

HDFC Life Insurance

 BSE SENSEX
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 37,983
 11,331

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Bloomberg	HDFCLIFE IN
Equity Shares (m)	2,005
M.Cap.(INRb)/(USDb)	1026.1 / 14.9
52-Week Range (INR)	512 / 345
1, 6, 12 Rel. Per (%)	19/36/2
12M Avg Val (INR M)	#N/A
Free float (%)	#N/A

Financials & Valuations (INR b)

Y/E MARCH	FY19	FY20E	FY21E
Net Premiums	289.2	363.7	447.8
Surplus / Deficit	13.5	12.5	18.5
Sh. PAT	12.8	14.7	17.7
New bus.gr- unwtd (%)	31.9	35.0	25.0
New bus gr - APE (%)	12.0	33.0	27.3
Premium gr - unwtd (%)	23.9	26.0	23.1
NBP margin (%)	24.6	27.5	28.1
RoE (%)	24.5	23.8	24.1
RoEV (%)	20.3	21.9	19.8
Total AUMs (INRb)	1256	1596	1977
VNB(INRb)	15.4	22.1	28.8
EV per share	91.2	111.2	133.2
Valuations			
P/EV (x)	5.6	4.6	3.8
P/EPS (x)	80.3	69.7	58.0

CMP: INR509 TP: INR535 (+5%)

P: INR535 (+5%) Buy

Business momentum remains strong; VNB growth accelerates

- HDFCLIFE reported strong ~29% YoY growth in net premium income, led by a 47% YoY increase in new business premium. Shareholder earnings increased 12% YoY to INR4.3b, which is 4% below our estimate due to higher new business strain, though back-book surplus increased 27% YoY.
- Individual APE increased 64% YoY, led by term/annuity APE growth of 63%/69% YoY. The share of the non-par savings business in individual APE increased sharply to 63% from 11% last year due to the success of the 'Sanchay Plus' product. The composition of ULIPs/PAR, thus, declined to 26%/6% (54%/28% in 1QFY19). Renewal premium growth moderated to 10% YoY (v/s 17% YoY in FY19), though the persistency ratio improved across both the 13M/61M cohorts.
- New business margin improved sharply to 29.8% (v/s 24.6% in FY19), while operating ROEV stood at 19.9%. VNB, thus, grew by a robust 104% YoY to INR5.1b. HDFCLIFE made additional disclosure highlighting that, in the nonpar business, while the VNB margin is not sensitive to the interest rate, the impact on EV in case of a 100bp decline in interest rate will be only 0.5%.
- The share of the term protection business increased to 18% in total APE (5.5% on an individual APE basis), while the annuity business contributed 4% of total APE (1% in FY17). On an un-weighted basis, annuity and term together accounted for 44% of total NBP v/s 26% in FY17.
- Total commission expense increased by 63% YoY (in-line), while operating expenses were up by 22% YoY. Total expense ratio, thus, stood at 18.4% v/s 16.9% in FY19. Share of direct channel in individual APE increased further to 20%, while the cross-sell rate improved to 9.6%.
- Other highlights: (i) AUM grew 18% YoY to INR1.3t and the equity proportion was flat QoQ at 38%. (ii) Solvency ratio improved to 193% from 188% in FY19. (iii) Credit protect grew 21% on an NBP basis, despite NBFC slowdown.
- Valuations and view: HDFCLIFE has reported strong acceleration in business growth, while the improving asset mix has driven a sharp improvement in the VNB margin. The company sees significant potential in the annuity/protection business and expects a further improvement in product mix, which should support profitability. We revise our new business growth estimate, and expect HDFCLIFE to deliver ~30% CAGR in new business APE over FY19-21, while margins are likely to sustain at healthy levels of 28%. We, thus, estimate 37% CAGR in VNB over FY19-21, with operating RoEV/RoEV improving to 23%/20%. We value HDFCLIFE at INR535 per share (4x FY21E EV). Maintain Buy.

Quarterly performance (INR m)

Policy holder's A/c		FY19 FY2			'20E	E FY19			1QFY20E	V/s		
Policy Holder's A/C	1Q	2Q	3Q	4Q	1Q	2QE	3QE	4QE	F113	FY20e	1QF120E	estimate
Net premium inc.	49,947	67,776	68,977	102,475	64,512	84,470	84,299	130,410	289,240	363,691	68,594	-6.0
Growth (%)	36.4%	25.8%	27.3%	15.1%	29.2%	24.6%	22.2%	27.3%	23.8%		37.3%	
Commission paid	1,982	2,637	2,623	3,935	3,222	3,662	3,825	5,567	11,177	16,277	3,224	0.0
Operating expense	7,246	9,458	9,243	12,189	8,808	10,252	10,708	13,627	38,136	43,395	8,271	6.5
Surplus/(Deficit)	3,388	1,946	2,217	5,956	3,765	1,692	2,349	4,697	13,507	12,502	3,539	6.4
Shareholders' Accou	ınt											
Total income	4,081	3,073	2,604	6,605	4,491	2,934	2,684	7,074	16,364	17,183	4,796	-6.4
PBT	3,918	2,963	2,565	3,453	4,369	2,825	2,559	5,843	12,899	15,596	4,599	-5.0
PAT	3,802	2,869	2,456	3,640	4,246	2,654	2,361	5,477	12,768	14,738	4,426	-4.1
Growth (%)	20.2%	20.3%	18.5%	5.0%	11.7%	-7.5%	-3.9%	50.5%	15.1%	15.4%	16%	

Exhibit 1: Quarterly snapshot

D/II A/a Tashmisal		FY	18			F	Y19		FY20	Chan	ge (%)
P/H A/c - Technical	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	YoY	QoQ
Net premium income	36,615	53,894	54,200	89,000	49,947	67,776	68,977	102,475	64,512	29	-37
First year premium	7,051	10,837	12,024	17,356	8,124	12,064	12,524	17,869	13,266	63	-26
Renewal premium	20,519	26,525	28,052	46,722	23,801	32,308	33,090	52,947	26,098	10	-51
Single premium	9,467	17,004	14,601	25,487	18,652	24,033	24,000	32,449	25,994	39	-20
Investment income	27,722	25,061	42,531	-9,368	17,967	10,902	23,849	37,557	20,514	14	-45
Total income	64,874	79,276	96,845	81,346	68,509	79,004	93,031	143,746	85,348	25	-41
Commission paid	1,563	2,475	2,625	4,087	1,982	2,637	2,623	3,935	3,222	63	-18
First year premium	1,291	2,032	2,126	3,253	1,418	1,874	1,778	2,769	2,585	82	-7
Renewal premium	251	349	361	588	340	444	555	798	335	-1	-58
Single premium	20	94	138	245	223	319	289	368	303	35	-18
Operating expense	5,638	7,189	7,769	10,998	7,246	9,458	9,243	12,189	8,808	22	-28
Total commission & Opex	7,200	9,663	10,394	15,085	9,228	12,094	11,866	16,124	12,030	30	-25
Benefits paid	26,154	29,649	31,200	44,111	29,425	33,625	29,940	46,899	36,618	24	-22
Total Expenses	61,110	76,382	94,267	74,920	64,061	75,628	89,801	137,789	79,845	25	-42
PBT	3,198	2,206	1,941	5,356	3,623	1,910	2,389	4,781	3,813	5	-20
Tax	187	37	144	1,388	235	-36	173	1,897	48	-79	-97
Surplus/(Deficit)	3,012	2,169	1,797	3,968	3,388	1,946	2,217	5,956	3,765	11	-37
Sh. a/c - Non- Technical											
Trf from P/H A/c	2,546	2,012	1,499	3,965	3,200	2,340	1,769	4,759	3,503	9	-26
Invt Income	675	537	618	974	788	733	835	1,728	988	25	-43
Other income	130	0	0	0	93	0	0	118	0		
Total income	3,351	2,549	2,117	4,939	4,081	3,073	2,604	6,605	4,491	10	-32
Other expenses	62	50	7	6	24	54	20	180	20	-17	-89
Amounts trf to P/H account	24	50	-49	1,541	135	41	-68	2,981	0	-100	-100
PBT	3,267	2,450	2,162	3,390	3,918	2,963	2,565	3,453	4,369	12	27
Tax	103	65	89	-79	116	93	109	-187	123	5	-165
PAT	3,164	2,385	2,073	3,468	3,802	2,869	2,456	3,640	4,246	12	17
APE Data (Reported)											
Individual APE	7,300	11,200	12,300	12,300	8,400	12,600	12,600	18,400	13,780	64	-25
Group APE	900	1,900	1,460	7,940	1,900	2,200	2,800	3,700	3,320	75	-10
New Business APE	8,200	13,100	13,760	20,240	10,300	14,800	15,400	22,100	17,100	66	-23

Source: Company, MOFSL

Exhibit 2: Quarterly snapshot (contd)

Ratios (%)			FY18			FY	19		FY20	Chang	ge (bp)
ratios (%)	1Q	1H	9M	12M	1Q	1H	9M	12M	1Q	YoY	QoQ
Solvency ratio	198	201	191	192	197	193	191	188	193	-400	500
Op. ROEV	NA	21.2	20.4	21.5	18.4	19.6	19.7	20.1	19.9	150	-20
ROE	NA	27.0	24.9	26.0	31.0	26.4	23.4	24.6	28.9	2.10	NA
VNB margins	NA	22.4	22.2	23.2	24.2	24.3	24.0	24.6	29.8	560	520
Persistency ratios (%)											
13th Month	82.5	86.2	86.4	87.1	85.0	86.6	86.4	87.2	85.0	0	-220
25th Month	74.7	74.0	76.9	77.4	77.8	79.1	79.8	80.5	76.0	-180	-450
37th Month	65.7	68.2	68.9	70.9	71.2	72.1	71.9	72.0	70.0	-120	-200
49th Month	59.1	60.6	60.4	62.2	63.6	64.2	65.7	67.7	67.0	340	-70
61st Month	52.3	50.6	53.5	51.0	49.5	50.3	50.1	52.3	53.0	350	70
Key Metrics (INRb)											
VNB	NA	5	8	13	3	6	10	15	5	104	-67
EV	NA	140	145	152	157	164	174	183	192	23	5
AUM	NA	995	1,044	1,066	1,096	1,132	1,177	1,256	1,296	18	3
Equity portion (%)	NA	41	43	39	39	38	38	38	38	-3	0

Source: Company, MOFSL

Mix of non-PAR savings increased sharply to 63% of individual APE

In 1QFY20, individual APE grew by 64% YoY to INR13.8b, while total APE increased 66% YoY to INR17.1b. Mix of ULIP/PAR products (in individual APE) declined to 26%/6% in 1QFY20 from 54%/28% in 1QFY19. The share of non-par savings increased sharply to 58% in 1QFY20 v/s 5% in 1QFY19, primarily led by sales of annuity and guaranteed products.

Exhibit 4: Protection forms 5% of individual APE v/s 7% in

On a new business premium (NBP) basis, the mix of non-par savings has increased from 2% in 1QFY19 to 19% in 1QFY20, while the proportion of ULIP/PAR has declined from 19%/8% in 1QFY19 to 9%/2% in 1QFY20.

Exhibit 3: Proportion of protection in NBP at 26% in 1QFY19 (v/s 32% in 1QFY19)

FY19 ■ ULIP ■ PAR ■ Non-PAR ■ Group Savings ■ Term ■ Annuity ■ ULIP ■ PAR ■ Non-PAR savings ■ Term ■ Annuity 1% 5% 3% 5% 17% 18% 7% 15% 26% 30% 35% 28% 32% 27% 26% 18% 24% 24% 26% 25% 56% 57% 55% 5% 6% 53% 2% 8% 26% 21%

6% 12% **17%** 22% 30% 29% 32% 6% 11% 4% 15% 14%

FY18

FY19

35%

FY15

30%

FY16

25%

FY17

Source: Company, MOFSL

1Q20

19%

1Q19

Source: Company, MOFSL

5%

58%

6%

26%

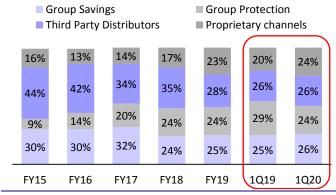
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Strong and diversified distribution network

- The company has a well-diversified distribution mix with 412 offices, 230+ partners and ~40 new ecosystem partners. Cross selling to group customers formed 9.6% of individual new business policies.
- In line with management's focus on developing proprietary channels, the proportion of banca (on individual APE) channel declined from 64% in FY19 to 56% in 1QFY20, while that of the direct channel increased to 20%.
- On an NBP basis, the proportion of proprietary channels increased from 20% in 1QFY19 to 24% in 1QFY20, while the mix of third party distributors has remained constant at 26%.

Exhibit 5: Increased focus on the proprietary channels

Exhibit 6: Proportion of direct channel has increased to 20%



■ Banca ■ Brokers & others ■ Agency ■ Direct 14% 19% 20% 11% 13% 15% 9% 72% 71% 64% 56% FY17 FY18 -γ19

Note: Based on New business premium

Source: Company, MOFSL

Note: Based on individual APE

Source: Company, MOFSL

1QFY20 Concall highlights

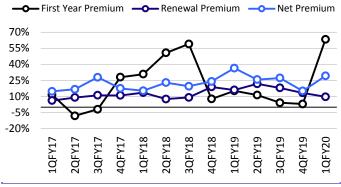
- Margins improved on the back of an improved product mix and better cost efficiency.
- Back-book surplus grew 27% YoY.
- Proprietary channels grew 90% YoY, whereas direct channels grew 70% YoY.
- HDFCLIFE has tied up with Airtel which has bundled term plans.
- Credit protect grew 21% on NBP basis, despite NBFC slowdown.
- Non-PAR savings growth is due to introduction of the 'Sanchay Plus' product last year and also a couple of products in the deferred annuity products in 3Q last year.
 - Not all of Sanchay Plus sold is longer tenure. Some part is also shorter tenure in nature.
 - While pricing the product the persistency built is lower than the actual persistency observed (96%).
 - Price cuts have happened in these products as competitors have introduced similar products.
 - Non-PAR savings business has higher new business strain compared to ULIP products.
- Management has shifted to portfolio based hedging strategy rather than product-based hedging strategy.
- Despite change in product mix, sensitivity of EV and VNB to interest rates has not changed much.

Management has re-priced its annuity products 5-6 times in last one year in line with the change in interest rates. According to the IRDA regulations, there is a cooling off period between two re-pricing dates.

- Management guided for robust APE growth over the next 12 months.
- One third of the credit life comes from the MFI segment. Higher attachment rates have made up for lower disbursements.
- No partnerships exceed 6% to 8%, except HDFC which contributes 28% of the credit life business.
- Management expects the share of agency/direct channels to go up to 25%/25%.
- Management expects the share of PAR/ULIP to go up in the next nine months.
- Unwind rate/VIF is lower as rates have reduced.
- Ticket sizes have increased in non-PAR savings.
- Improvement in operating leverage will be reversed if growth slows down as the management does not do straight line cost assumptions.

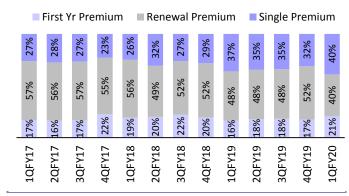
Story in charts

Exhibit 7: Net premium grew ~29% YoY in 1QFY20, led by 63% YoY growth in first year premium



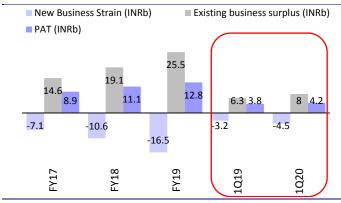
Source: Company, MOFSL

Exhibit 8: Proportion of single premium has increased to 40% v/s 37% in 1QFY19



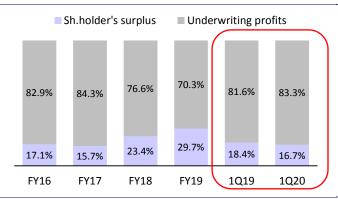
Source: Company, MOFSL

Exhibit 9: Trend in PAT, existing business surplus and new business strain



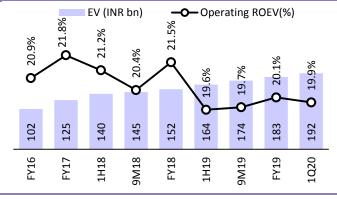
Source: Company, MOFSL

Exhibit 10: Steady increase in underwriting profits backed by healthy existing business surplus, neutralizing the impact of new business strain



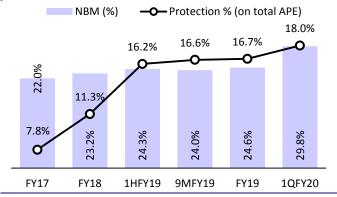
Source: Company, MOFSL

Exhibit 11: EV showed healthy growth of 23% YoY



Source: Company, MOFSL

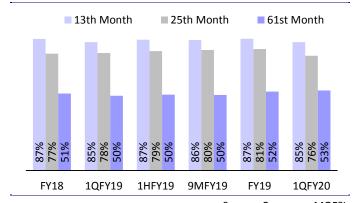
Exhibit 12: Margins improved materially led by improvement in op. leverage and higher protection mix

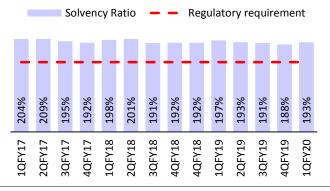


Source: Company, MOFSL

Exhibit 13: 13th mth persistency declined 220bp QoQ to 85%

Exhibit 14: Solvency ratio increased 500bp QoQ to 193% - well above regulatory requirement





Source: Company, MOFSL

Source: Company, MOFSL

Valuation and view

- HDFCLIFE has delivered strong return ratios with average FY16-19 RoE/RoEV at 25+%/21.1%. We expect return ratios to remain strong owing to healthy new business margins, quality underwriting and strong cost control.
- We note that quality of earnings for HDFCLIFE has improved over the past few years, as the share of investment income and surrender profits have both declined. The company has wiped out its accumulated losses and is delivering healthy return ratios, with RoE of ~24% and is thus capable of supporting healthy business growth.
- We expect the company to deliver new business margin of ~28% in FY21 and new business value of INR28.8b, while operating RoEV sustains at ~23%. This will be aided by a further improvement in operating metrics (business mix, persistency and cost).
- Valuations and view: HDFCLIFE has reported strong acceleration in business growth, while the improving asset mix has driven a sharp improvement in the VNB margin. The company sees significant potential in the annuity/protection business and expects a further improvement in product mix, which should support profitability. We revise our new business growth estimate, and expect HDFCLIFE to deliver ~30% CAGR in new business APE over FY19-21, while margins are likely to sustain at healthy levels of 28%. We, thus, estimate 37% CAGR in VNB over FY19-21, with operating RoEV/RoEV improving to 23%/20%. We value HDFCLIFE at INR535 per share (4x FY21E EV). Maintain Buy.

 $Motilal\ Oswal$

Financials and valuations: HDFC life insurance

Technical account (INRm)	FY17	FY18	FY19	FY20E	FY21E
Gross Premiums	194,455	235,644	291,860	367,860	452,739
Reinsurance Ceded	(1,706)	(1,934)	(2,620)	(4,169)	(4,931)
Net Premiums	192,749	233,710	289,240	363,691	447,808
Income from Investments	111,406	85,946	90,275	162,025	214,805
Other Income	1,389	2,703	4,840	4,704	5,497
Total income	305,544	322,359	384,355	530,420	668,110
Commission	7,920	10,749	11,177	16,277	19,910
Operating expenses	23,853	31,593	38,136	43,395	51,094
Total commission and opex	31,773	42,342	49,313	59,672	71,004
Benefits Paid (Net)	100,004	131,114	139,889	173,802	216,497
Chg in reserves	160,548	133,223	175,075	276,099	352,539
Toal expenses	292,324	306,679	364,276	509,573	640,040
Profit before tax	9,476	15,670	19,173	20,826	28,044
Tax (incl Service Tax & GST)	3,394	4,725	5,666	8,324	9,579
Surplus / Deficit	6,083	10,946	13,507	12,502	18,464
Shareholder's a/c (INRm)	FY17	FY18	FY19	FY20E	FY21E
Transfer from technical a/c	7,863	10,022	12,069	12,662	16,600
Income From Investments	2,269	2,803	4,084	4,310	5,752
Total Income	10,132	12,955	16,364	17,183	22,563
Other expenses	680	125	278	311	343
Contribution to technical a/c	354	1,567	3,090	1,159	3,379
Total Expenses	991	1,697	3,465	1,587	3,839
PBT	9,141	11,267	12,899	15,596	18,724
Prov for Tax	220	177	131	858	1,030
PAT	8,921	11,090	12,768	14,738	17,695
Growth	9%	24%	15%	15%	20%
Premium (INRm) & growth (%)	FY17	FY18	FY19	FY20E	FY21E
New business prem - unwtd	86,210	113,496	149,715	202,115	252,643
New business prem - WRP	41,534	53,996	60,494	80,443	102,377
Total premium - unwtd	194,455	235,644	291,860	367,860	452,739
New bus. growth - unwtd	32.9%	31.7%	31.9%	35.0%	25.0%
New business growth - APE	14.9%	30.0%	12.0%	33.0%	27.3%
Total prem growth - unwtd	19.2%	21.2%	23.9%	26.0%	23.1%
Premium mix (%)	FY17	FY18	FY19	FY20E	FY21E
New business - unwtd					
- Individual mix	48.7%	52.4%	51.1%	62.0%	62.0%
- Group mix	51.3%	47.6%	48.9%	38.0%	38.0%
New business mix - WRP					
- Participating	30.0%	24.8%	14.4%	23.8%	28.1%
- Non-participating	21.5%	22.7%	38.5%	40.0%	40.5%
- ULIPs	48.5%	52.5%	47.1%	36.2%	31.4%
Total premium mix - unwtd					
- Participating	25.9%	24.9%	20.0%	23.5%	24.4%
- Non-participating	27.4%	31.5%	41.2%	39.8%	38.0%
- ULIPs	46.7%	43.6%	38.8%	36.7%	37.6%

 $Motilal\ Oswal$

Financials and valuations: HDFC life insurance

Balance sheet (INRm)	FY17	FY18	FY19	FY20E	FY21E
Sources of Fund					
Share Capital	19,985	20,126	20,178	20,178	20,178
Reserves And Surplus	18,278	27,064	36,409	46,897	59,492
Shareholders' Fund	38,263	47,492	56,556	67,045	79,639
Policy Liabilities	323,827	423,193	536,723	708,050	908,484
Prov. for Linked Liab.	508,065	545,982	605,213	760,529	912,635
Funds For Future App.	8,668	35,464	39,488	47,065	56,276
Current liabilities & prov.	37,753	46,464	51,179	66,533	86,492
Total	951,061	1,104,815	1,300,280	1,649,222	2,043,526
Application of Funds					
Shareholders' inv	32,314	40,703	50,498	93,166	98,557
Policyholders' inv	346,915	453,471	571,245	741,936	965,743
Assets to cover linked liab.	538,005	571,854	633,774	760,529	912,635
Total	951,061	1,104,815	1,300,280	1,649,222	2,043,526
Operating ratios (%)	FY17	FY18	FY19	FY20E	FY21E
Commissions / GWP	4.1%	4.6%	3.8%	4.4%	4.4%
- first year premiums	17.7%	18.4%	15.5%	19.8%	18.8%
- renewal premiums	1.3%	1.3%	1.5%	1.4%	1.5%
- single premiums	0.1%	0.8%	1.2%	0.5%	0.5%
Operating expenses / GWP	12.3%	13.4%	13.1%	11.8%	11.3%
Total expense ratio	16.3%	18.0%	16.9%	16.2%	15.7%
Claims / NWP	51.1%	55.2%	46.4%	45.9%	46.4%
Solvency ratio	192%	192%	188%	180%	174%
Persistency ratios (%)	FY17	FY18	FY19	FY20E	FY21E
13th Month	81.0%	87.1%	87.2%	87.4%	87.8%
25th Month	73.0%	77.4%	80.5%	77.7%	78.2%
37th Month	64.0%	70.9%	72.0%	71.2%	71.7%
49th Month	58.0%	62.2%	67.7%	62.5%	63.0%
61st Month	57.0%	51.0%	52.3%	51.3%	51.8%
Profitability ratios (%)	FY17	FY18	FY19	FY20E	FY21E
NBP margin (%)	22.0%	23.2%	24.6%	27.5%	28.1%
RoE (%)	25.5%	25.8%	24.5%	23.8%	24.1%
RoIC (%)	41.0%	50.1%	56.8%	65.1%	78.2%
EVOP as % of IEV	21.8%	21.5%	20.1%	22.7%	23.0%
RoEV (%)	21.9%	22.0%	20.3%	21.9%	19.8%
Valuation datapoints	FY17	FY18	FY19	FY20E	FY21E
Total AUMs (INRb)	917	1,066	1,256	1,596	1,977
- of which equity AUMs (%)	41%	39%	38%	39%	40%
Dividend %	11%	14%	16%	18%	21%
EPS, INR	4.5	5.5	6.3	7.3	8.8
Value of new business (INRb)	9.1	12.8	15.4	22.1	28.8
Embedded Value (INRb)	124.7	152.1	182.9	223.0	267.2
EV per share (INR)	62.2	75.8	91.2	111.2	133.2
VIF as % of EV	67%	68%	68%	69%	69%
P/VIF (%)	12.3	9.8	8.2	6.64	5.51
P/AUM (%)	111%	96%	81%	64%	52%
P/EV (x)	8.2	6.7	5.6	4.6	3.8
P/EPS (x)	113.9	92.0	80.3	69.7	58.0

NOTES

Explanation of Investment Rating	
Investment Rating	Expected return (over 12-month)
BUY	>=15%
SELL	<-10%
NEUTRAL	< - 10 % to 15%
UNDER REVIEW	Rating may undergo a change
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation

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