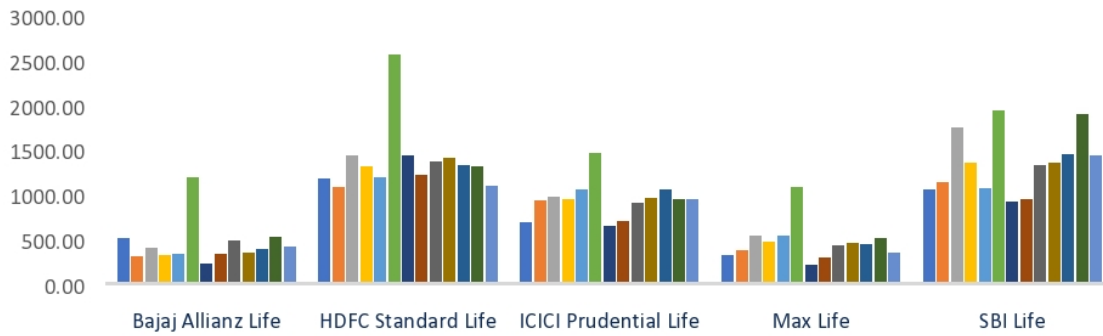


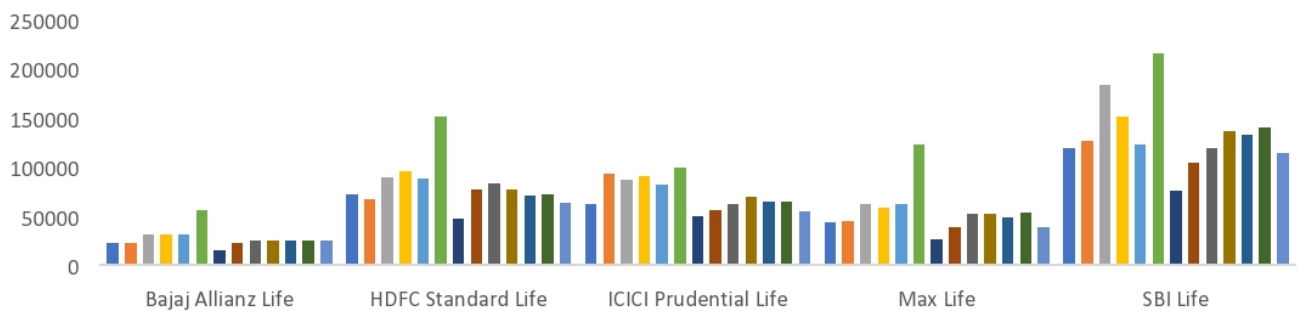
**First Year Premium (Cr)
(Oct-18 to Oct-19)**



Comment

SBI LIFE has the highest first year premium collection in comparison to other listed Private Insurance players . In October 2019 ,SBI Life registered a fall in the premium collected QOQ , However had a healthy growth on a YOY basis.

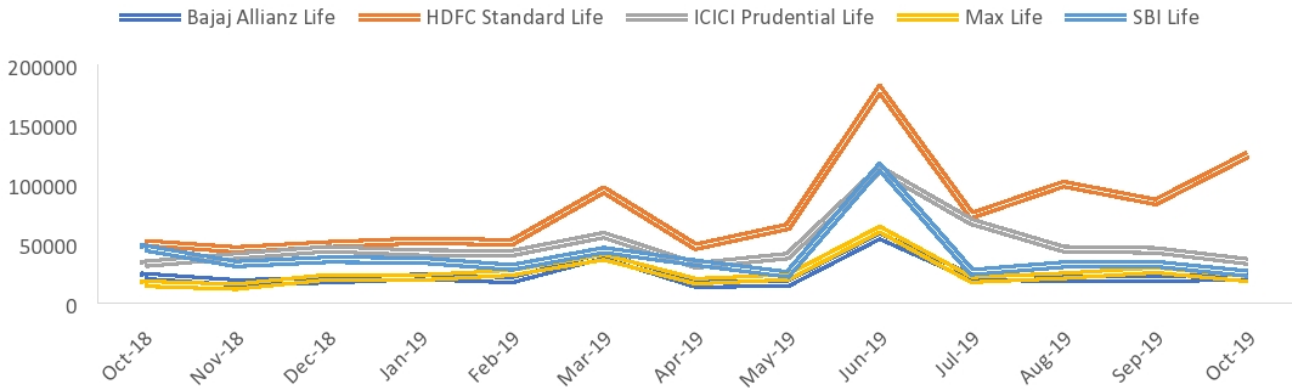
**No.of Policies
(Oct-18 to Oct-19)**



Comment

SBI Life is leading other comps wrt No of policies sold .

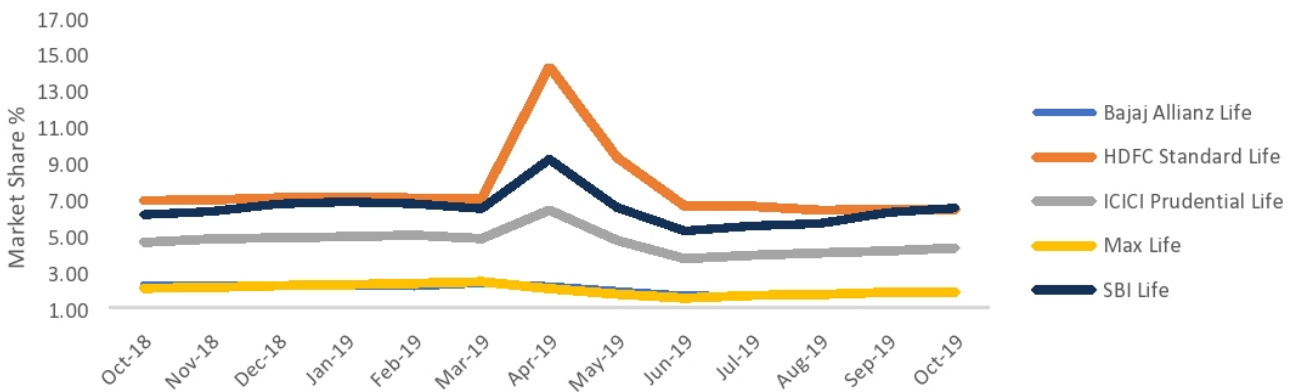
SUM ASSURED



Comment

HDFC Life has the highest Sum Assured . This could be due to selling more of Protection policies – This is positive for HDFC .

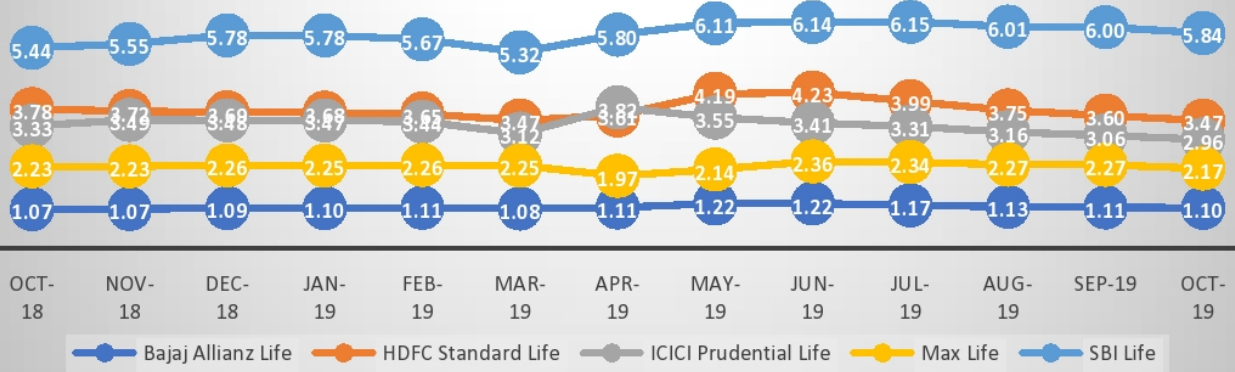
Market Share %(First Year Premium)



Comment

SBI LIFE Overtakes HDFC Life in October in terms of Market Share , based on First year Premium collection . While other players growth of market share is stagnant or flat , SBILIFE is showing an upward trend .

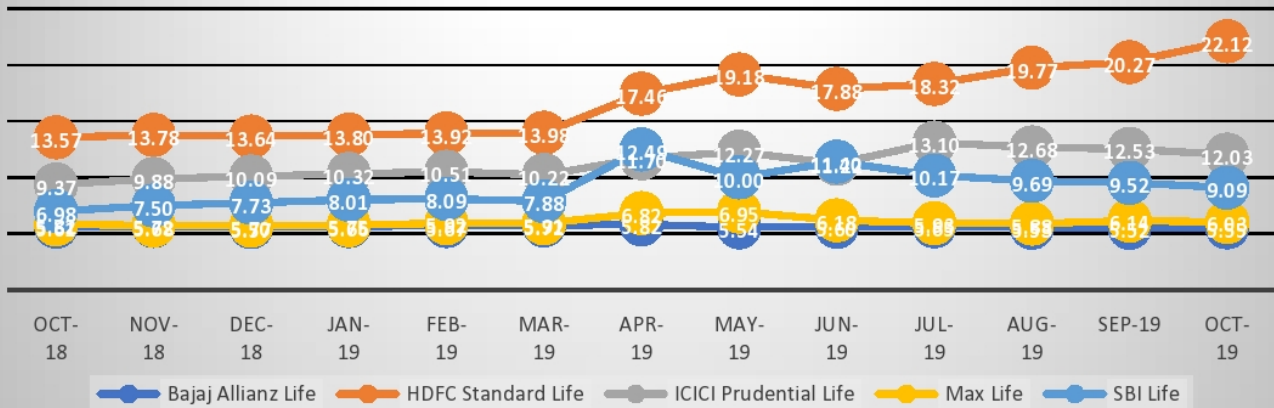
Market Share % (No of policies)



Comment

SBI LIFE Commands a higher market share compared to the other four private players with respect to the no of policies sold.

Market Share% (Sum Assured)



Comment

HDFC Life commands a higher market share when it comes to the SUM Assured criteria .