



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

Ref: No. ABCL/SD/MUM/2018-19/AUG/08

21st August, 2018

BSE Limited
1st Floor, New Trading Ring,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Scrip Code: 540691
Scrip ID: ABCAPITAL

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot. C/1, G-Block, Bandra-Kurla Complex,
Bandra (East),
Mumbai 400 051

Symbol: ABCAPITAL

Dear Sir/Madam,

Sub: Intimation of Schedule of Analyst/Institutional Investor Meeting

Pursuant to Regulation 46(2)(o) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the schedule of Analyst/Institutional Investor Meet at Insurance Day organized by Deutsche Bank is as under:

Name of Fund/ Company	Type of Meeting	Venue of Meeting
Chanakya Asset Management	Group Meetings	Mumbai
HSBC Mutual Fund		
ICICI Prudential Mutual Fund		
Max Life Insurance		
Motilal Oswal Asset Management		
Temasek		
White Oak		

The investor presentation for Insurance Business discussed is also attached. The aforesaid information of this Meeting has been uploaded on the Company's website www.adityabirlacapital.com. Please note that no unpublished price sensitive information was shared during this Meeting.

Thanking you,

Yours sincerely,

For **Aditya Birla Capital Limited**
(Formerly known as Aditya Birla Financial Services Limited)

Sailesh Daga

Sailesh Daga
Company Secretary
Encl: a.a.



Cc:

**Luxembourg Stock Exchange
Market & Surveillance Dept.,**
P.O. Box 165, L-2011 Luxembourg,
Grand Duchy of Luxembourg

Citi Bank N.A.
Depositary Receipt Services
388 Greenwich Street
14th Floor, New York,
NY 10013

Aditya Birla Capital Ltd.

(Formerly known as Aditya Birla Financial Services Ltd.)
One Indiabulls Centre, Tower 1, 18th Floor, Jupiter Mill Compound,
841, Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013
+91 22 4356 7000 | (F) +91 22 4356 7111
abc.secretarial@adityabirlacapital.com | www.adityabirlacapital.com

Citi Bank N.A.
Custodial Services
FIFC, 11th Floor, C-54 & 55, G Block
Bandra Kurla Complex
Bandra (East), Mumbai 400 051

Listing Agent
Banque Internationale à Luxembourg SA
69 route d'Esch
L - 2953 Luxembourg
Grand Duchy of Luxembourg

Registered Office:

Indian Rayon Compound, Veraval - 362 266. Gujarat.
+91 28762 45711
CIN: L67120GJ2007PLC058890

Aditya Birla Sun Life Insurance Company Limited

August 2018



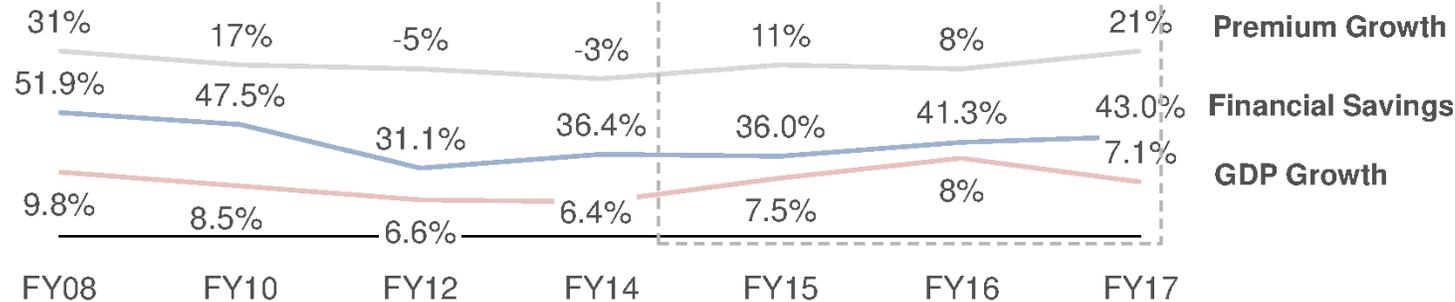
**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

POTENTIAL OF LIFE INSURANCE INDUSTRY IN INDIA

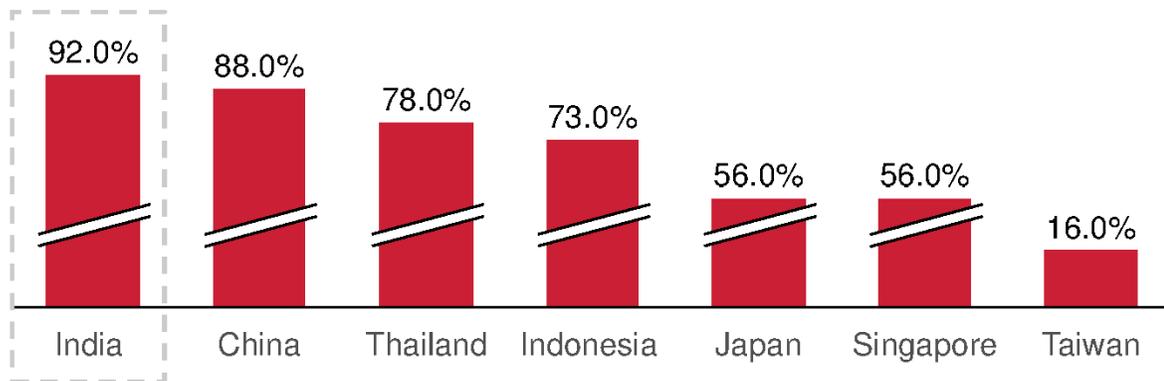
Industry expected to grow at a CAGR of 15-18%

Rapidly Growing Economy



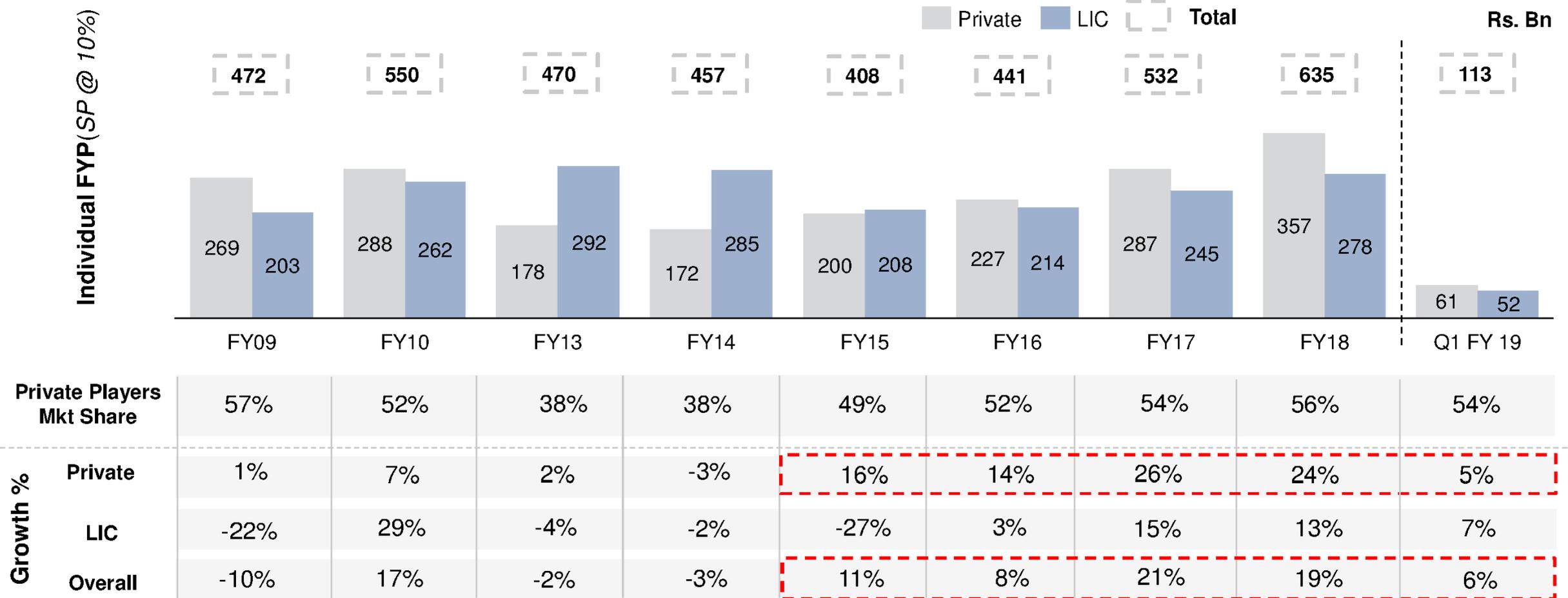
- India enjoys a **demographic advantage** with rising working population (726 Mn by 2030)
- India being a highly underpenetrated market offers huge business potential: **Current LI penetration ~3%**
- LI Industry expected to grow @ **CAGR of 15%-18% in the next 2-3 years** and private players to account for 60%+ market share
- Digitization, customized product proposition and non-traditional distribution channels to be new growth levers

High Protection Gap



INDUSTRY NEW BUSINESS TRENDS

Private Industry outpacing Industry growth | Last 3 years have been very positive



ABSLI - INTRODUCTION



Operational Snapshot FY'18



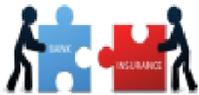
2.5 Lakhs

Individual NB Policies



317 Bn

Individual NB Sum Assured



9

Banca Partners



8000+

Full Time Employees



433 Branches

Financial Snapshot – Q1 FY'19

Individual NBP*	Gross VNB	Overall Rank	Protection NBP	13 th M Persistency
Growth	Growth	Market Share	Mix%	61 st M Persistency
2,270 Mn	895 Mn	7th	200 Mn	72.4%
40%	84.4%	4.1%	9%	40.5%

Individual FYP grew by 40% y-o-y. Significantly higher than peer-group y-o-y growth

Industry: 6% | Private: 5% | Top 4 Private: -2%

Improved Rank by 2 spots to No.7

Financial Snapshot – FY'18

Individual NBP*	Gross VNB	Overall Rank	Protection NBP	13 th M Persistency
Growth	Growth	Market Share	Mix%	61 st M Persistency
11,520 Mn	3,880 Mn	8th	482 Mn	75.2%
20%	38.1%	3.4%	5%	42.3%

*Single Premium @ 10%

1 Balanced Channel Strategy

- A. Balanced Channel Strategy by Investing in new growth engines
- B. Drive Operating Leverage in Proprietary Channels
- C. Focus on profitable Group Business

2 Value Creation

- A. Market competitive Net VNB margins
- B. EV Growth
- C. Improving quality of business.

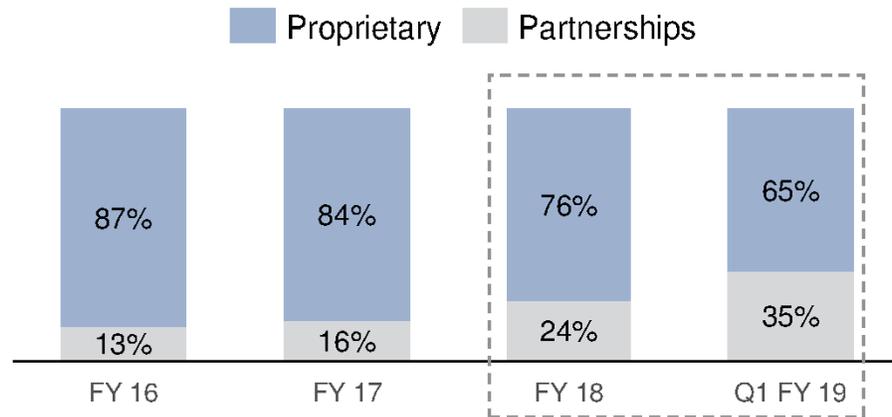
3 Robust Operating Platform

- A. Focus on Digital Assets

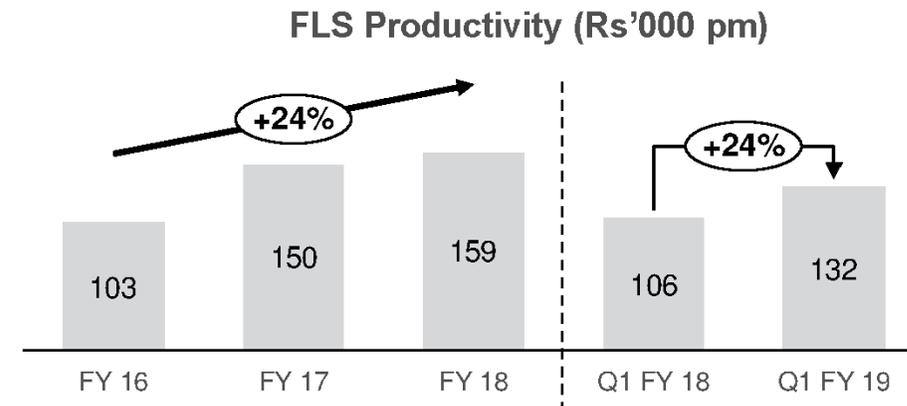


1. BALANCED CHANNEL STRATEGY

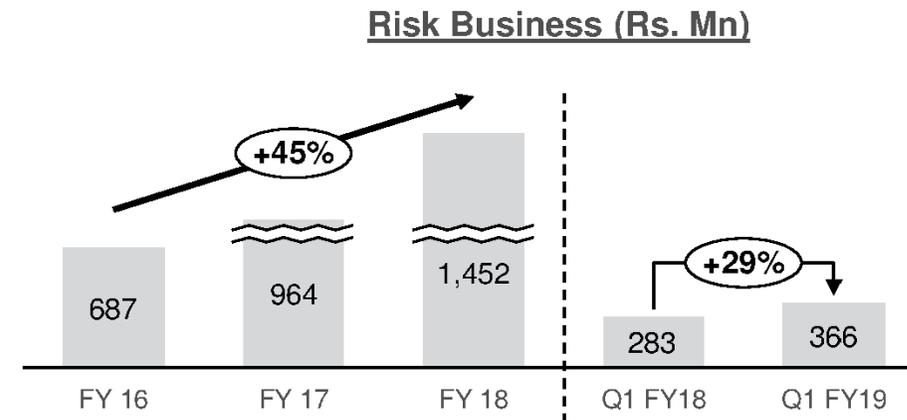
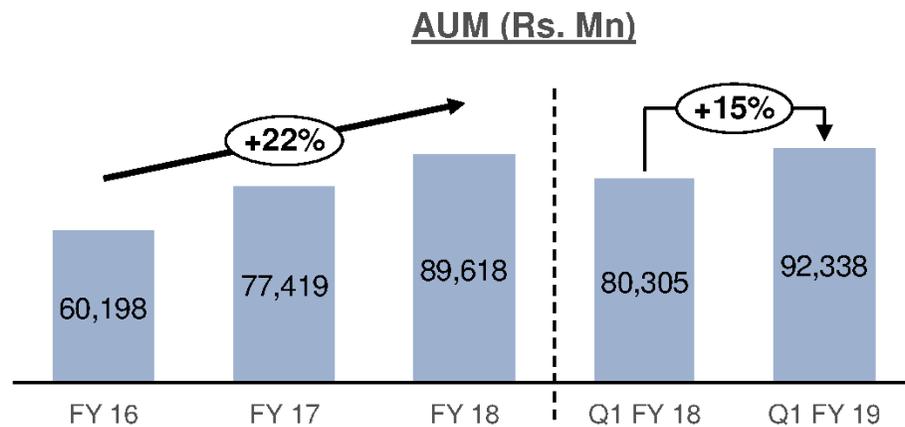
A. Balanced Channel Mix



B. Operating Leverage in Proprietary Channels



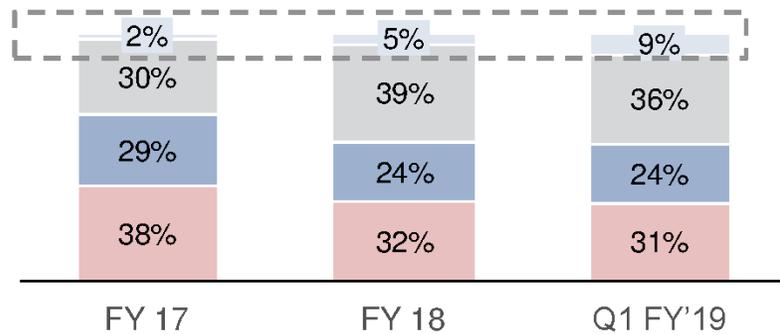
C. Value Accretive Group Business



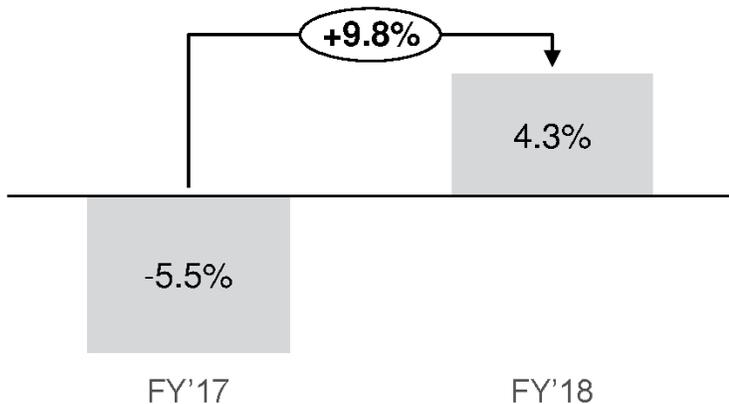
2. VALUE CREATION (1/2)

Balanced Product Mix

Protection ULIP PAR Non PAR

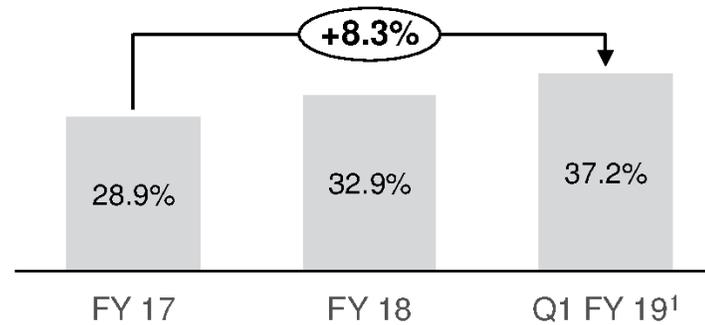


Net VNB % FYP



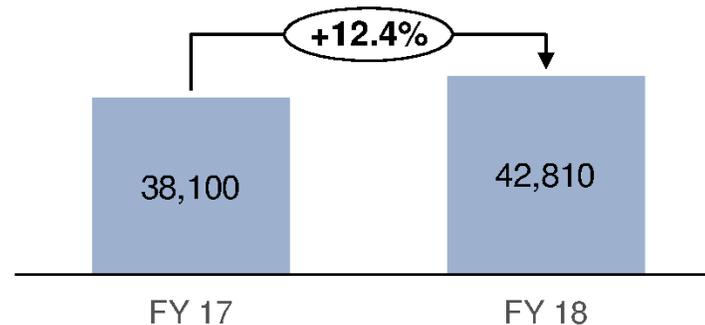
Achieved Highest Margins

Gross Margins



Embedded Value

Indian Embedded Value (Rs. Mn)



Protection Mix has grown 4X
Balanced Product mix with higher focus on Protection

Highest Gross Margins¹ at 37.2%

Turned Net VNB Positive

Key Drivers

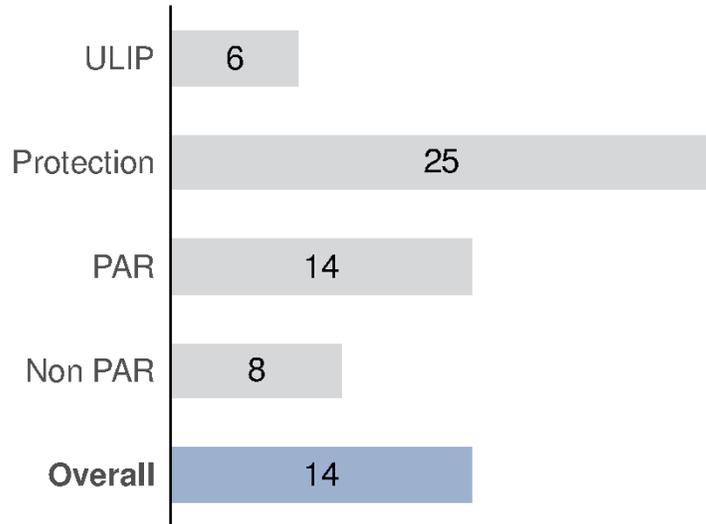
- Good Volume Growth
- Expense Management
- Increasing Protection Mix
- Improvement in Persistency

Strong EV Growth

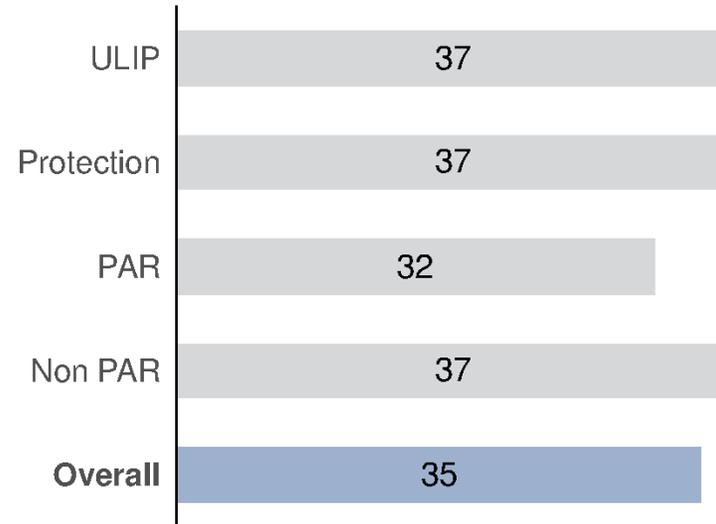
¹ Based on Individual Business & Management Reporting

2. VALUE CREATION (2/2)

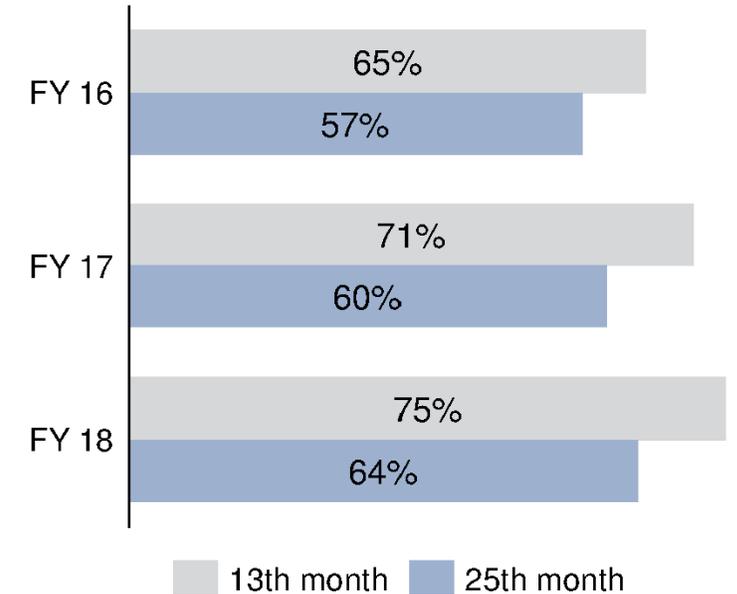
Average Policy Term ⁽¹⁾



Average Customer Age ⁽¹⁾



Persistency Ratios



Average Premium Paying Term at 14 years

Average Customer Age has reduced to 35 years

Consistent increase in 13th and 25th month Persistency Ratios

(1) Parameters are pertaining to individual business

3. ROBUST OPERATING PLATFORM

A. Focus on Digital Assets

Client Acquisition

Onboarding

- **Direct Acquisition channel**, complete revamp of online customer journey
- 75%+ new policies through **digital applications (E-App)**

On the Go Interaction

Chatbot

- Zero Waiting Time
- Personalized Experience
- Monthly users ~20K

Portfolio Management

One ABC Customer ID

- One stop solution for all ABC products
- ~1.5 lakh customers registered till date

Premium Quotes

Premium Calculator

- Instant Quote Generation



Self Servicing

Customer Self Service Portal

- All Key Services
- **Self Service usage at ~50%**

Thank You