
Bancassurance		5.65	33.6%	5.53	(2.1%)		28.8%	29.7%
Partnership distribution		2.26	24.9%	2.41	6.6%		11.5%	12.9%
Retail APE		16.66	42.2%	15.12	(9.2%)		84.9%	81.1%
Group		2.97	2.8%	3.53	18.9%		15.1%	18.9%
Total APE		19.63	34.4%	18.64	(5.0%)		100.0%	100.0%

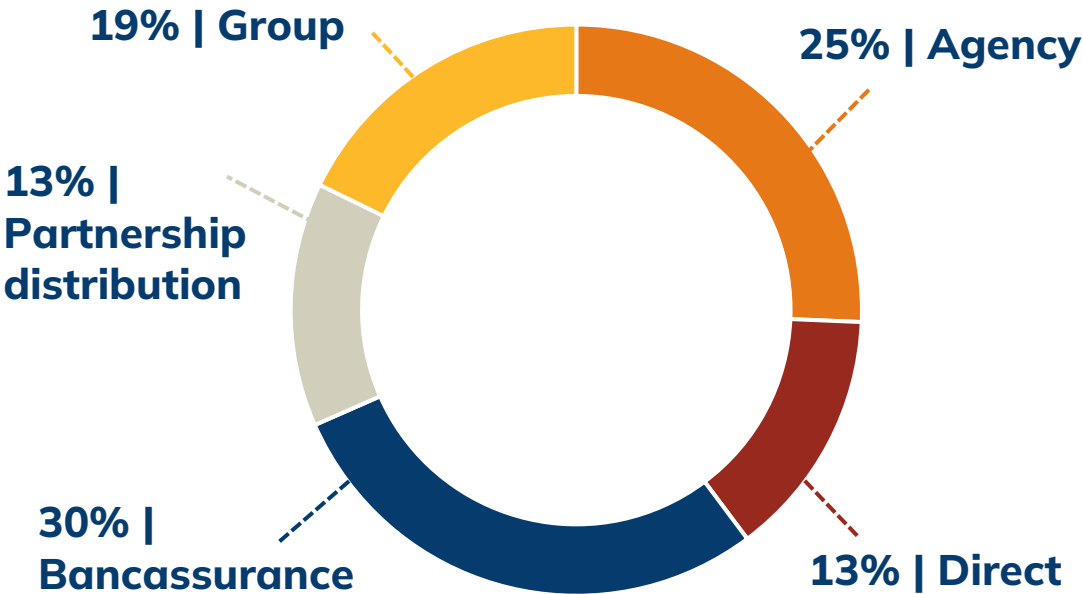
New business premium grew by ~7%

Product & Distribution mix: Q1-FY2026

Product mix



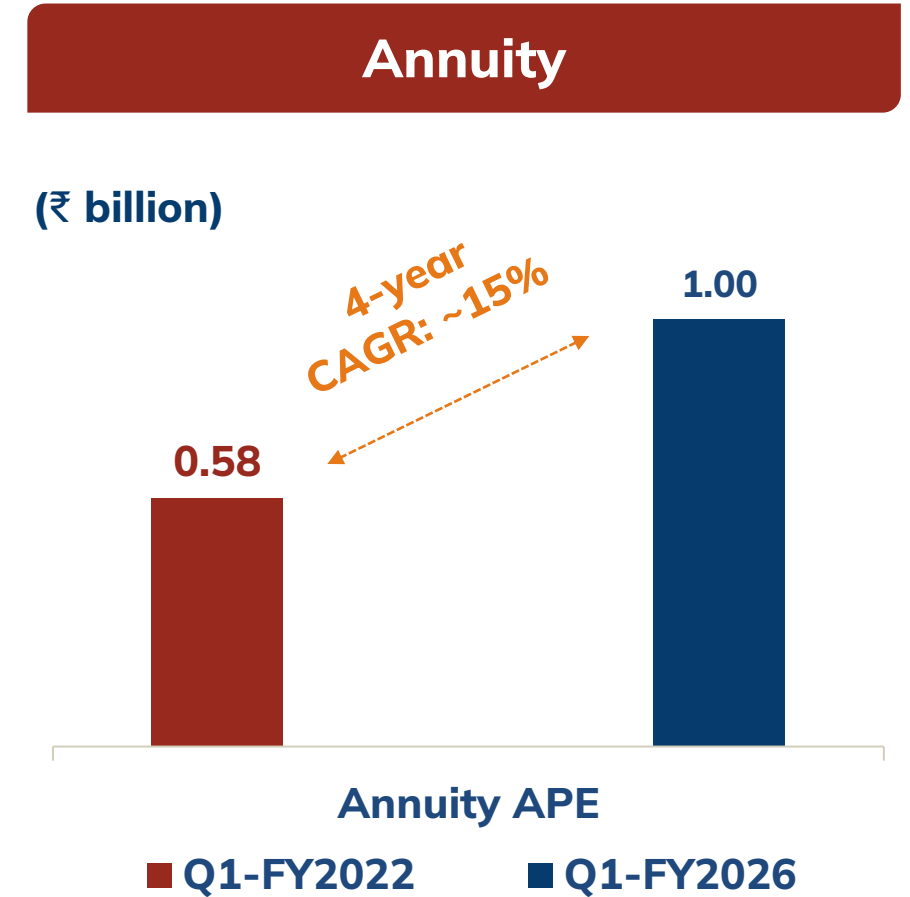
Distribution mix



Well diversified product & distribution mix

Segment in focus: Protection & Annuity

Protection			
(₹ billion)	Q1-FY2025	Q1-FY2026	Y-o-Y Growth
Protection APE ¹	3.55	4.09	15.2%
Retail protection APE	1.12	1.39	24.1%
NB sum assured	2,724.68	3,714.52	36.3%
NB retail sum assured	591.33	777.50	31.5%
Sum assured market share ²	11.4%	13.1%	-



Continued strong growth in sum assured

Persistency ratios

Month	June 30, 2023	June 30, 2024	June 30, 2025
13 th month	86.4%	89.7%	86.0%
25 th month	78.0%	80.6%	83.4%
37 th month	73.0%	72.8%	75.1%
49 th month	66.5%	70.7%	69.8%
61 st month	67.3%	65.9%	63.8%

Healthy persistency ratios



12 month rolling persistency

Productivity improvement

(₹ billion)	Q1-FY2025	Q1-FY2026	Y-o-Y Growth
Total APE	19.63	18.64	(5.0%)
Total expenses	19.87	18.99	(4.4%)
Cost/Total Premium ¹	24.0%	21.2%	-
Cost/Total Premium ¹ (savings LOB)	16.8%	14.1%	-

Improvement in cost ratios

Risk & Prudence

Insurance risks

- **Persistency experience & mortality experience monitored regularly**

Interest rate risk

- **69.6% of liabilities largely pass on market performance to customers**
- **Non-par guaranteed savings & annuities: Derivatives to hedge interest rate risks**

High quality asset¹

- **95.8% of fixed income in sovereign or AAA; 100% of fixed income AA & above**
- **Zero NPA since inception**

Strong solvency ratio

- **Solvency ratio of 212.3% at June 30, 2025**

Strong & resilient balance sheet with zero NPA since inception

Financial metrics

(₹ billion)	Q1-FY2025	FY2025	Q1-FY2026
Value of New Business (VNB)	4.72	23.70	4.57
VNB margin	24.0%	22.8%	24.5%
Profit after Tax	2.25	11.89	3.02
AUM ¹	3,088.75	3,093.59	3,244.89
Solvency ratio ¹	187.9%	212.2%	212.3%

3C Framework



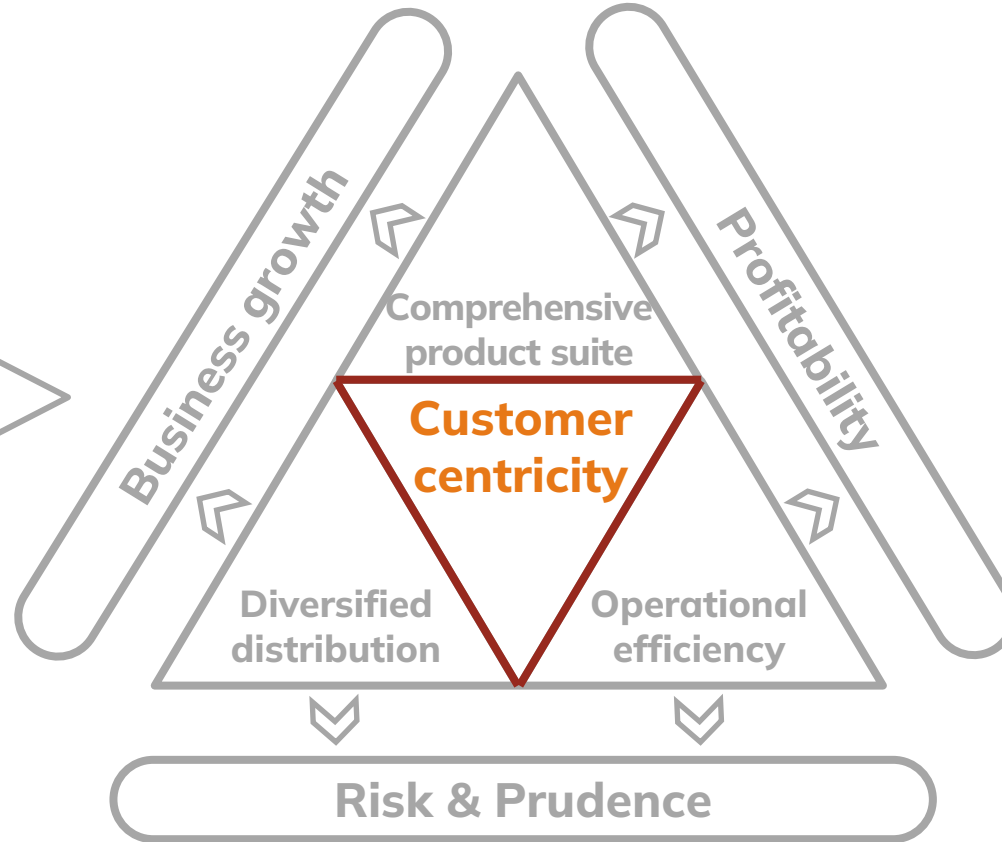
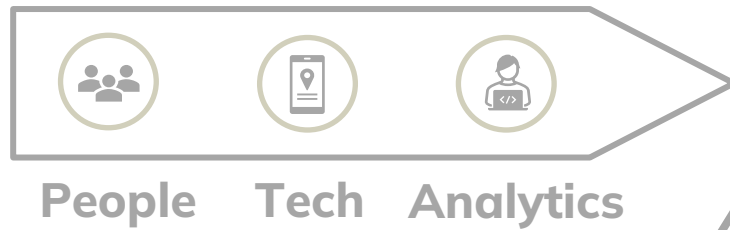
Customer
centricity



Competency



Catalyst



*ESG integrated with
business management*

**Deliver superior customer
value** through appropriate
product propositions,
seamless onboarding &
sourcing, best-in-class
servicing & settling claims
with utmost sensitivity &
care

Customer centricity at the core

~53% of policies issued using digital KYC¹ in Q1-FY2026
~54% of savings policies issued on same day in Q1-FY2026

Claim settlement ratio of 99.6% for Q1-FY2026²; settled within 1.1 days³

Ranked no. 1 in the industry wide customer experience NPS study for 3rd year in a row⁴

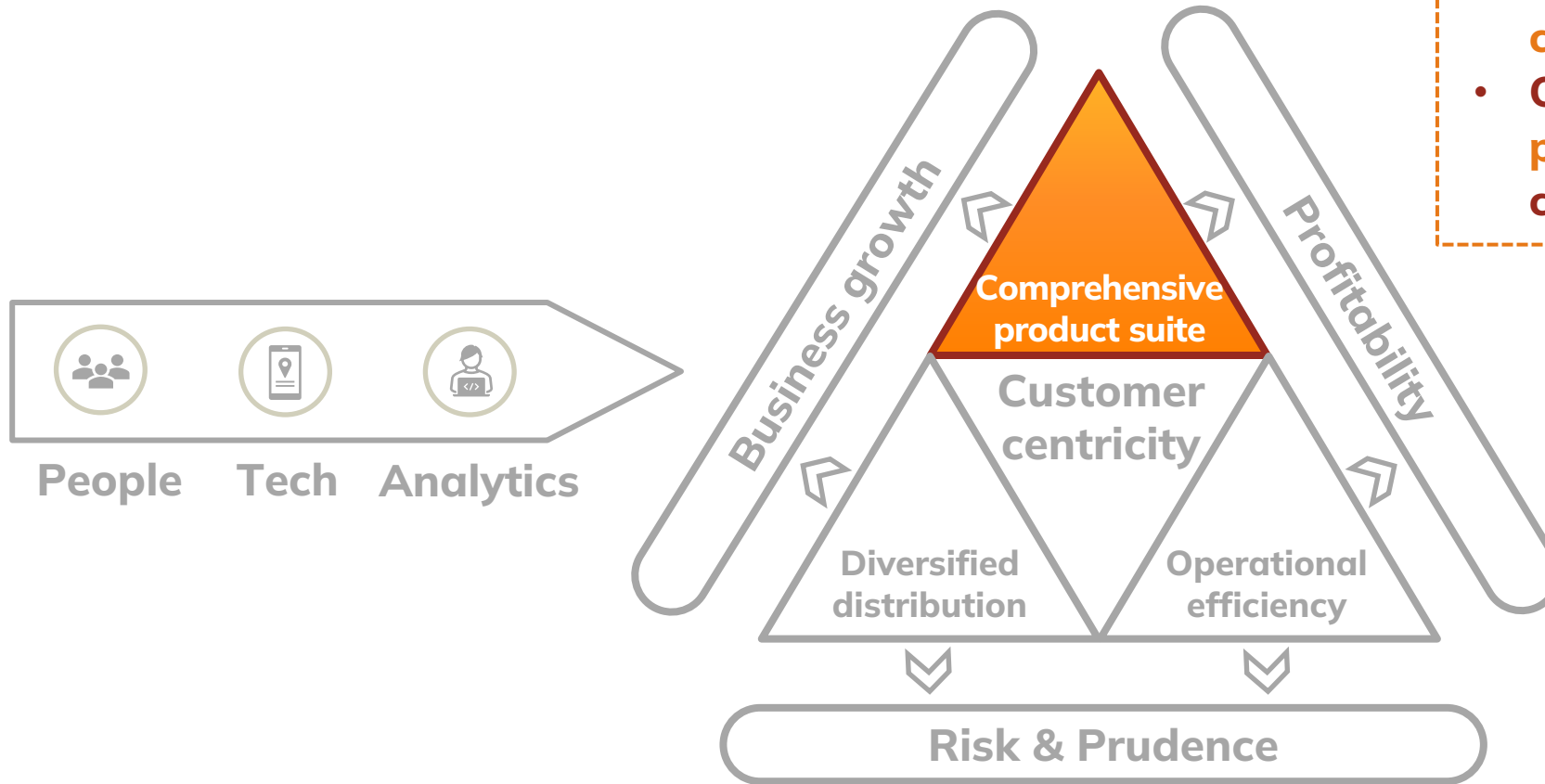


Healthy persistency ratios: 13M persistency⁵ of 86.0% at June 30, 2025



Assets under management of ₹ 3.2 tn at June 2025 securing > 87 mn lives

'C'ompetency: Comprehensive product suite



- Provide **right product to right customer**
- Offer **innovative product propositions** addressing dynamic customer needs across life stages

ESG integrated with business management

Products across life stages...

Young & single



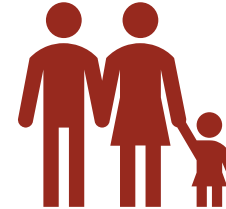
- Protection
- Savings

Married



- Protection
- Health
- Savings
- Wealth

Married with children



- Protection
- Child education
- Retirement planning
- Health
- Wealth

Nearing retirement & retired



- Retirement planning
- Pension
- Legacy planning

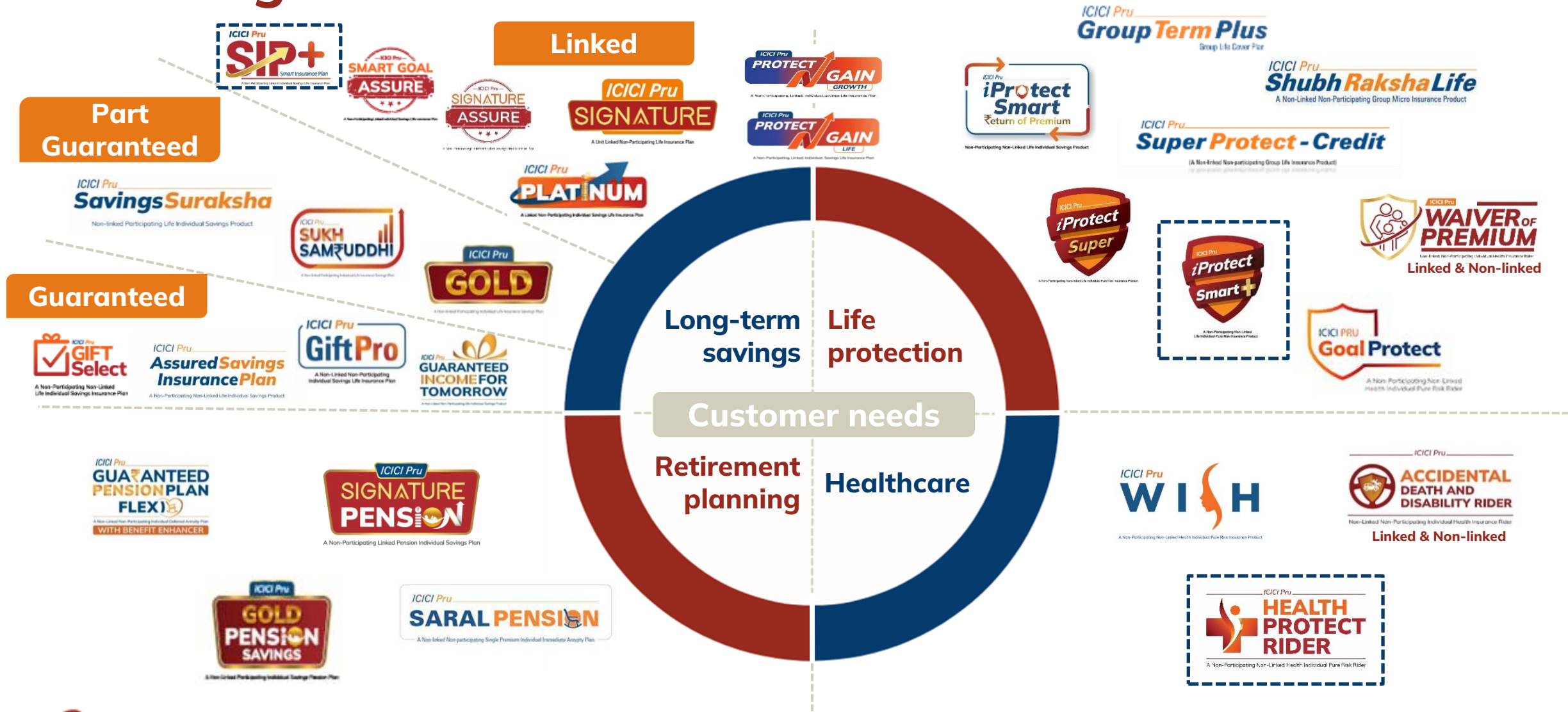
Age 25 - 30

Age 30 - 35

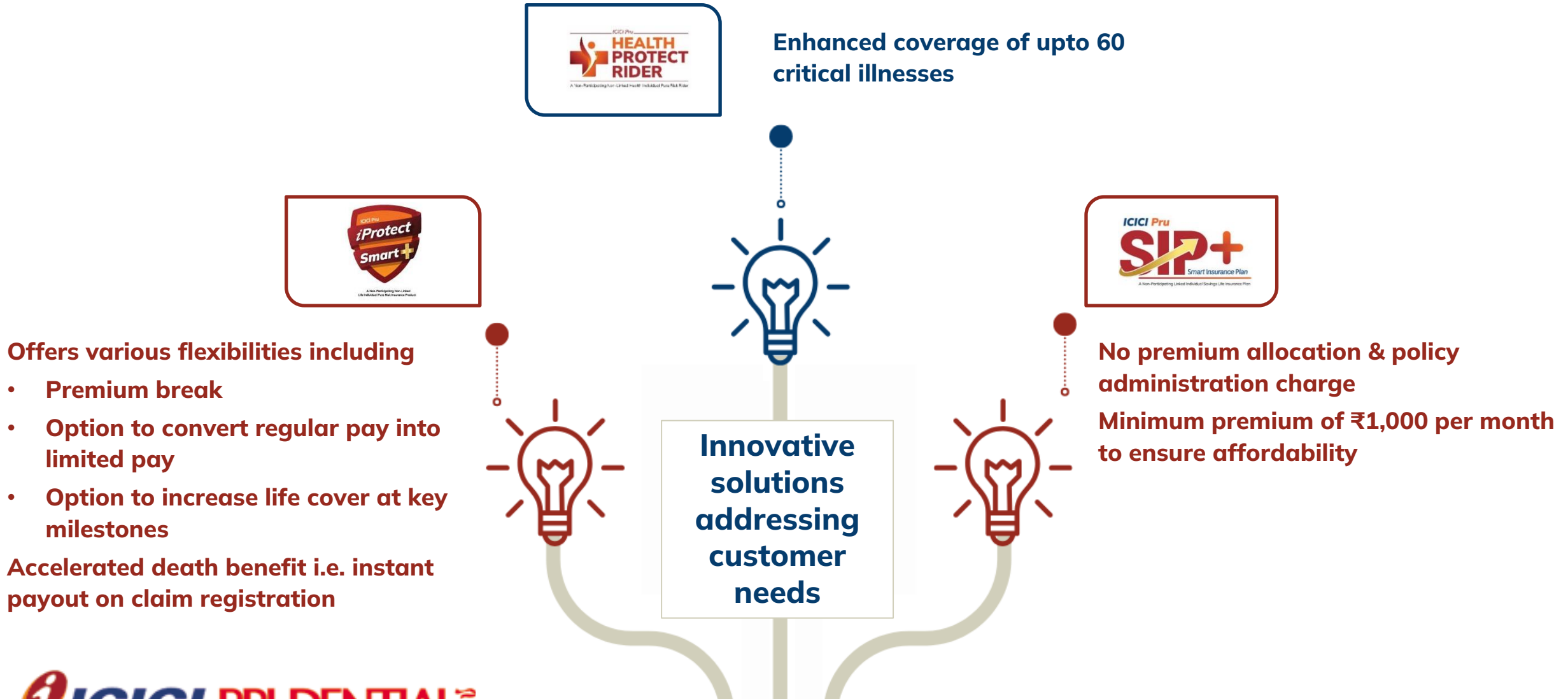
Age 35 - 50

Age 50+

...catering to varied customer needs

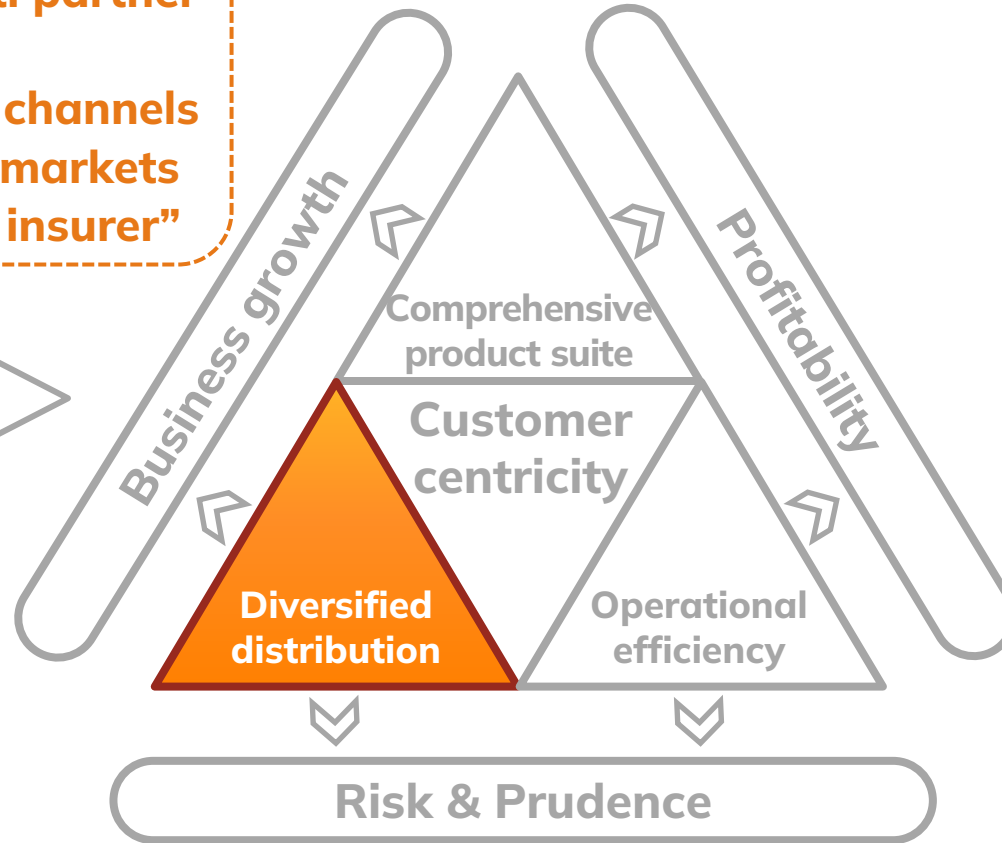
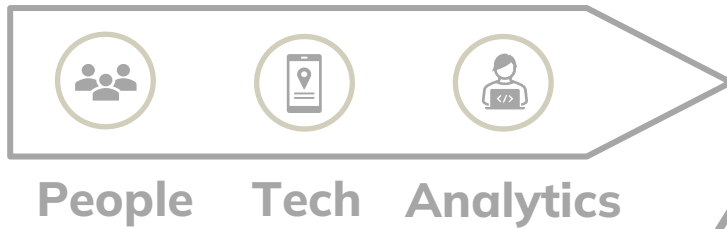


Innovative value propositions: Q1-FY2026



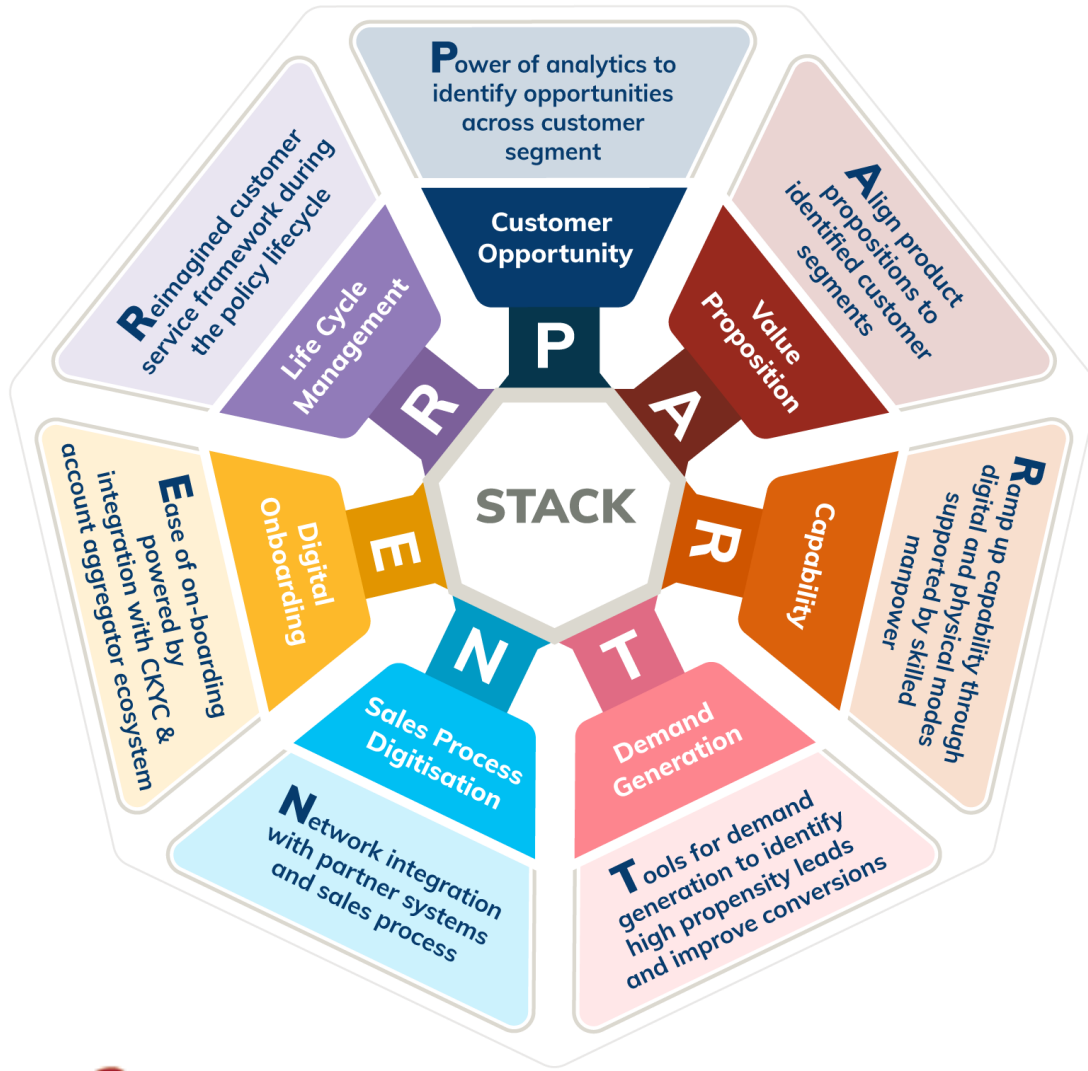
‘C’ompetency: Diversified distribution

- Create depth & width in **multi partner shops**
- Invest & grow in **proprietary channels**
- Deeper penetration in **micro markets**
- To be the “**most partnerable insurer**”



ESG integrated with business management

Most partnerable Company



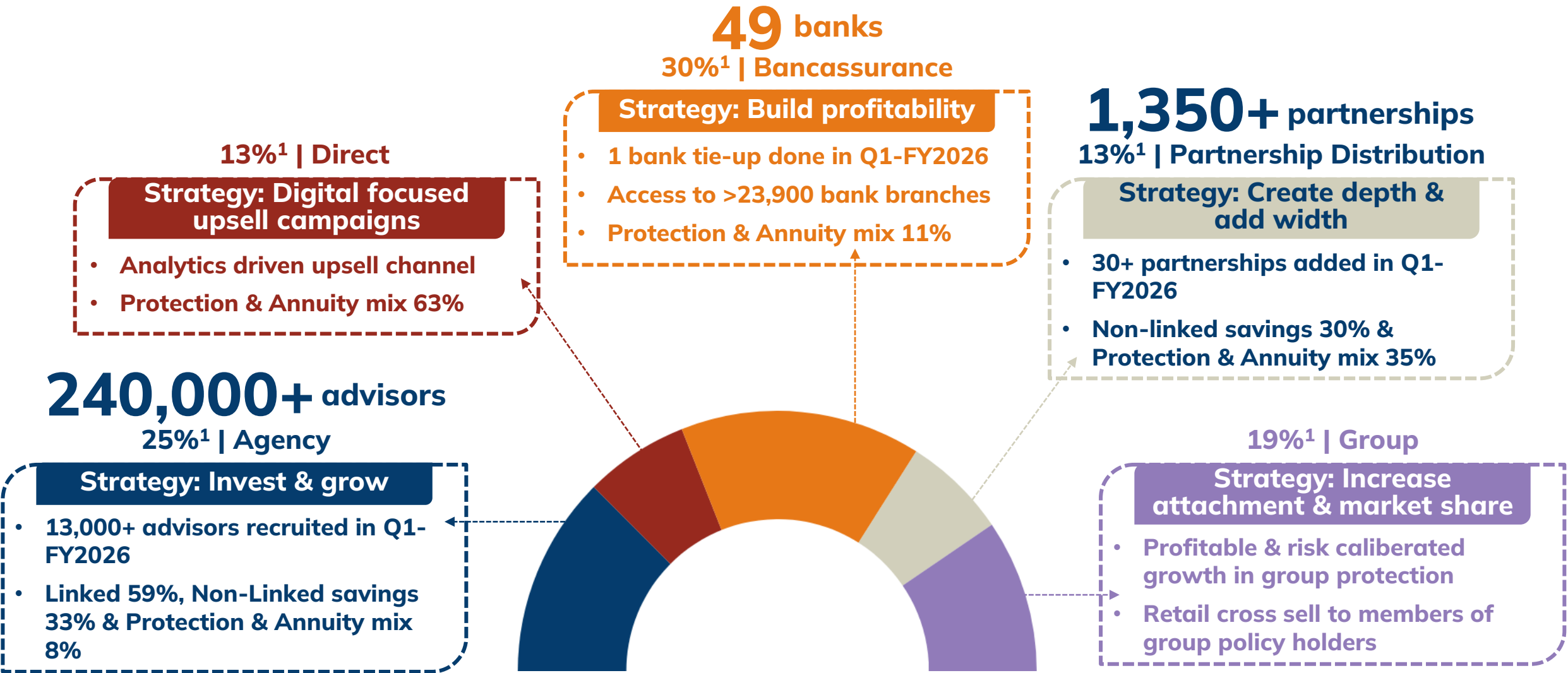
ICICI Pru Stack

Array of platform capabilities to help us deliver superior value propositions to our customers, in collaboration with our partners



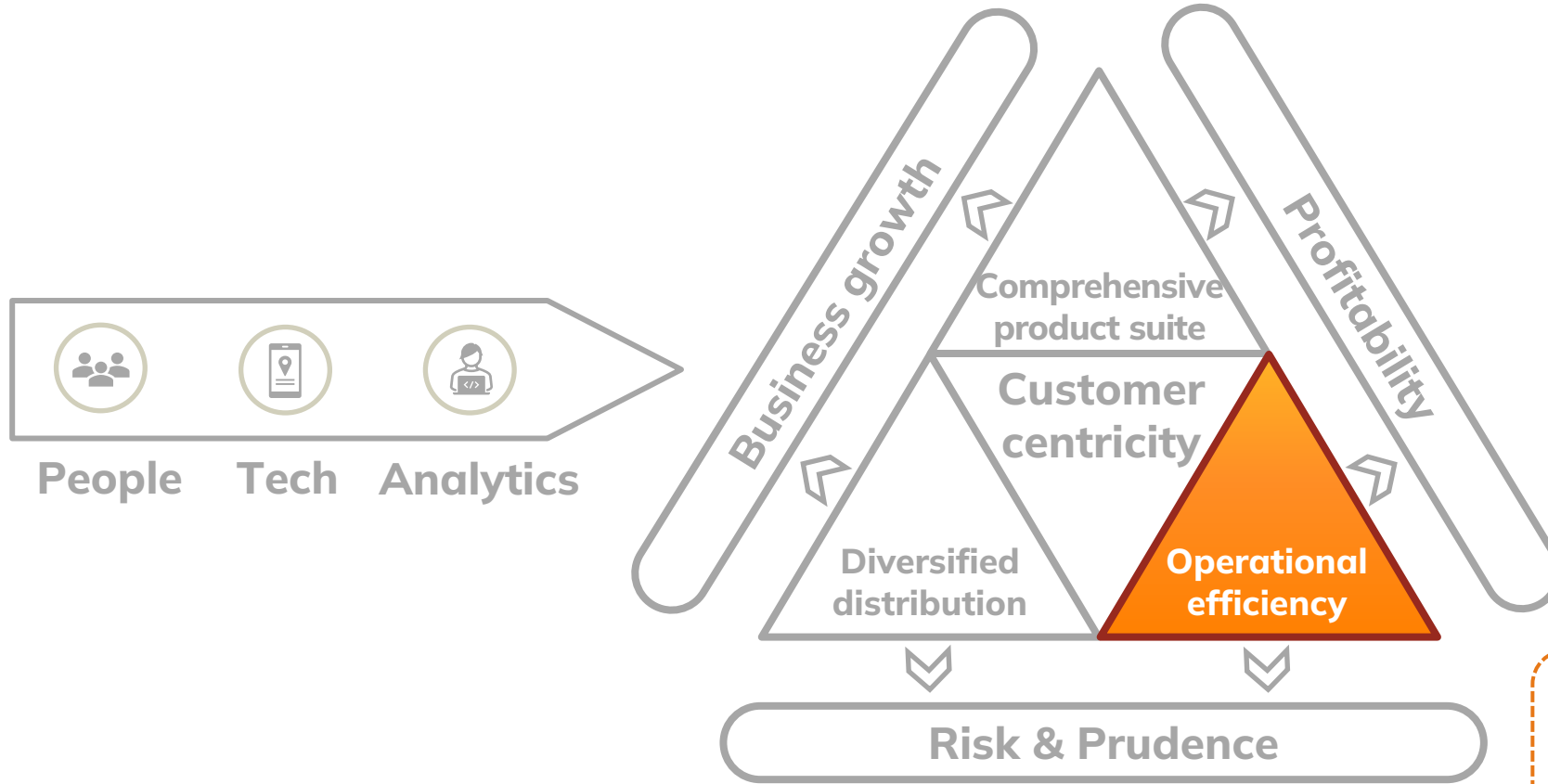
- ~54% of savings policies issued on same day in Q1-FY2026
- Same day commission available for select distributors
- New distribution partner onboarded in <2 weeks

Distribution reach & strategy



¹Channel mix (based on APE);
Data for Q1-FY2026;
Product mix based on new business premium (retail);
Partnerships includes partners/ banks engaged in group business as well

'C'ompetency: Operational efficiency



ESG integrated with business management

- **Enable simplified & frictionless processes across policy life cycle**

Simplified & frictionless process

Leveraging external data sources

1

Integration with IR (BIMA Central), Digital consent based eKYC (CKYC & Aadhaar), Bank pre-population

Onboarding experience

2

Intuitive and non-invasive journey
Premium payment through BASBA

Advanced underwriting

3

- AI enabled PIVV, face match & case summarisation
- AI / ML techniques used for underwriting decisioning

Servicing experience

4

- Digital surrenders
- Digital loans
- New payment enablers - Rupay card SI, Aadhar SI, WhatsApp UPI, QR code

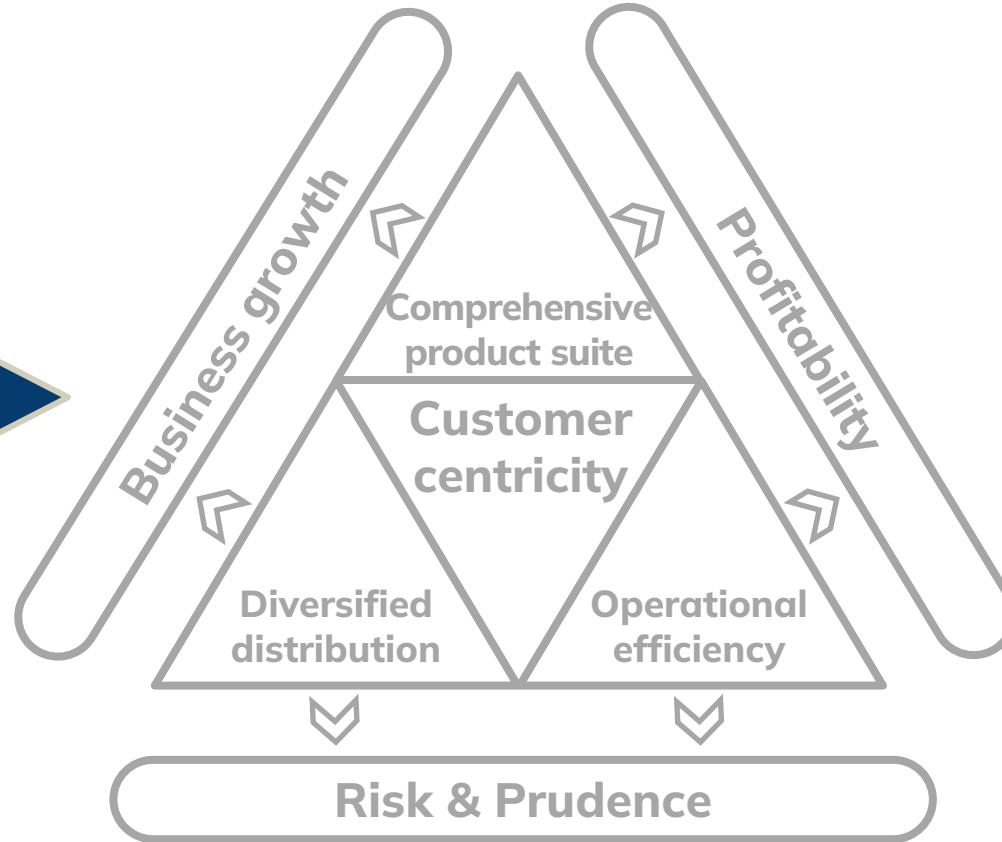
Integration with central agencies for simplified digital customer onboarding

Superior customer value at every stage



3C Framework

▽ Customer centricity △ Competency ➡ Catalyst



ESG integrated with business management

People strategy aligned to business strategy



Impact on leadership

78%

Leadership stability
More than 10 years vintage

91%

Leadership depth¹
More than 3 job rotations

100%

Leadership cover²
Leadership positions with adequate cover

Impact on culture

2.3 mn+

Learning metrics
Learning hours³

30%

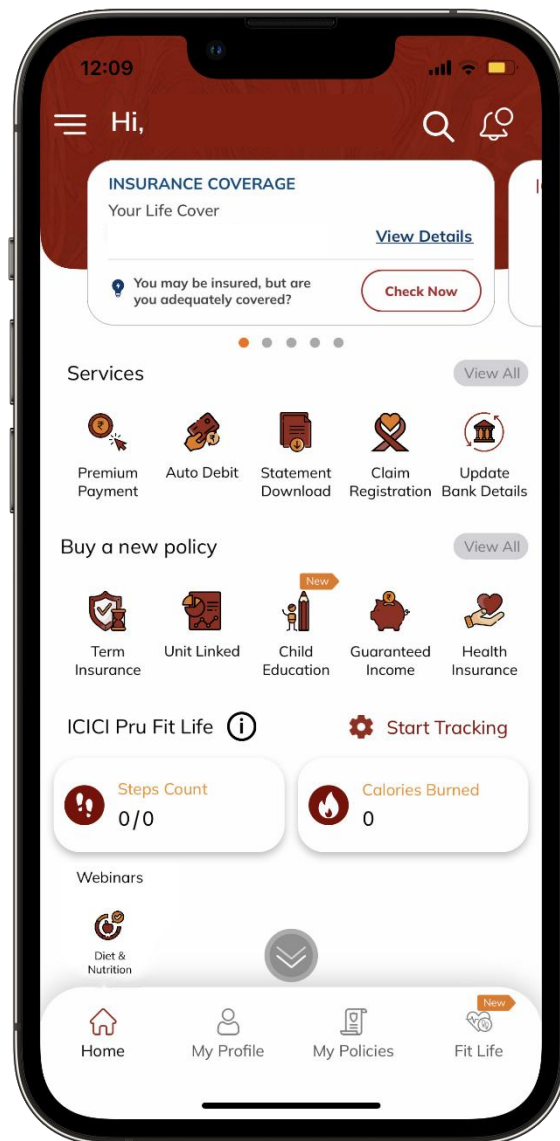
Gender diversity
% women employees

Leveraging technology to deliver value

~16.9 mn digital service interactions in Q1-FY2026

4.0 mn+ app downloads

Highest rated app in Indian Life Insurance industry: 4.7 rating on both app store & play store



99% digital logins & 100% e-insurance account for eligible base

96.8% service interactions are via self-help / digital modes

99.8% of pages with system uptime of more than 99%

Fitness tracker¹ linked to Google Fit (Android) & Health (iOS)

Technology enabled new business & growth

Pre-sales

- **Lead Management System**

Enabled with enhanced voice capability & geographical tagging

- **Saksham & My Coach**

On-the-go e-learning platform with AI capabilities to improve pitching

- **Digital demand generation**

Platform to generate interest, qualify leads with nurture framework & funnel management

- **Group eligibility**

Platform provided to group partner to identify the sum assured eligibility before login with dedupe & NML

Onboarding & issuance

- **InstaPlan**

Pre-sales tool to create customised solution for customer by combining multiple products on-the-go

- **Digital journey**

Smart quote app | End-to-end digital onboarding with form pre-fill Aadhaar & CKYC | Smart doc upload with instant OCR | Video risk verification | Tele & video underwriting | Video welcome kit | Digital income enablers like Vahaan, EPFO etc.

- **Leveraging eco system**

Leverage digital public infrastructure by integrating with multiple platforms for smoother onboarding

Partner integration

- **Retail partners:**

Partner integration portal | Data pre population | Digital payment with SI & digital consent | Video verification & CKYC as a service | Modular API architecture

- **AI based pre-issuance video verification**

Partner wise customised scripts with multilingual support & enhanced fraud detection

- **Group portal for partners**

End-to-end automated process for onboarding | Certificate of insurance | Claim intimation & status | service request like cancelation, surrender etc

Technology enabled customer service & claims

Empowering customers

- **Self service**

1. ~16.9 mn digital service interactions in Q1-FY2026
2. 96.8% service interactions are via self-help/ digital modes

- **Renewals**

1. Flexible premium payment options including multiple UPI
2. Humanoid: 2-way conversational AI bot with speech recognition capability deployed in customer calls for renewal collection

- **e-Insurance account**

Facility provided to 4 mn+ policyholders to access their insurance policy details

- **Quick claim assistance**

Provided through digital claim registration process, real time tracking through chatbot/WhatsApp & AI-based pre-claim assessment & claim processing

Omni channel

- **Customer mobile application**

4.0 mn+ app downloads with best app rating among the peers

- **24x7 chat/voice assistants**

Flexibility to place service requests & queries 24X7 on LiGo chat bot & WhatsApp bot

- **Digital Life Verification**

Facility provided for retail annuity customers

Analytics embedded across customer journey

1. Login

AI driven initiatives for demand generation ensuring right product to right customer

3. Renewal

AI driven persistency management & surrender retention

5. Claims

AI driven claims investigation triggers

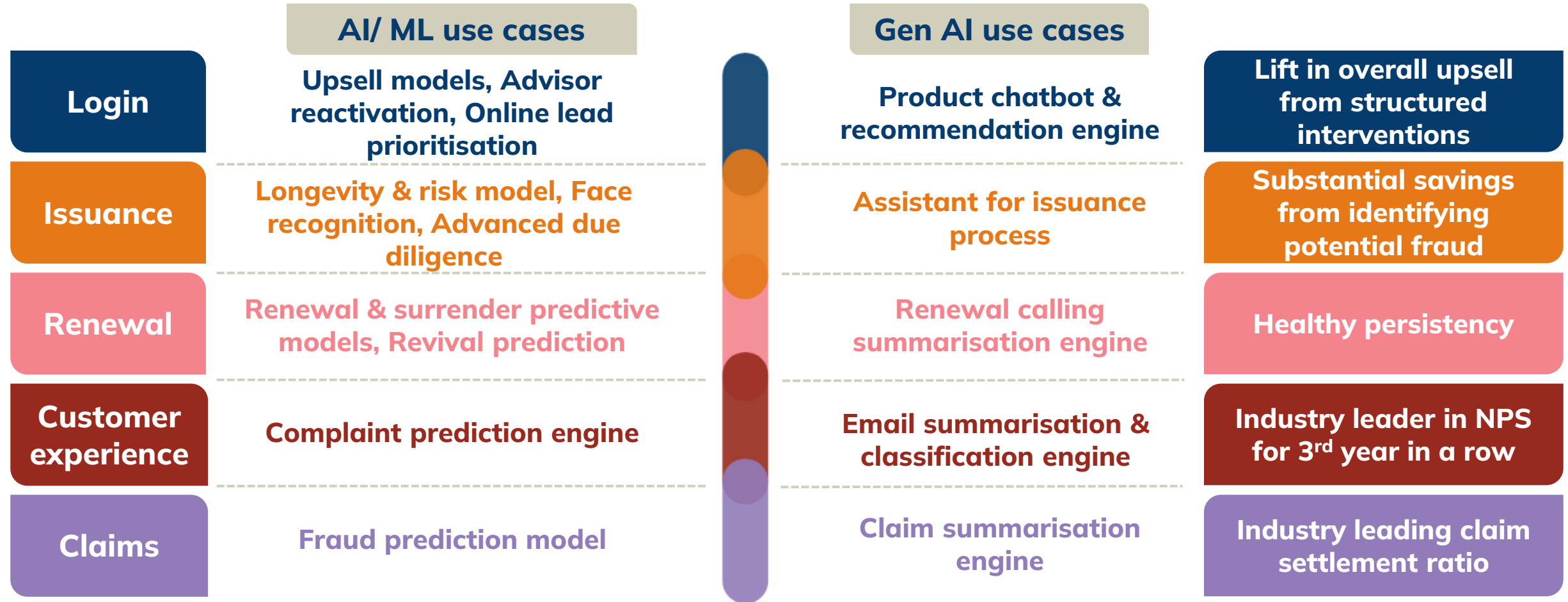
Automated real time underwriting for faster issuance

2. Issuance

Data driven differentiated processes to enhance customer satisfaction

4. Customer Service

Enhancing customer journey using advanced analytics



Integrating ESG into business management

Environmental



Social



Governance



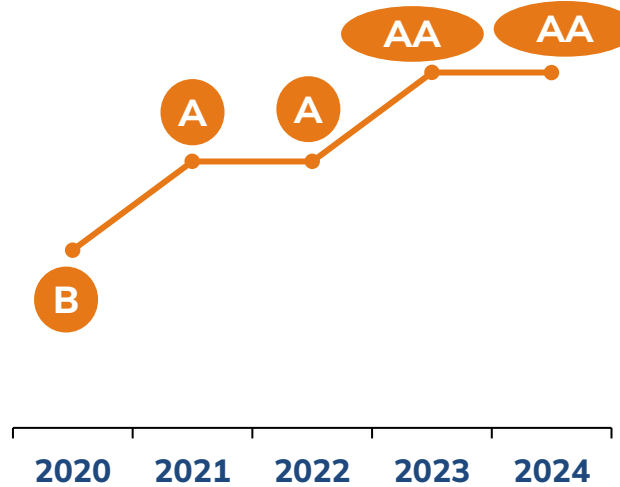
Focus areas

• Environment

- Human capital
- Responsible investing
- Access to finance
- CSR

- Governance & business ethics
- Data privacy & security

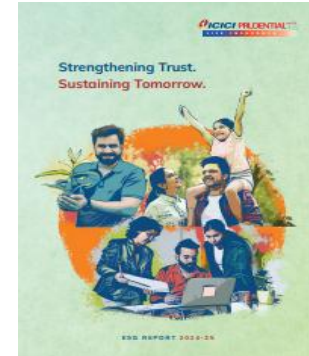
ESG rating by MSCI



Disclosure under IR¹ framework FY2025



Integrated annual report since FY2020



ESG report since FY2020

Business Responsibility and Sustainability Report

SECTION A

GENERAL DISCLOSURES

Disclosures	Yes/No/Partial	Score
1. Business operations and services provided in the country of origin	Yes	100
2. Business operations and services provided in other countries	Yes	100
3. Business operations and services provided in the country of origin	Yes	100
4. Business operations and services provided in other countries	Yes	100
5. Business operations and services provided in the country of origin	Yes	100
6. Business operations and services provided in other countries	Yes	100
7. Business operations and services provided in the country of origin	Yes	100
8. Business operations and services provided in other countries	Yes	100
9. Business operations and services provided in the country of origin	Yes	100
10. Business operations and services provided in other countries	Yes	100

BRSR² as per SEBI since FY2022

- Highest rated Indian insurer as per two of the leading ESG rating agencies
- ESG framework approved by the Board
- Board Sustainability & CSR Committee oversees ESG aspects; Executive Sustainability Steering Committee integrates ESG into business processes
- 59 offices Pan-India (FY2024: 44 offices) now run on renewable energy
- Conferred 'Platinum Award' for our ESG FY2024 report by LACP³
- Gender diversity at 30% in FY2025, up from 27% in FY2022 & 29% in FY2024

¹ Integrated reporting; ² Business Responsibility & Sustainability Report;

³ LACP: League of American Communications Professionals

Agenda

- Company strategy & performance
- Opportunity & industry overview



Opportunities in the Indian life insurance industry



1

Long-term savings Steady growth opportunity

- Significant allocation: 64% of household savings towards financial assets for FY2024¹
- Life insurance constitutes 17% of household financial savings at March 31, 2024¹



2

Protection Strong multi-decadal growth opportunity

- Protection gap of \$16.5 tn for FY2020²
- ~13%³ of addressable population covered through individual protection policies
- Individual protection SA⁴ at 24% of GDP; lower than Malaysia: 153%, Thailand: 143%



3

Retirement Next big horizon of growth

- Pension assets at 6.9% of GDP (HK:56%, US:130%, Australia: 146%)⁵
- Annuity can be sold exclusively by life insurers



4

Health Opportunity restricted under current regulations

- Under-penetration in health insurance; life insurer market share at 1.6% for FY2021⁶
- Opportunity to sell health riders with savings & protection plans

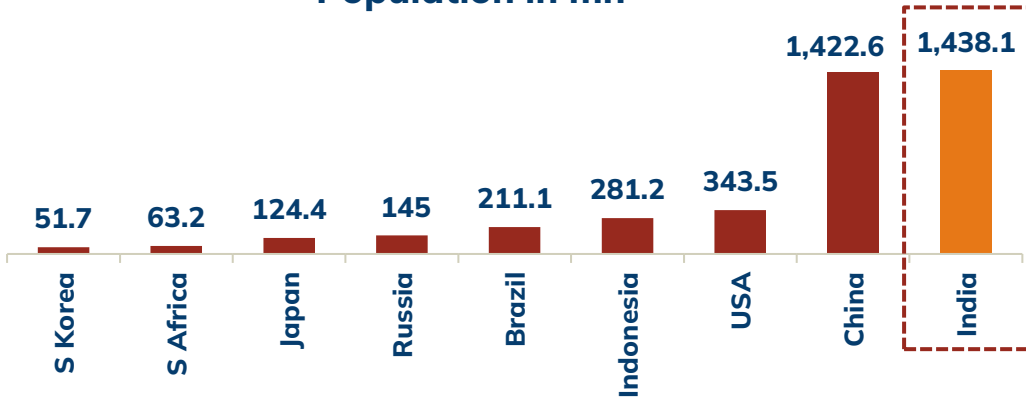
Favorable demography



Long-term savings opportunity

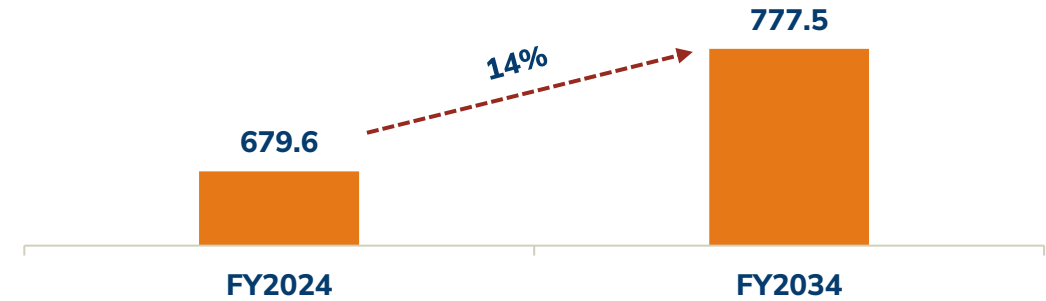
Large & growing population base¹

Population in mn

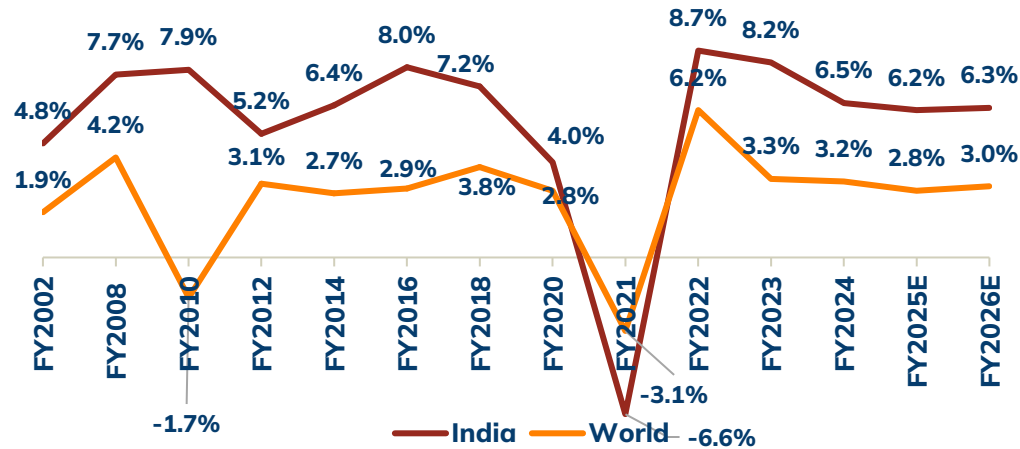


High share of working population in India¹

Population in mn (age group 25-59 years)

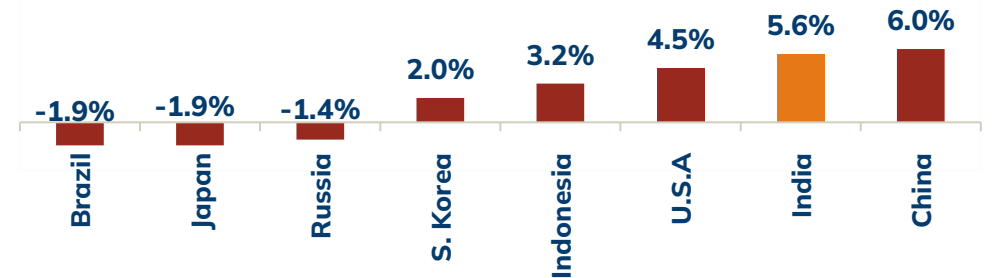


Driving GDP growth²



Rising affluence³

GDP per capita CAGR (FY2013-FY2023)



¹Source: UN population division at July 2024

²Source: World Economic Outlook update, April 2025

³Source: The World Bank

Compound annual growth rate (CAGR)

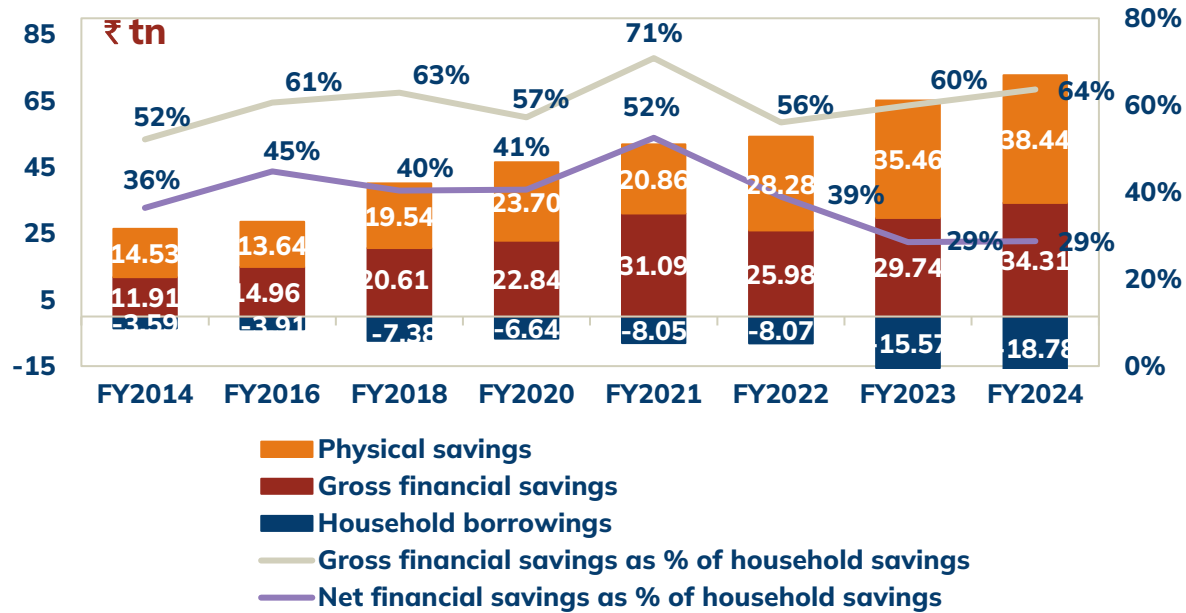
Gross domestic product (GDP)

Financialisation of savings

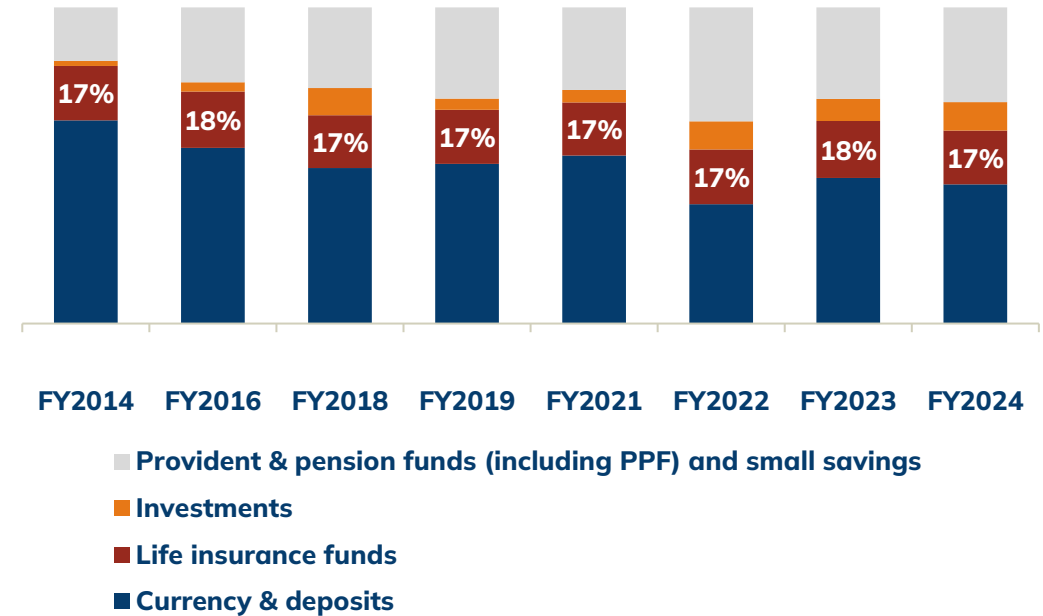


Long-term savings opportunity

Household savings¹



Distribution of financial savings (including currency)²



	FY2002	FY2008	FY2010	FY2012	FY2014	FY2018	FY2020	FY2022	FY2024
Life insurance premium ³ as % of GDP	2.1%	4.0%	4.1%	3.3%	2.8%	2.7%	2.8%	2.9%	2.8%

¹Source: RBI & CSO

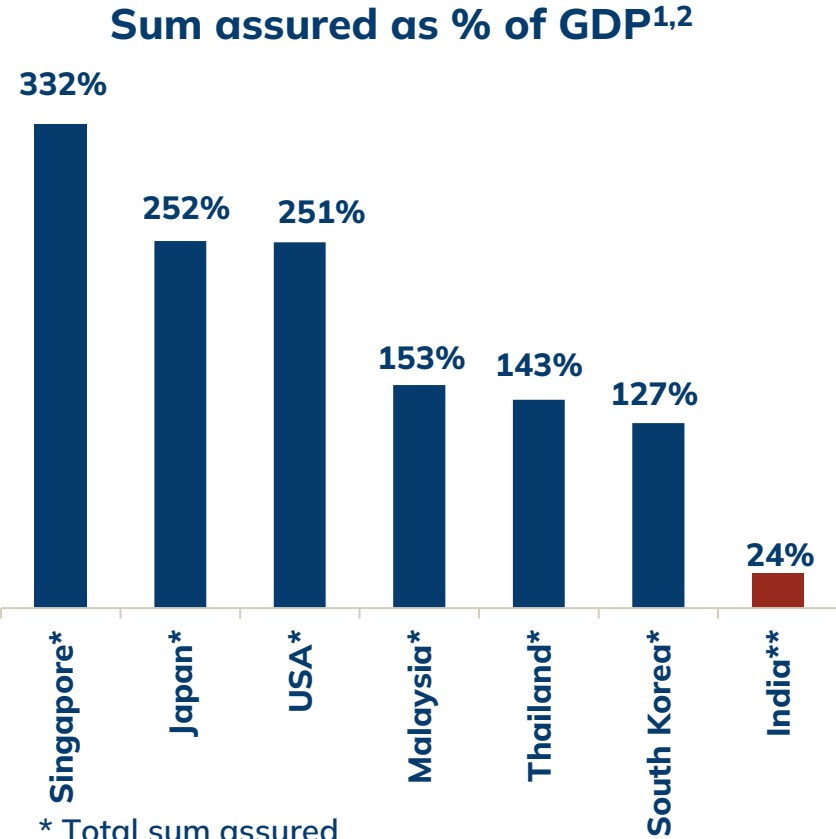
²Source: RBI

³Total life insurance industry premium including renewal; Source: IRDAI
Gross domestic product (GDP)

Low protection penetration

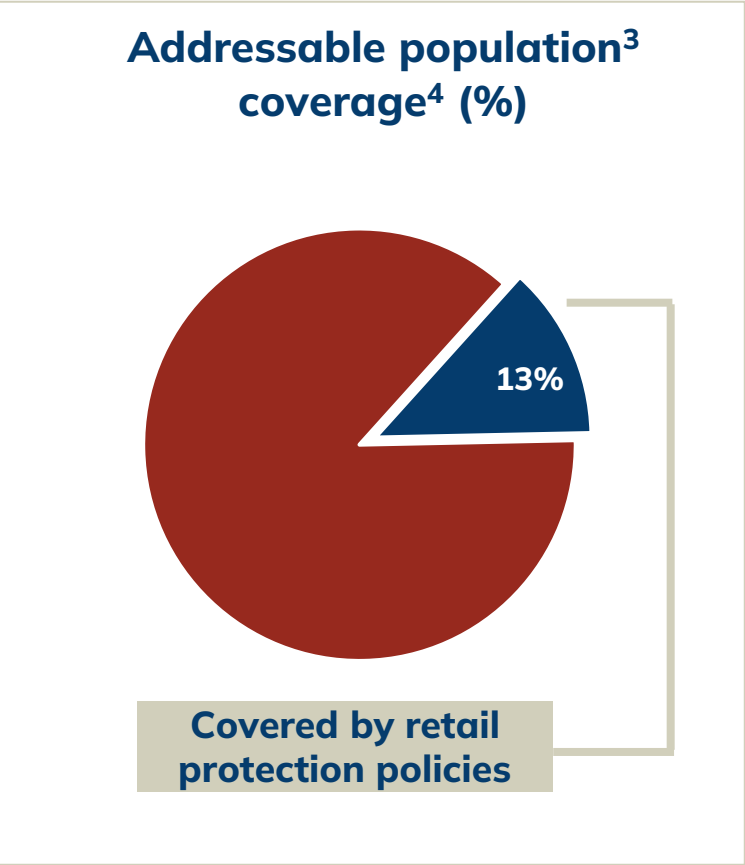


Protection opportunity

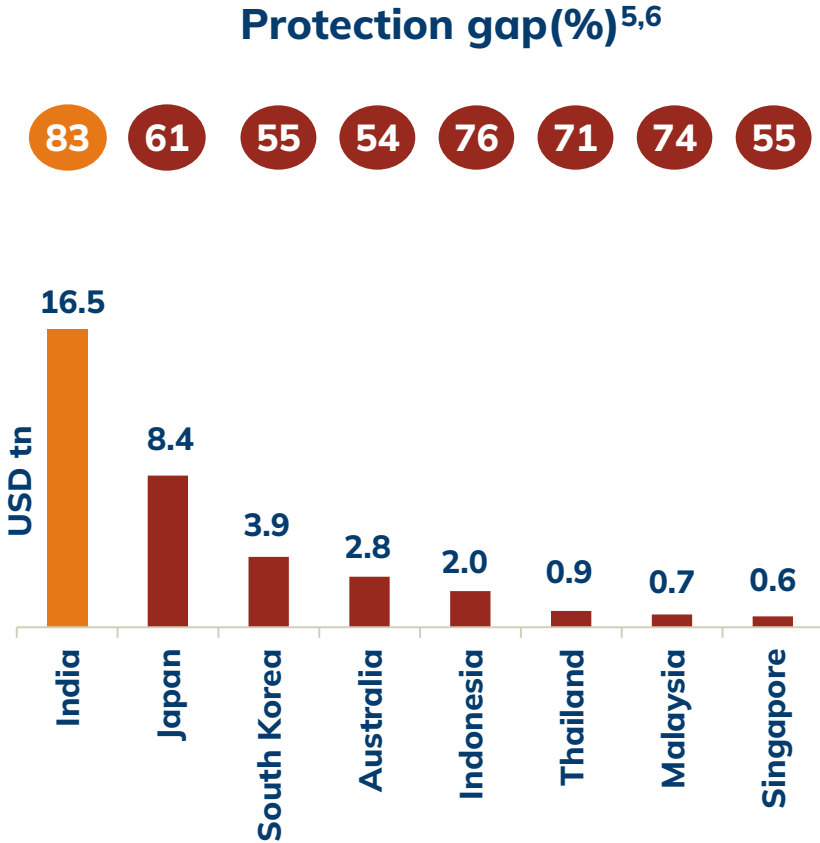


* Total sum assured
** Retail protection sum assured (Company estimates)
Gross domestic product (GDP)

¹FY2024 for India; Source: NSO & Company estimates
²FY2018 for USA & Japan; FY2020 for other countries;
Source: McKinsey estimates



³Income tax department data with individual income > ₹ 0.25 mn & Company estimates
⁴Inforce no. of lives for retail protection/no. of returns with income > ₹ 0.25 mn
Source: Company estimates, Investec Report 2024



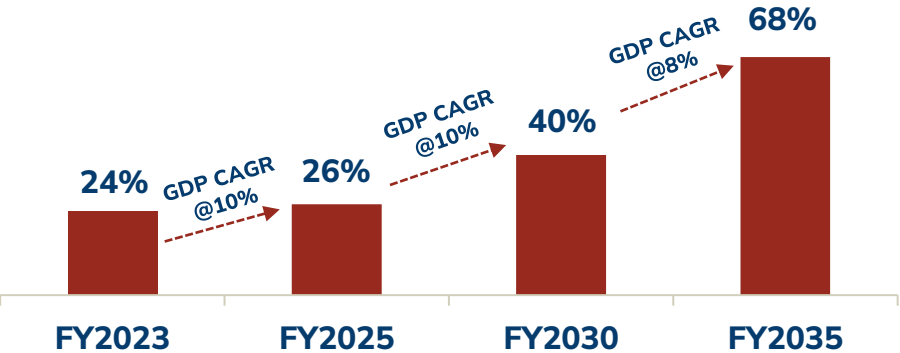
⁵Protection gap (%): Ratio of protection lacking/ protection needed
⁶Source: Swiss Re, Closing Asia's mortality protection gap, 2020

Low sum assured (SA) as % of GDP

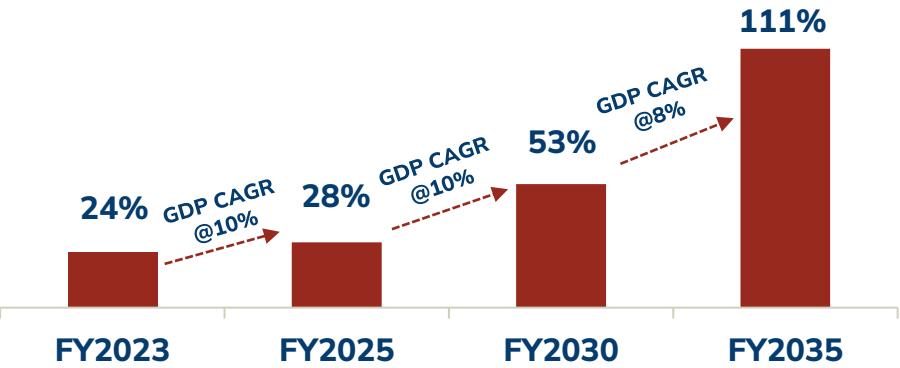


Protection opportunity

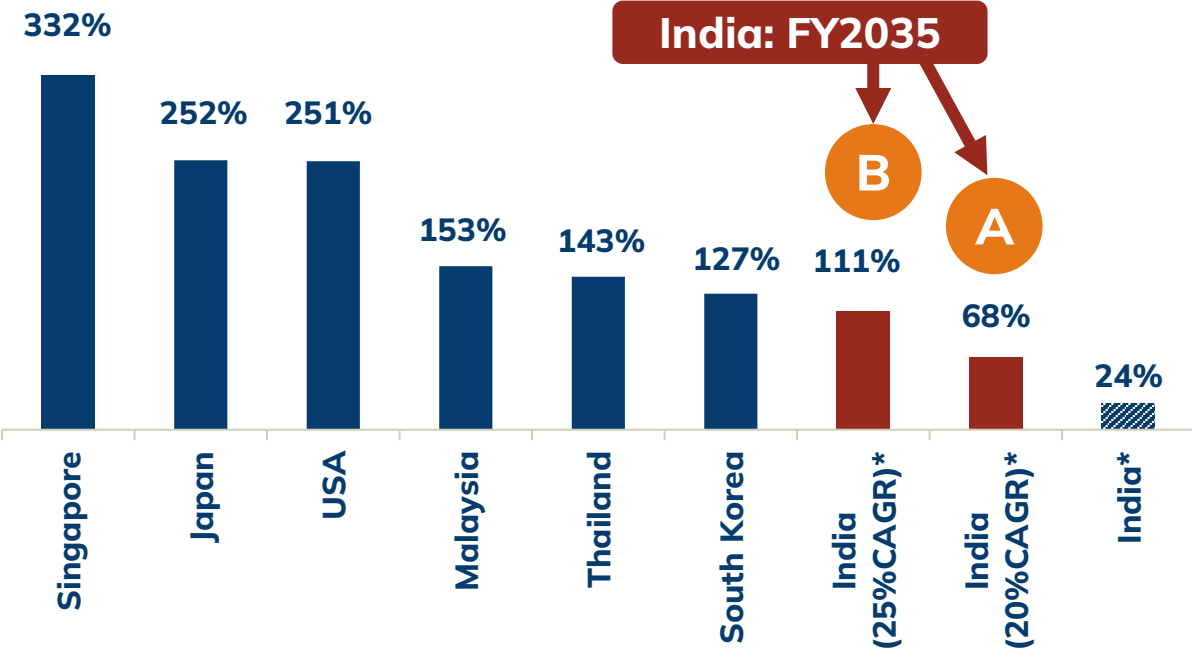
A SA as % of GDP (SA growth @ 20% CAGR)



B SA as % of GDP (SA growth @ 25% CAGR)



SA as % of GDP^{1,2}



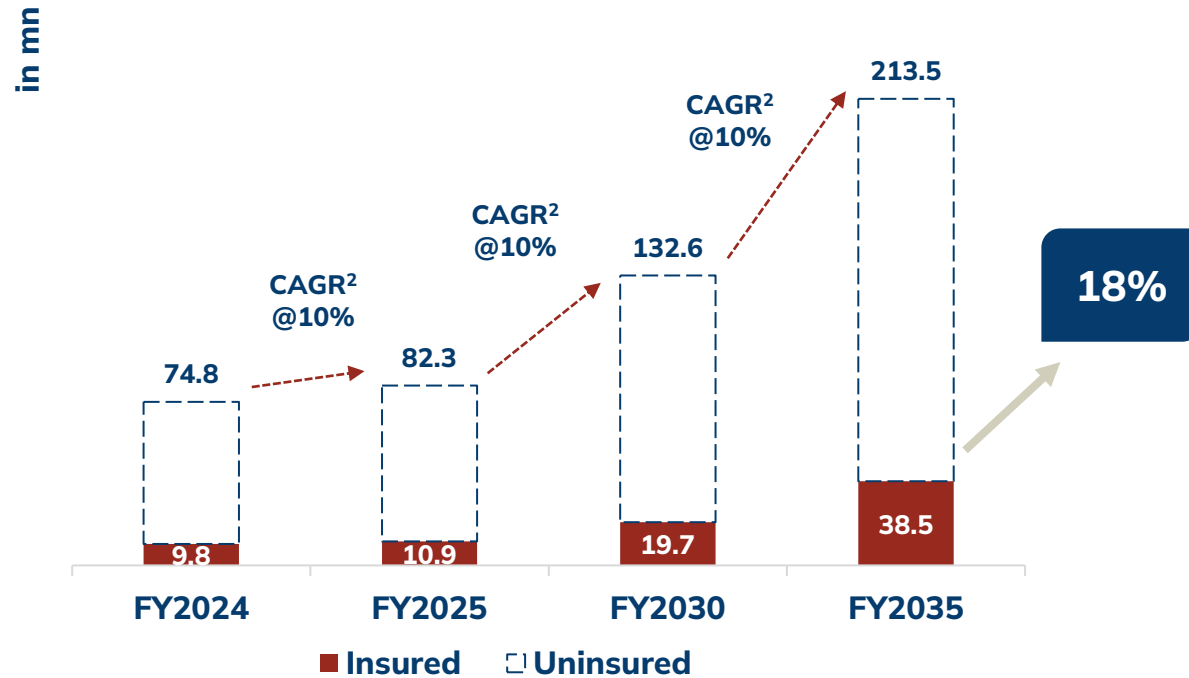
¹FY2024 for India; Source: NSO & Company estimates
²FY2018 for USA & Japan; FY2020 for other countries; Source: McKinsey estimates
*For retail protection sum assured (Company estimates)
Gross domestic product (GDP); Compound annual growth rate (CAGR)

Addressable population (%)

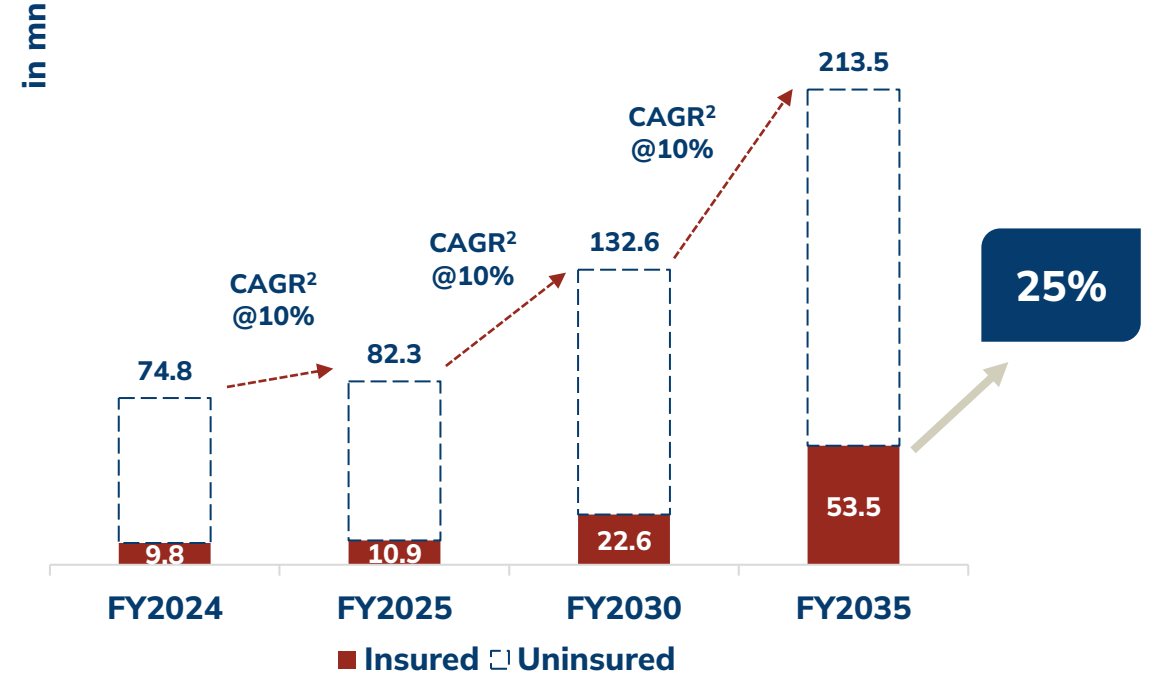


Protection
opportunity

15% CAGR in new policy count¹



20% CAGR in new policy count¹



25% of India's addressable population expected to be covered by FY2035³

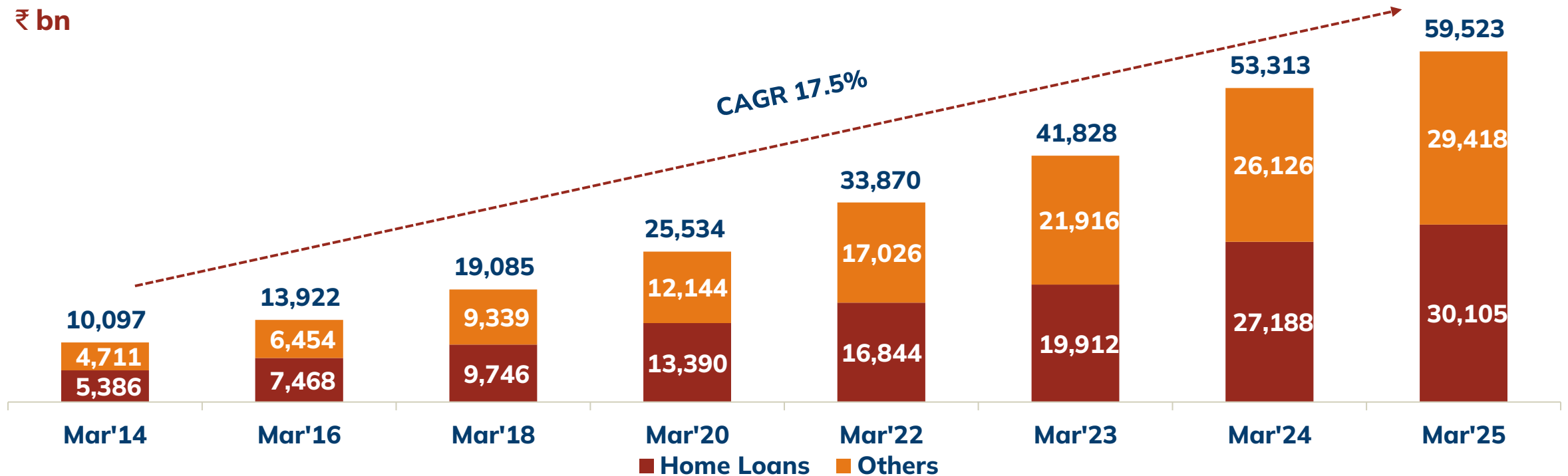
Strong growth in retail credit



Protection
opportunity

Retail credit¹

₹ bn



- Healthy growth in retail credit
- Credit life is voluntary



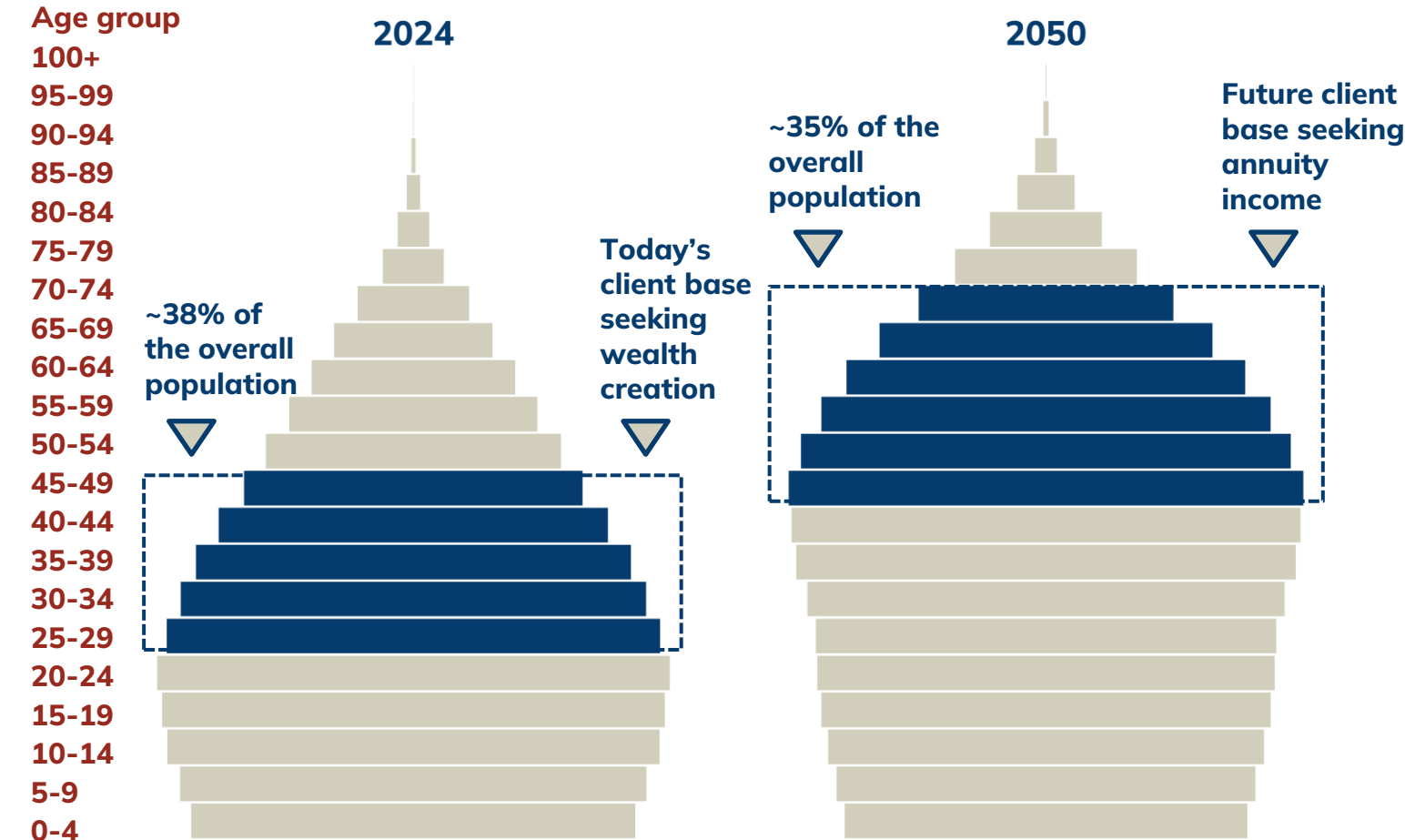
¹Source: RBI: Deployment of Gross Bank Credit by Major Sector
Compound annual growth rate (CAGR)
Components may not add up to the totals due to rounding off

Rising retirement population in India

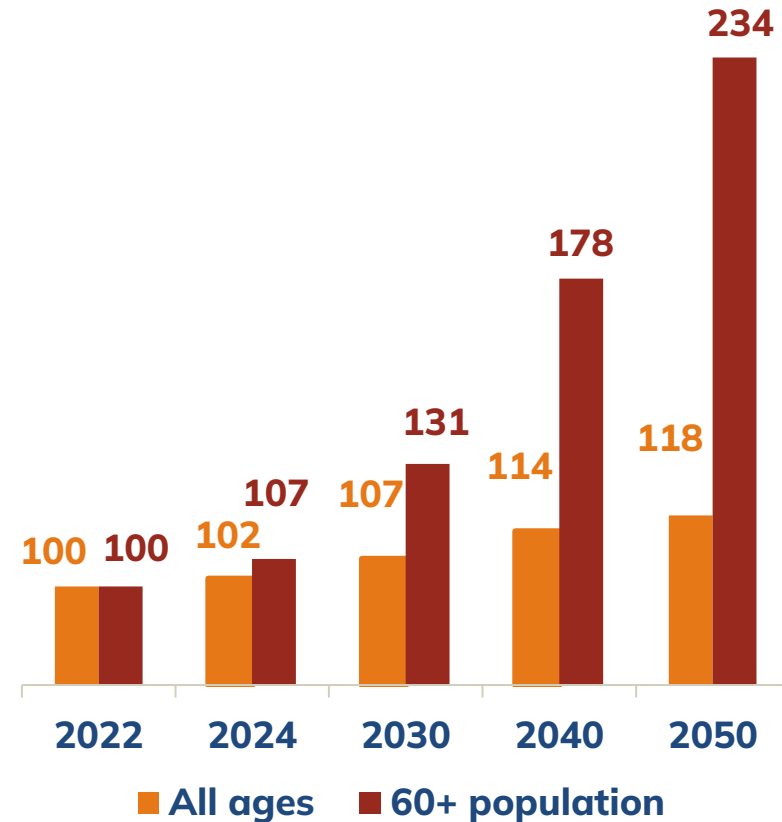


Retirement
opportunity

Demography shift over next ~25 years¹



Faster growth of ageing population²



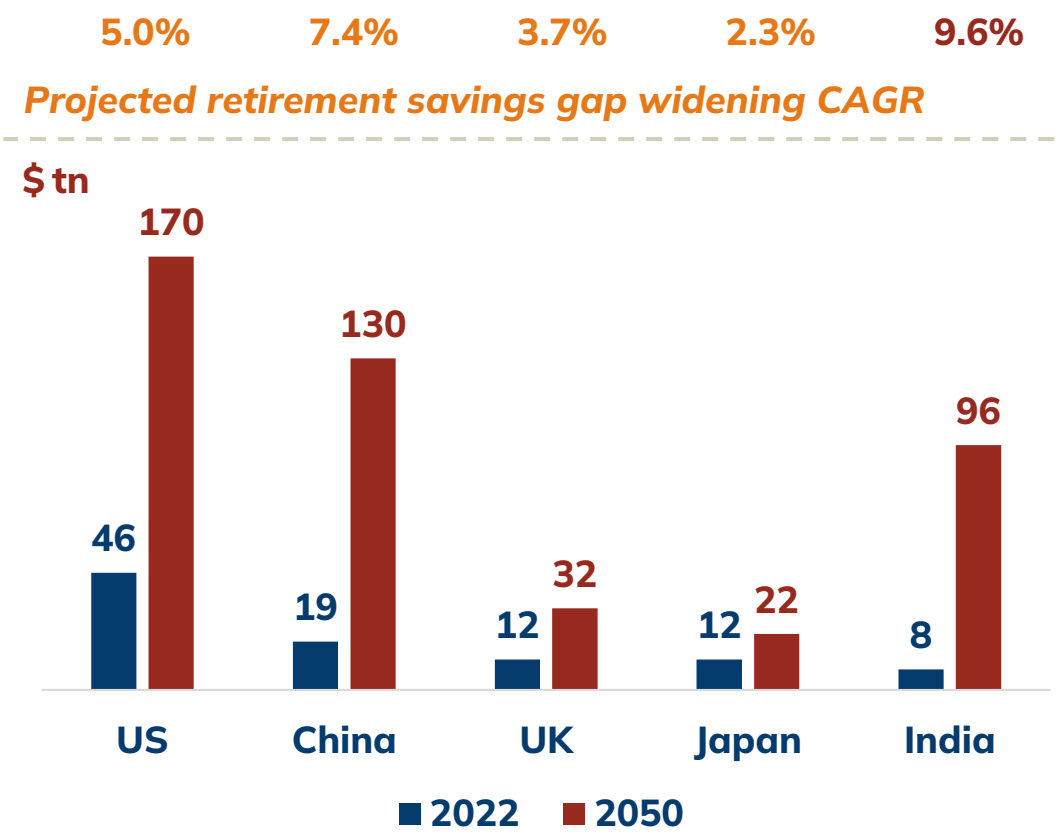
¹Source: UN Population Division 2024
²Rate of growth in population depicted by taking the base population as 100 for the year 2022 (Source: UN Population Division 2024)

Retirement needs are under-served

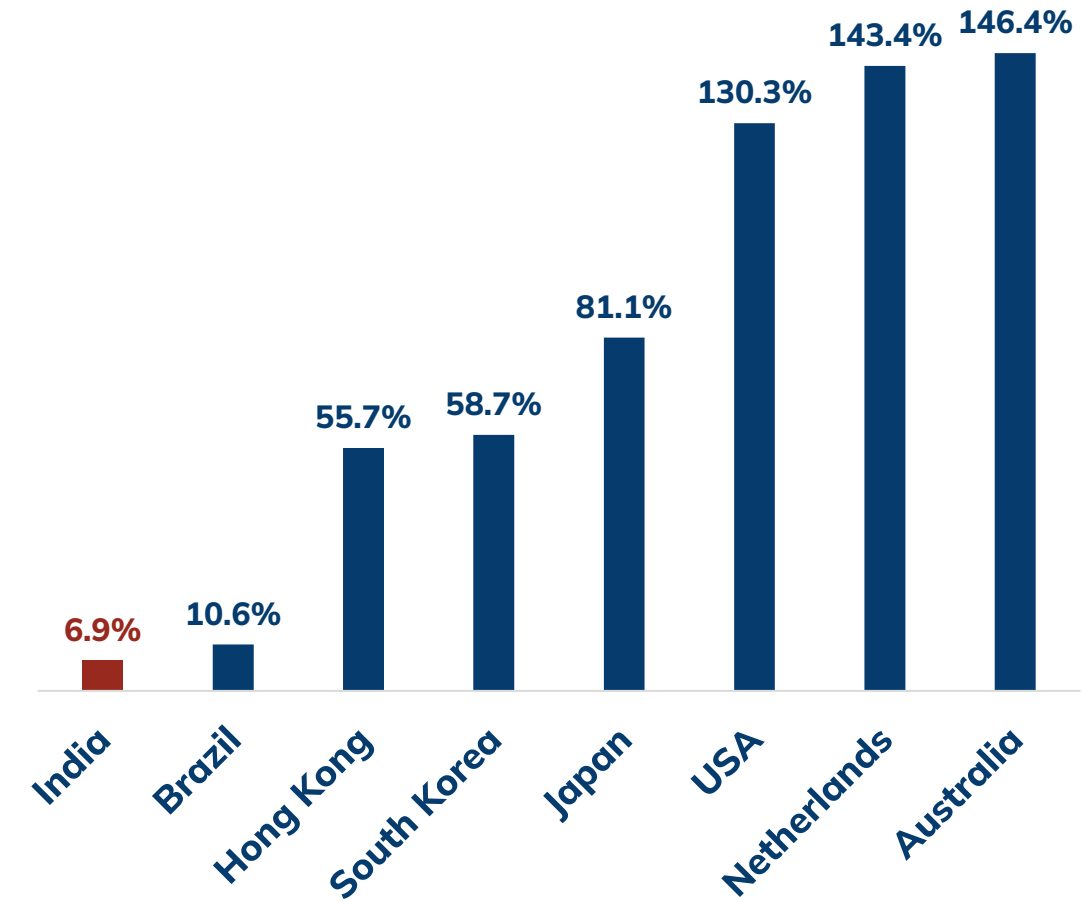


Retirement opportunity

Retirement savings gap projections¹



Pension assets/GDP²



¹Source: Swiss Re sigma No 2/2024
²Source: Global Pension Assets Study, 2025
Gross domestic product (GDP); Compound annual growth rate (CAGR)

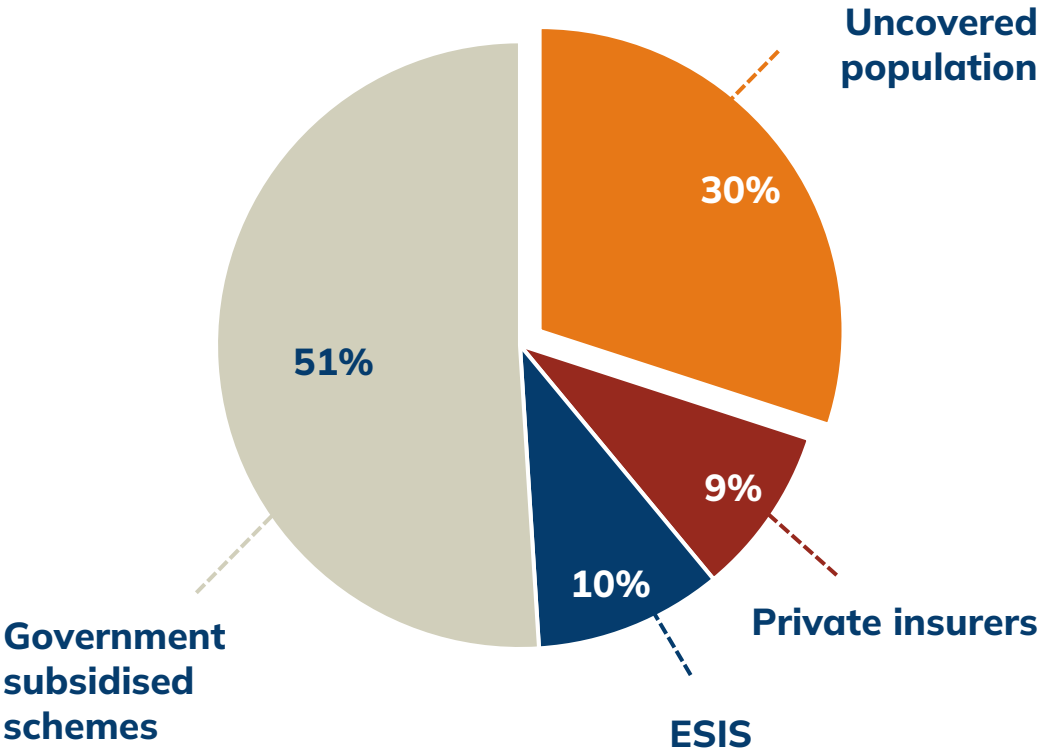
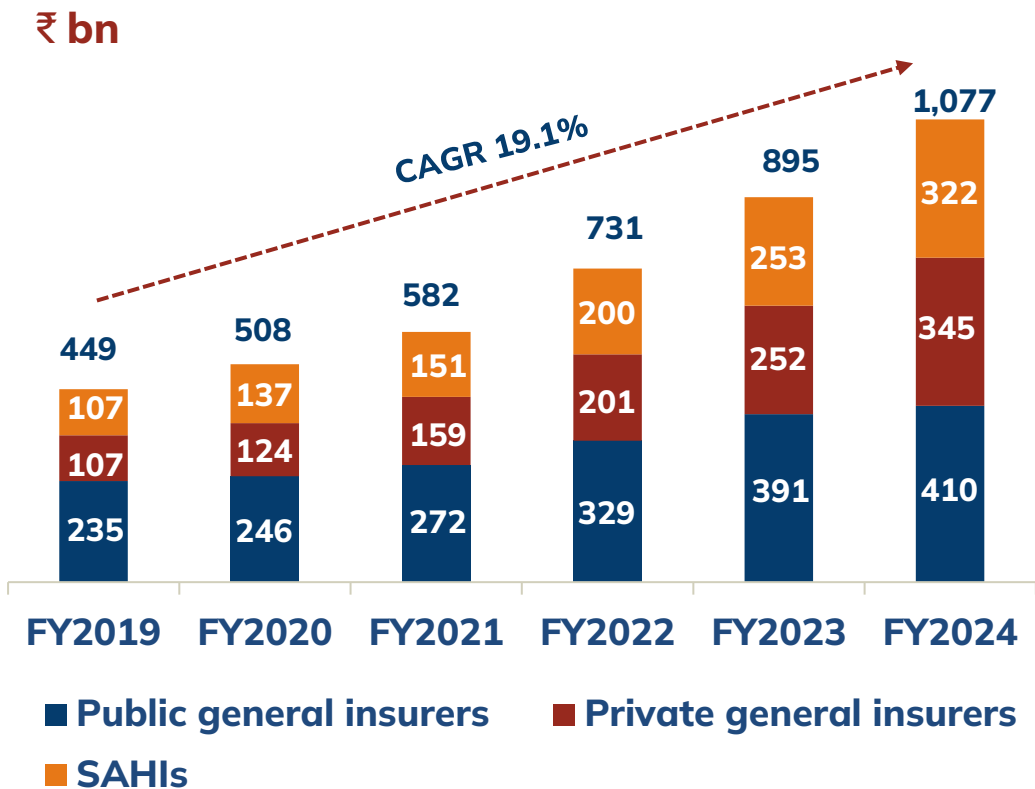
Indicators of health opportunity



Health opportunity

Health insurance premium trend¹

% of population covered by health schemes²



¹Source: IRDAI Annual Report 2023-34
²Source: NITI Aayog: Health Insurance for India's Missing Middle
SAHIs: Stand-alone Health Insurers; ESIS: Employees' State Insurance Scheme
Compound annual growth rate (CAGR)
Components may not add up to the totals due to rounding off

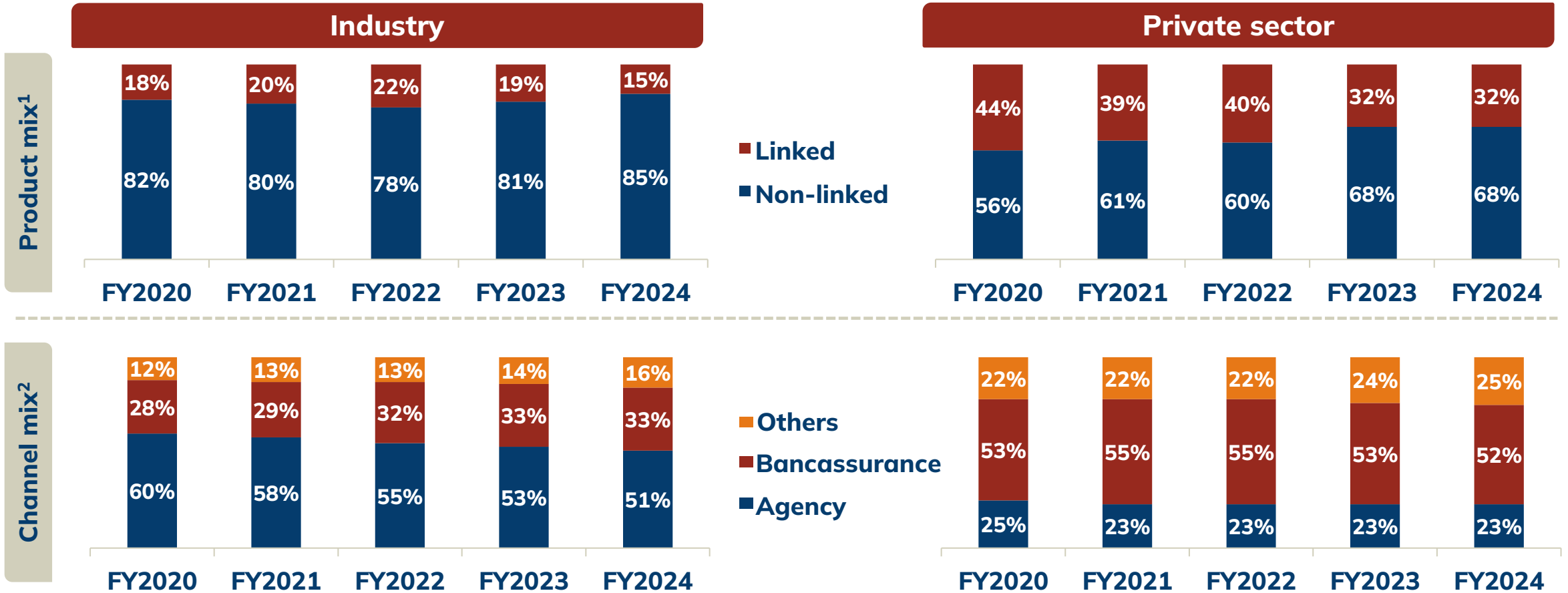
Evolution of life insurance industry in India

Industry overview

	FY2002		FY2010		FY2015		FY2024
New business premium ¹ (₹ bn)	116	21.5%	550	(5.8%)	408	11.5%	1,090
Total premium (₹ bn)	501	23.2%	2,654	4.3%	3,281	10.9%	8,299
Penetration (as % to GDP)	2.1%		4.1%		2.6%		2.8%
Assets under management (₹ tn)	2.3	24.0%	12.9	12.6%	23.4	11.4%	61.6
In-force sum assured ² (₹ tn)	11.8*	15.5%	37.5	15.8%	78.1	15.0%	239.2**
In-force sum assured (as % to GDP)	50.1%		57.9%		62.7%		87.8%**

Historical product & channel mix

Industry overview



Agency & Bancassurance continues to be the largest channels

Annexures: Others

Awards & Accolades: Q1-FY2026

Seamless Customer
Onboarding & Distribution

InsurTech Product
Excellence of the Year

Most Innovative Digital
Customer Experience

Excellence in AI Integration



ETBFSI FINNEXT
Awards 2025

ETBFSI FINNEXT
Awards 2025

The Future Tech 5.0
Summit & Awards 2025

The Future Tech 5.0
Summit & Awards 2025

Digital Insurance – Insurer
Leader of 2025

Outstanding Customer-
Centric Insurance Platform

Digital Transformation
Leadership Insurance Services

Excellence in Claims
Processing & Automation



Digital Insurance
APAC 2025 Hong Kong

World Fintech Awards 2025
by Elets Technomedia

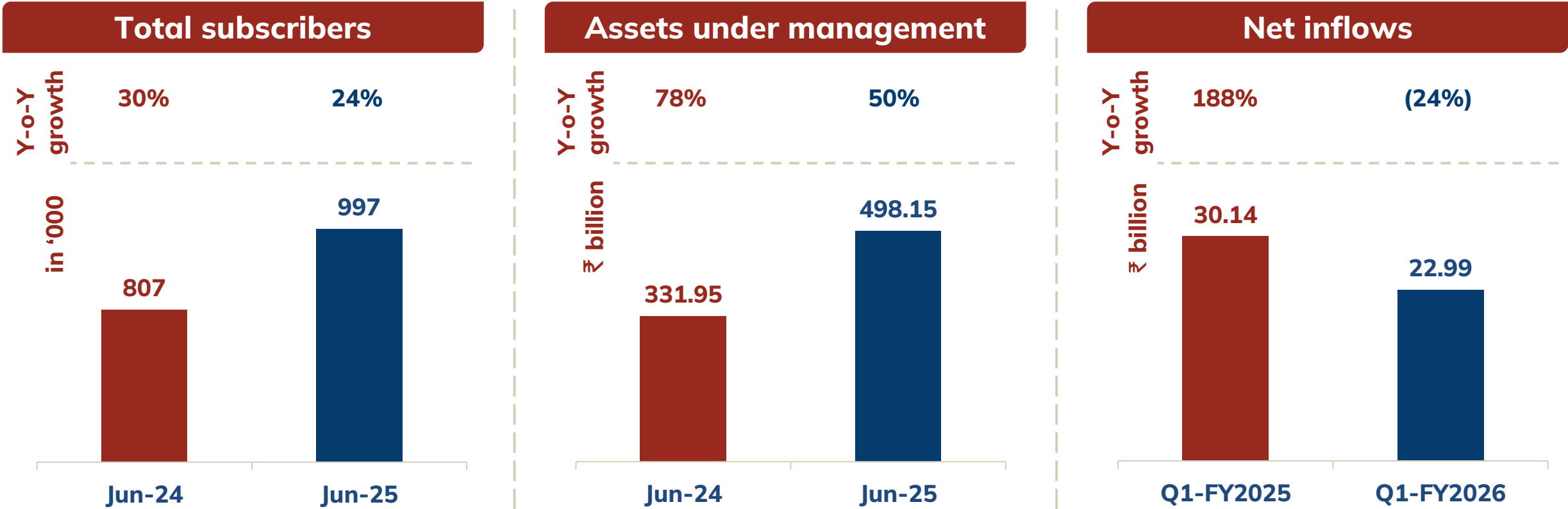
World Fintech Awards 2025
by Elets Technomedia

World Fintech Awards 2025
by Elets Technomedia



ETBFSI: Economic Times Banking, Financial Services, and Insurance; APAC: Asia Pacific;
AI: Artificial Intelligence

Retirement focus: ICICI Pru PFM



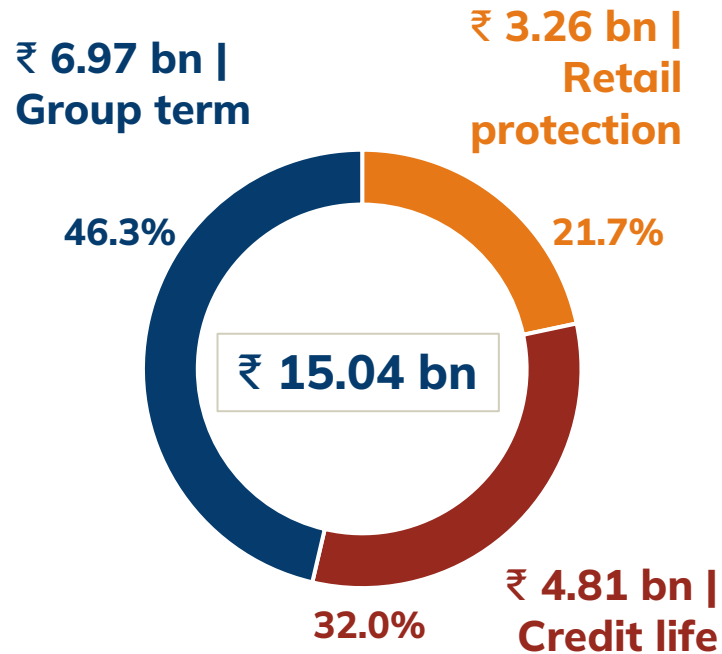
NPS retirement corpus: A pool for future annuity conversion
Significantly enhances insurance industry’s annuity growth outlook



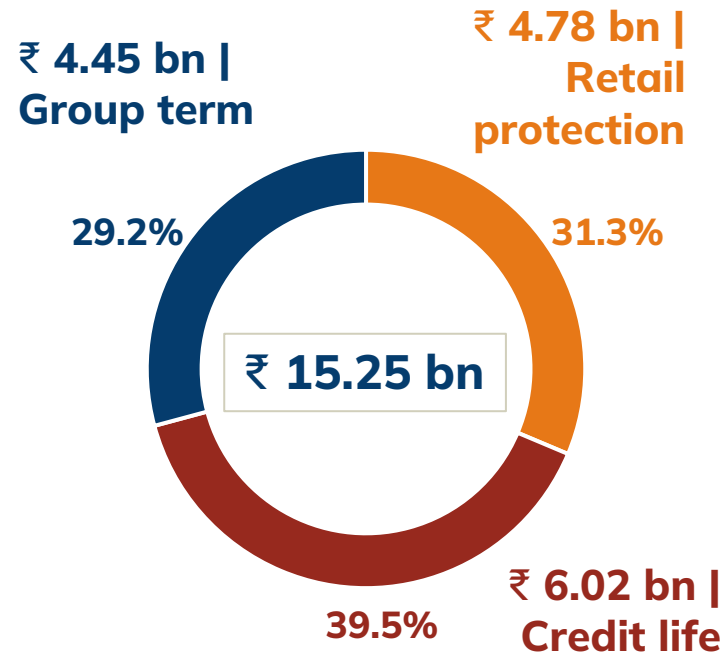
PFM: Pension Fund Manager; NPS: National Pension Scheme
Y-o-Y: Year-on-year

Trend in protection APE

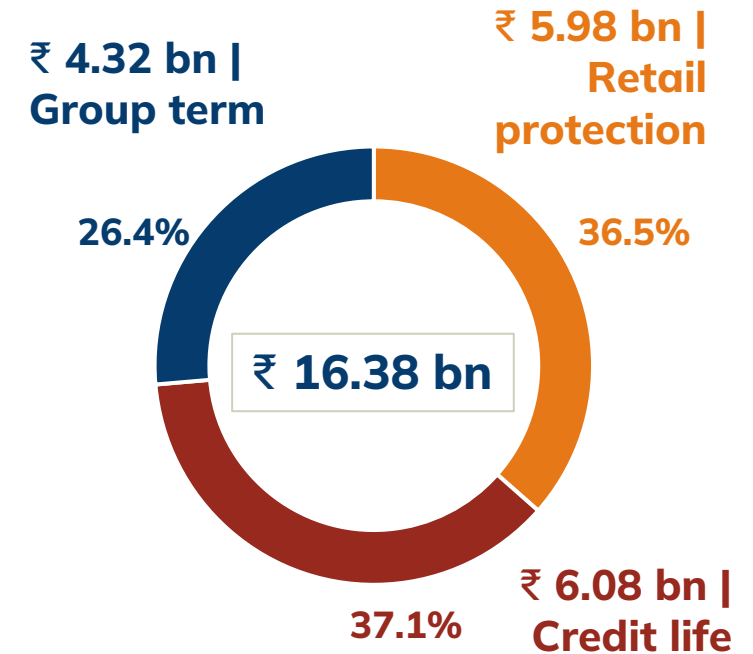
FY2023



FY2024



FY2025



**Sustained momentum in retail protection;
Credit life segment remains flat due to MFI headwinds**

Interest rate risk management

Guaranteed return savings product

- Derivatives used to lock in yields for future premiums
 - Underlying bonds for derivatives selected based on tenure of liability
-

Retail protection business

- Asset liability duration matching
-

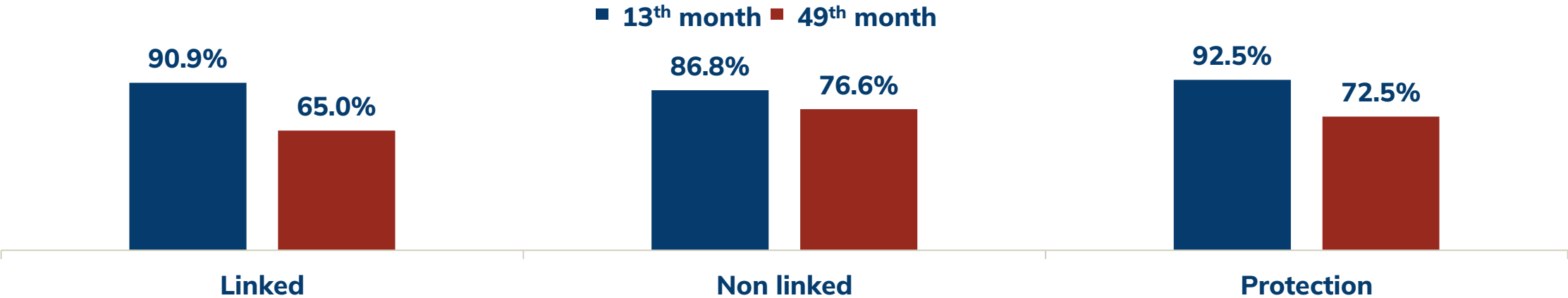
Annuity products

- Duration matching & cash flow matching
- Derivatives undertaken to lock in yields for future premiums & match asset liability durations

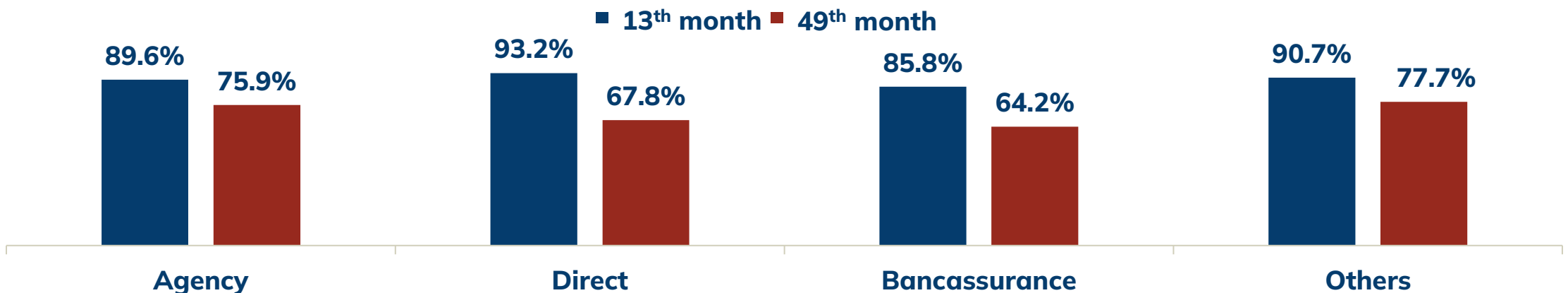
Review of pricing based on current interest rate environment

Retail persistency: March 31, 2025

Persistency across product categories

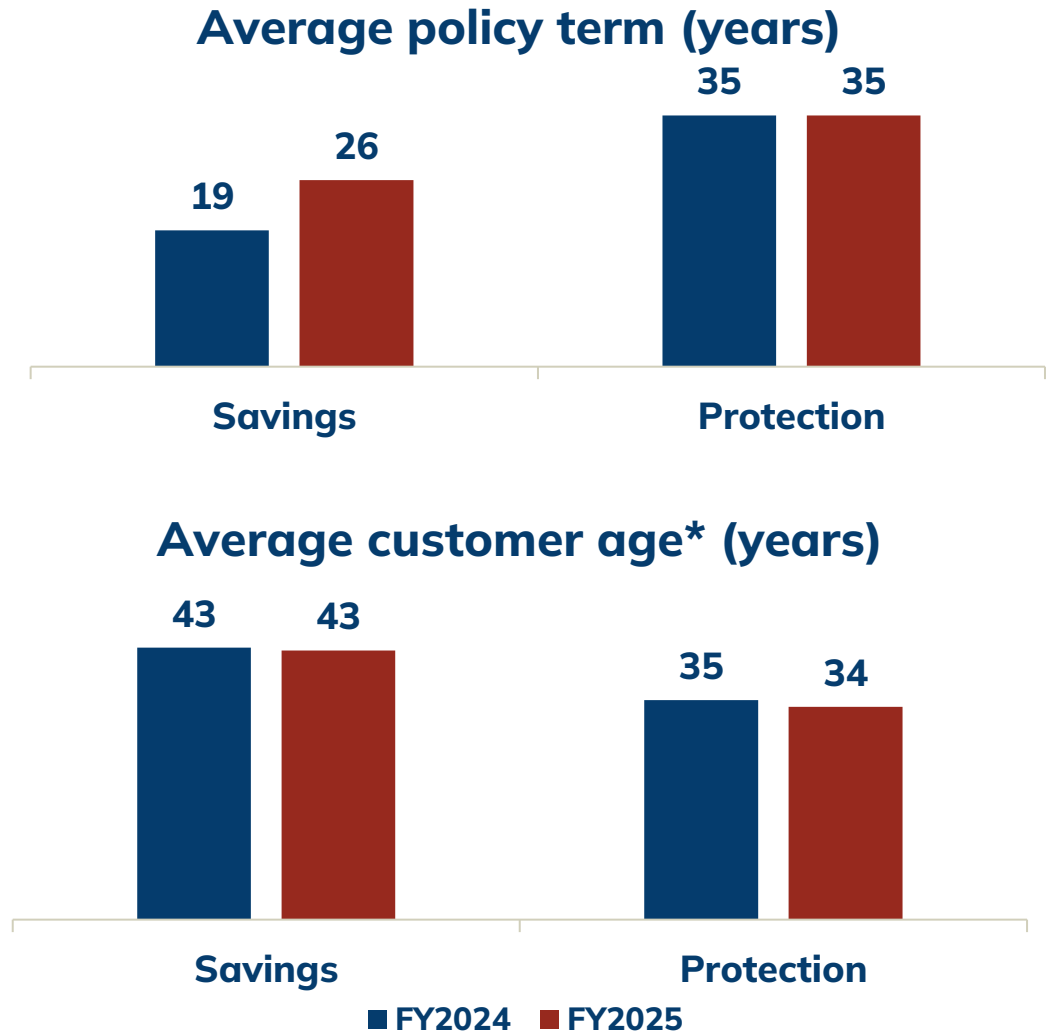


Persistency across channel categories



Average APE by product categories

Segment (₹)	FY2024	FY2025
ULIP	182,940	182,844
Non-linked savings	114,033	140,693
Protection ¹	36,284	33,759
Total	130,593	136,122



Channel wise product mix¹

Channel category	Product category	FY2023	FY2024	FY2025
Bancassurance	ULIP	57.0%	58.6%	62.8%
	Non-linked savings	31.7%	30.3%	28.5%
	Annuity	7.3%	5.2%	2.4%
	Protection	4.0%	5.9%	6.3%
	Total	100.0%	100.0%	100.0%
Agency	ULIP	35.6%	46.0%	54.2%
	Non-linked savings	55.4%	30.6%	24.8%
	Annuity	6.4%	21.0%	18.4%
	Protection	2.6%	2.4%	2.6%
	Total	100.0%	100.0%	100.0%
Direct	ULIP	69.0%	75.5%	77.8%
	Non-linked savings	17.4%	8.7%	5.6%
	Annuity	8.4%	9.8%	10.4%
	Protection	5.3%	6.0%	6.1%
	Total	100.0%	100.0%	100.0%
Partnership distribution	ULIP	8.8%	18.3%	26.9%
	Non-linked savings	75.8%	54.0%	44.4%
	Annuity	6.7%	11.8%	7.8%
	Protection	8.5%	15.9%	20.9%
	Total	100.0%	100.0%	100.0%

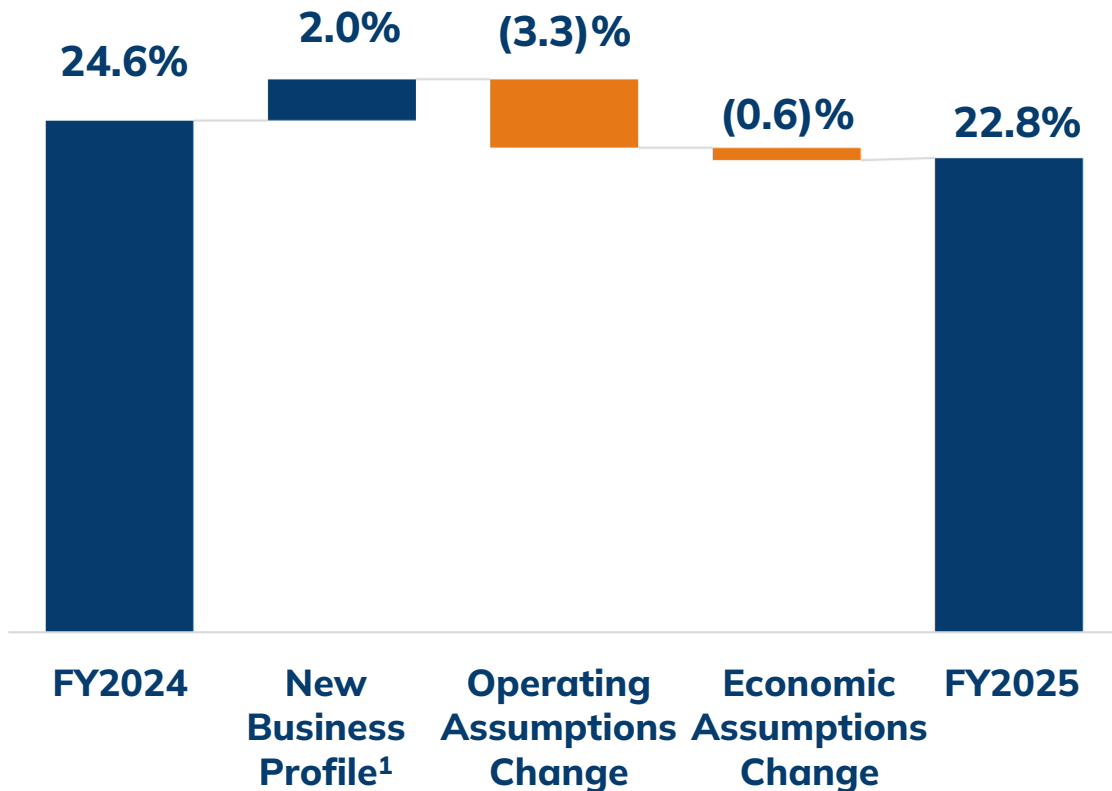
Product wise channel mix¹

Product category	Channel category	FY2023	FY2024	FY2025
ULIP	Bancassurance	46.6%	38.8%	38.3%
	Agency	26.1%	31.0%	32.5%
	Direct	23.7%	24.6%	23.1%
	Partnership distribution	3.6%	5.5%	6.1%
	Total	100.0%	100.0%	100.0%
Non-linked savings	Bancassurance	25.0%	33.6%	39.5%
	Agency	39.1%	34.5%	33.9%
	Direct	5.7%	4.8%	3.8%
	Partnership distribution	30.1%	27.1%	22.8%
	Total	100.0%	100.0%	100.0%
Annuity	Bancassurance	36.5%	14.2%	8.6%
	Agency	28.8%	58.2%	63.4%
	Direct	17.6%	13.1%	17.8%
	Partnership distribution	17.0%	14.5%	10.2%
	Total	100.0%	100.0%	100.0%
Protection	Bancassurance	31.0%	31.8%	32.1%
	Agency	18.4%	13.0%	13.0%
	Direct	17.2%	16.1%	15.2%
	Partnership distribution	33.4%	39.1%	39.6%
	Total	100.0%	100.0%	100.0%

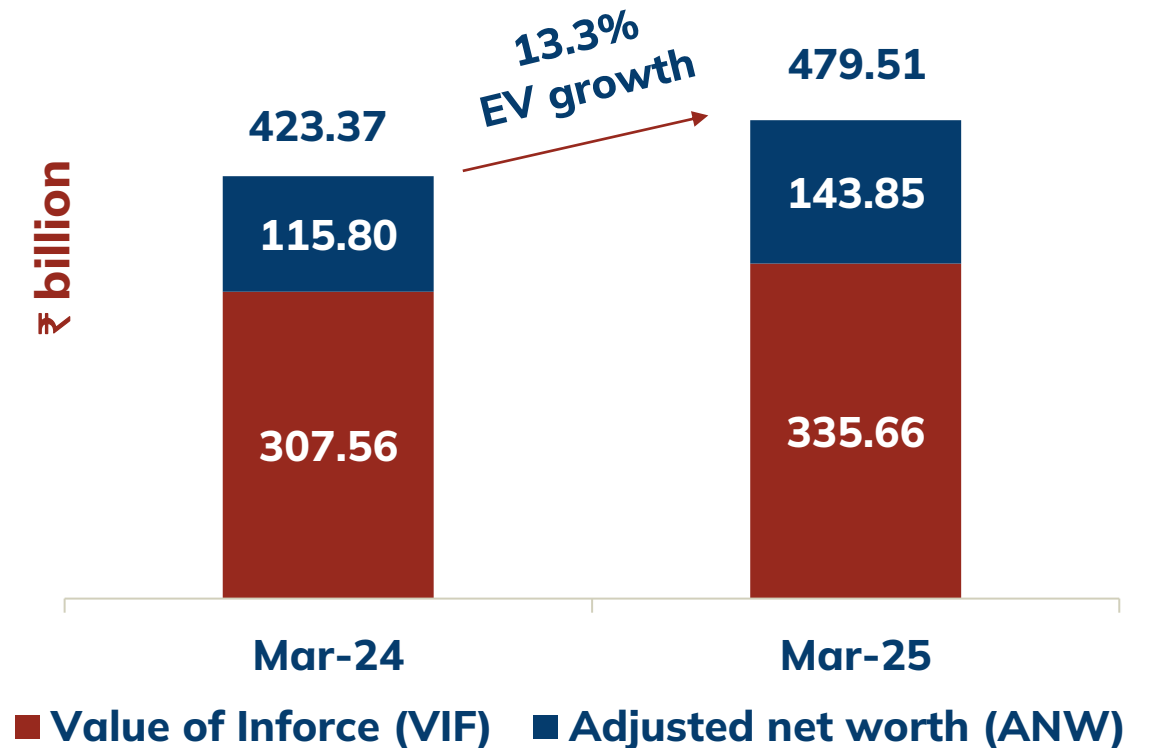
Annexures: Embedded value

VNB & EV movement

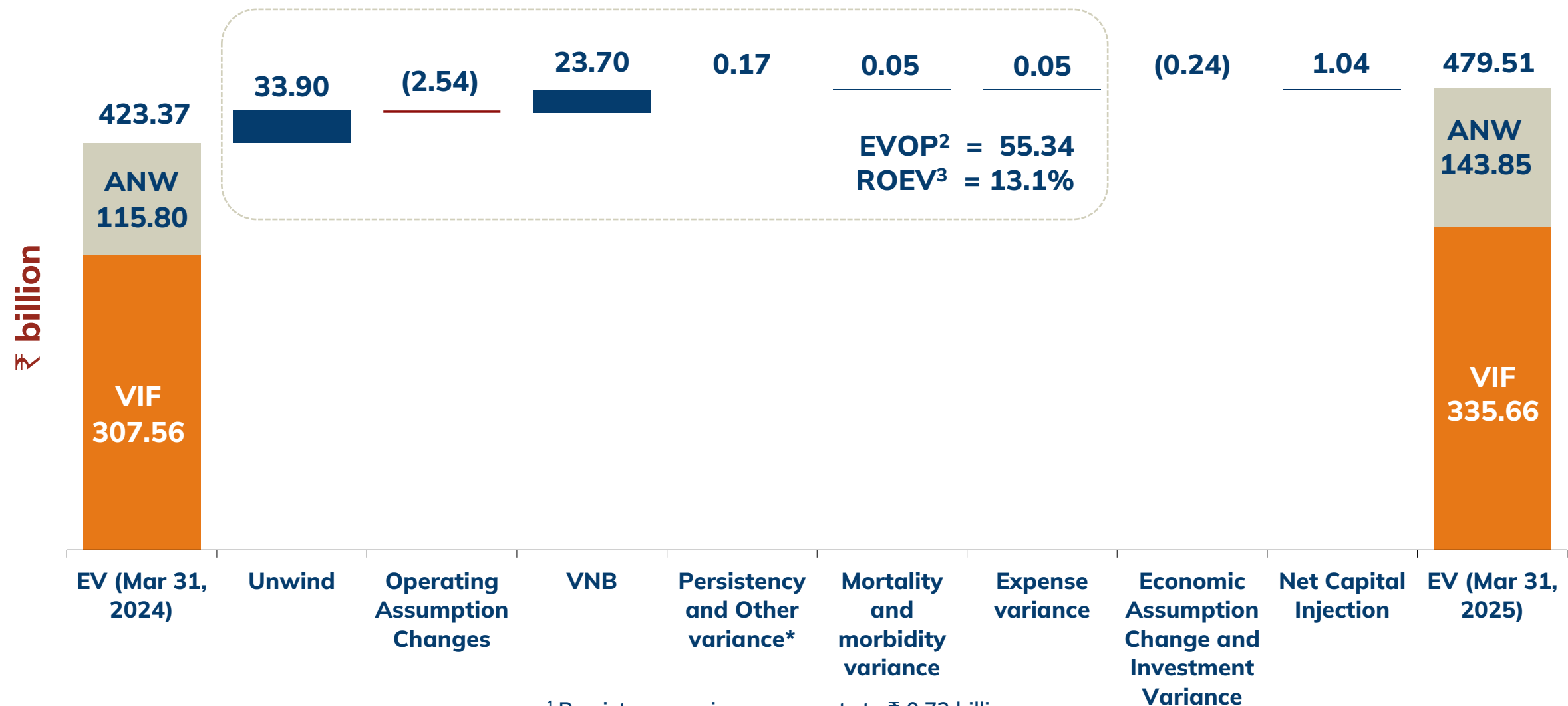
Value of new business (VNB) margin



Embedded value (EV)²



Analysis of movement in EV



¹ Persistency variance amounts to ₹ 0.73 billion
² EVOP is the embedded value operating profit net of tax
³ ROEV is the return on embedded value net of tax
EV results prepared as per APS 10 and reviewed by Milliman Advisors LLP
ANW: Adjusted Net Worth; VIF: Value of in-force; EV: Embedded value; VNB; Value of New Business 61

Analysis of movement in EV¹

₹ billion	FY2021	FY2022	FY2023	FY2024	FY2025
Opening EV	230.30	291.06	316.25	356.34	423.37
Unwind	16.61	20.85	27.08	30.71	33.90
Value of New Business (VNB)	16.21	21.63	27.65	22.27	23.70
Operating assumption changes + Operating variance	2.24	(10.56)	0.15	(2.81)	(2.26)
<i>Operating assumption changes</i>	<i>3.09</i>	<i>(0.91)</i>	<i>(1.61)</i>	<i>0.70</i>	<i>(2.54)</i>
Operating variance	(0.85)	(9.64)	1.76	(3.52)	0.28
<i>Persistency and Other variance</i>	<i>1.51</i>	<i>2.15</i>	<i>1.51</i>	<i>(0.64)</i>	<i>0.17</i>
<i>Mortality and morbidity variance</i>	<i>(2.37)²</i>	<i>(11.87)²</i>	<i>0.22</i>	<i>(2.88)</i>	<i>0.05</i>
<i>Expense variance</i>	<i>0.01</i>	<i>0.07</i>	<i>0.03</i>	<i>0.00</i>	<i>0.05</i>
EVOP	35.05	31.92	54.88	50.17	55.34
Return on embedded value (ROEV)	15.2%	11.0%	17.4%	14.1%	13.1%
Economic assumption change and investment variance	25.67	(4.37)	(14.49)	16.91	(0.24)
Net capital injection	0.04	(2.36)	(0.30)	(0.06)	1.04
Closing EV	291.06	316.25	356.34	423.37	479.51

Sensitivity analysis

Scenario	Change in VNB margin		% Change in EV	
	FY2024	FY2025	FY2024	FY2025
Increase in 100 bps in the reference rates	(2.9)	(3.7)	(3.5)	(3.5)
Decrease in 100 bps in the reference rates	2.7	3.9	3.8	3.8
10% increase in the discontinuance rates	(1.2)	(1.6)	(0.4)	(0.4)
10% decrease in the discontinuance rates	1.3	1.8	0.4	0.4
10% increase in mortality/morbidity rates	(3.6)	(3.6)	(2.0)	(2.4)
10% decrease in mortality/morbidity rates	3.7	3.6	2.1	2.3
10% increase in acquisition expenses	(4.4)	(3.9)	Nil	Nil
10% decrease in acquisition expenses	4.4	3.9	Nil	Nil
10% increase in maintenance expenses	(0.8)	(0.8)	(0.8)	(0.7)
10% decrease in maintenance expenses	0.8	0.8	0.8	0.7
Tax rates increased to 25%	(2.8)	(2.4)	(6.6)	(6.5)
10% increase in equity values	0.3	0.3	1.6	1.4
10% decrease in equity values	(0.2)	(0.2)	(1.7)	(1.5)

Economic assumptions underlying EV & VNB

Tenor (years)	Reference rates	
	March 31, 2025	June 30, 2025
1	6.6%	5.8%
5	6.7%	6.7%
10	7.2%	7.5%
15	7.4%	8.0%
20	7.5%	8.2%
25	7.5%	8.3%
30	7.5%	8.3%

Glossary (1/2)

- **Annualized Premium Equivalent (APE):** APE is the sum of the annualized first year premiums on regular premium policies, & ten percent of single premiums, from both individual & group customers
- **Retail Weighted Received Premium (RWRP):** Premiums actually received by the insurers under individual products & weighted at the rate of ten percent for single premiums
- **Sum Assured:** The amount that an insurer agrees to pay on the occurrence of a stated contingency
- **Cost Ratio:** Cost ratio is a measure of the cost efficiency of a Company. It is calculated as a ratio of expenses incurred by the Company on new business as well as renewal premiums excluding interest on sub-debt to Total premium
- **Persistency Ratio:** Persistency ratio is the percentage of policies that have not lapsed & is expressed as 13th month, 49th month persistency etc. depicting the persistency level at 13th month (2nd year) & 49th month (5th year) respectively, after issuance of contract
- **Value of New Business (VNB):** VNB is used to measure profitability of the new business written in a period. It is present value of all future profits to shareholders measured at the time of writing of the new business contract. Future profits are computed based on long-term assumptions which are reviewed annually. VNB is also referred to as NBP (new business profit). VNB margin is computed as VNB for the period/APE for the period. It is similar to profit margin for any other business

Glossary (2/2)

- **Embedded Value (EV):** EV 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
- **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
- **Return on Embedded Value (RoEV):** RoEV is the ratio of EVOP for any given period to the EV at the beginning of that period
- **Solvency Ratio:** Solvency ratio is calculated as ratio of Available Solvency Margin (ASM) over Required Solvency Margin (RSM)
- **Assets Under Management (AUM):** AUM refers to the carrying value of investments managed by the Company & includes loans against policies & net current assets pertaining to investments

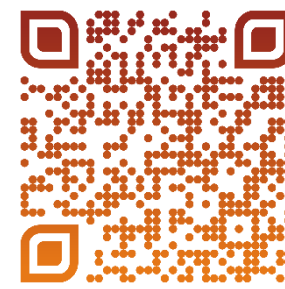
Safe harbour

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', 'would', 'indicating', 'expected to' etc., & similar expressions or variations of such expressions may constitute 'forward-looking statements'. These forward-looking statements involve a number of risks, uncertainties & other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks & uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth & expansion in business, the impact of any acquisitions, technological implementation & changes, the actual growth in demand for insurance products & services, investment income, cash flow projections, our exposure to market risks, policies & actions of regulatory authorities; impact of competition; experience with regard to mortality & morbidity trends, lapse rates & policy renewal rates; the impact of changes in capital, solvency or accounting standards, tax & other legislations & 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 & 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



**FY2025 Annual
Report**



**Sustainability
factsheet**



**FY2025 ESG
Report**