

News Release  
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## Performance for the year ended March 31, 2025

- Private Market leadership in Individual Rated Premium of ₹ 193.5 billion with 22.8% market share
- Annualized Premium Equivalent (APE) stands at ₹ 214.2 billion with growth of 9%
- Individual New Business Sum Assured stands at ₹ 2,769 billion with 43% growth
- Improvement in 13M & 61M persistency by 63 bps & 528 bps respectively<sup>6</sup>
- Value of New Business (VoNB) stands at ₹ 59.5 billion with growth of 7%
- VoNB Margin stands at 27.8%
- Indian Embedded value (IEV) stands at ₹ 702.5 billion with 21% growth
- Profit After Tax (PAT) stands at ₹ 24.1 billion with 27% growth
- Operating Return on Embedded Value stands at 20.2%
- Assets under Management stands at ₹ 4.5 trillion with 15% growth
- Robust Solvency ratio of 1.96

### Key measures of performance

Particulars	₹ in billion		
	FY 2025	FY 2024	YoY
<b>Revenue Parameters</b>			
New Business Premium (NBP)	355.8	382.4	(7%)
Renewal Premium (RP)	494.1	431.9	14%
<b>Gross Written Premium (GWP)</b>	<b>849.8</b>	<b>814.3</b>	<b>4%</b>
Individual New Business Premium	263.6	238.3	11%
Individual Rated Premium (IRP)	193.5	172.3	12%
Annualized Premium Equivalent (APE)	214.2	197.2	9%
Private Market Share based on IRP <sup>1</sup>	22.8%	23.3%	-
APE Product mix (%) (Par/Non Par/ULIP)	3/33/64	4/36/60	-
APE Channel mix (%) (Banca/Agency/others)	61/28/11	62/25/13	-
<b>Financial Parameters</b>			
Profit after Tax (PAT)	24.1	18.9	27%
Net Worth	169.8	149.1	14%
Assets under Management (AuM)	4,480.4	3,889.2	15%
<b>IEV, VoNB and VoNB Margin<sup>2</sup></b>			
Indian Embedded Value (IEV)	702.5	582.6	21%
IEV per share (in ₹) (IEV / Number of Shares)	701.01	581.73	

Particulars	FY 2025	FY 2024	YoY
Value of New Business (VoNB)	59.5	55.5	7%
VoNB per Share (in ₹) (VoNB / Number of Shares)	59.4	55.4	-
New Business Margin (VoNB Margin)	27.8%	28.1%	-
<b>Key Financial Ratios</b>			
Operating expense ratio <sup>3</sup>	5.3%	4.9%	-
Commission ratio <sup>4</sup>	4.4%	4.0%	-
Total cost ratio <sup>5</sup>	9.7%	8.9%	-
<b>Persistency Ratios - Premium Basis (Regular Premium/ Limited Premium payment under individual category)<sup>6</sup></b>			
13 <sup>th</sup> month persistency	87.4%	86.8%	-
25 <sup>th</sup> month persistency	77.7%	77.3%	-
37 <sup>th</sup> month persistency	72.1%	71.0%	-
49 <sup>th</sup> month persistency	68.0%	72.4%	-
61 <sup>st</sup> month persistency	62.7%	57.4%	-
Solvency Ratio	1.96	1.96	-
Return on Equity (RoE)	15.1%	13.6%	-

1. Source: Life insurance council

2. IEV, VoNB and VoNB Margin for FY 25 & FY 24 have been reviewed by Independent Actuary.

3. Operating expense ratio = Operating expenses / Gross Written Premium (GWP)

4. Commission ratio = Commission (including rewards) / Gross Written Premium (GWP)

5. Total cost ratio = (Operating expenses + Commission + Provision for doubtful debt and bad debt written off) / GWP

6. The persistency ratios are calculated as per IRDAI circular IRDAI/NL/MSTCIR/RT/93/6/2024 dated June 14, 2024.

Persistency Ratios for the year ended March 31, 2025 and March 31, 2024 are 'Upto the Quarter' Persistency calculated using policies issued in March to February of the relevant years.

N.B: Refer the section on definitions, abbreviations and explanatory notes.

**The Board of Directors of SBI Life Insurance Company Limited approved and adopted its audited financial results for the quarter and year ended March 31, 2025, following its meeting on Thursday, April 24, 2025 in Mumbai.**

The Company's 3 key strengths – a highly effective distribution network, one of best operating efficiency, and customer centricity has resulted in registering a growth better than industry on Individual Rated New Premium basis.

#### **Managing Director & CEO's Statement:**

**Amit Jhingran, MD & CEO** of SBI Life stated: FY25 was an exceptional year on every front. Standing at the intersection of regulatory changes, evolving customer needs and digital acceleration, we responded with resilience and conviction. Our team exhibited exceptional agility in adapting to customer needs, innovated boldly to reshape experiences and scaled efficiently to make the benefit of life insurance available to every Indian.

I am delighted to share that with a 12% growth in Individual Rated Premium, SBI Life outperformed industry growth of 10.5%. This speaks volumes about the strength and dedication of our teamwork, the trust that customers place in us and the excellence with which we execute our strategy.

As SBI Life steps into its 25th year, we honor not just our legacy but the millions of lives that have made this story with us. Together, we continue to weave the fabric of the future of the nation, by enabling individuals pursue their dreams while securing their loved ones.

The disclosure of financial results submitted to exchanges is annexed to this release.

### **Business growth and market share**

- The Company has maintained its leadership position in Individual Rated Premium of ₹ 193.5 billion with 22.8% private market share in FY 25.
- Growth in Individual New Business Premium by 11% to ₹ 263.6 billion in FY 25.
- Protection New Business Premium stands at ₹ 41.0 billion in FY 25.
- Gross Written Premium (GWP) has grown by 4% to ₹ 849.8 billion in FY 25 mainly due to 11% growth in New Business Regular Premium (RP) and 14% growth in Renewal Premium (RP) in FY 25.

### **Distribution network**

- The Company has strong distribution network of 309,034 trained insurance professionals consisting of Agents, CIFs and SPs along with widespread operations with 1,110 offices across country.
- The Company has diversified distribution network comprising of strong bancassurance channel, agency channel and others comprising of corporate agents, brokers, micro agents, common service centers, insurance marketing firms, web aggregators and direct business.
- APE channel mix for FY 25 is bancassurance channel 61%, agency channel 28% & other channels 11%.
- Individual NBP of Agency channel has increased by 28% to ₹ 70.8 billion in FY 25 and Individual NBP of Other channel has increased by 22% to ₹ 36.7 billion in FY 25 as compared to last year.

### **Cost Efficiency**

- Total Cost ratio for FY 25 is 9.7% vis-à-vis 8.9% for FY 24
  - Commission ratio for FY 25 is 4.4% vis-à-vis 4.0% for FY 24
  - Operating Expense ratio for FY 25 is 5.3% vis-à-vis 4.9% in FY 24

### **Profitability**

- Profit after Tax (PAT) grew by 27% to ₹ 24.1 billion for FY 25.
- VoNB increased by 7% to ₹ 59.5 billion for FY 25.
- VoNB margin stands at 27.8% in FY 25.

### **Persistency**

- Strong growth in 13<sup>th</sup> month and 61<sup>st</sup> month persistency (based on premium considering Regular Premium/ Limited Premium payment under individual category) in FY 25 by 63 bps and 528 bps respectively due to our focus on improving the quality of business and customer retention.

### **Assets under Management**

- AuM grew by 15% from ₹ 3,889.2 billion as on March 31, 2024 to ₹ 4,480.4 billion as on March 31, 2025 with debt-equity mix of 61:39. 94% of the debt investments are in AAA and Sovereign instruments.

### **Financial position**

- The Company's net worth increased by 14% from ₹ 149.1 billion as on March 31, 2024 to ₹ 169.8 billion as on March 31, 2025.
- Robust solvency ratio of 1.96 as on March 31, 2025 as against the regulatory requirement of 1.50 indicating strong financial position of the Company.

### **Definitions, abbreviations and explanatory notes**

- **New Business Premium (NBP):** Insurance premium that is due in the first policy year of a life insurance contract or a single lump sum payment from the policyholder.
- **Annualized Premium Equivalent (APE):** The sum of annualized first year premiums on regular premium policies, and 10% of single premiums, written by the Company during the fiscal year from both retail and group customers.
- **Individual New Business Premium:** Insurance premium that is due in the first policy year of an individual life insurance contract.
- **Individual Rated Premium (IRP):** New business premiums written by the Company under individual products and weighted at the rate of 10% for single premiums.

- **Renewal Premium:** Life insurance premiums falling due in the years subsequent to the first year of the policy.
- **Embedded Value:** The measure of the consolidated value of shareholders' interest in the covered life insurance business, which is all life insurance business written by the Company since inception and in force as on the valuation date (including lapsed business which have the potential of getting revived). The Embedded Value of the Company has been determined on the basis of the Indian Embedded Value (IEV) Methodology calculated as per APS 10 set forth by the Institute of Actuaries of India (IAI).
- **Value of New Business (VoNB):** VoNB is the present value of expected future earnings from new policies written during a specified period and it reflects the additional value to shareholders expected to be generated through the activity of writing new policies during a specified period.
- **Value of New Business Margin / VoNB Margin:** VoNB Margin is the ratio of VoNB to New Business Annualized Premium Equivalent for a specified period and is a measure of the expected profitability of new business.
- **Solvency Ratio:** Solvency ratio means ratio of the amount of Available Solvency Margin to the amount of Required Solvency Margin as specified in form-KT-3 of IRDAI Actuarial Report and Abstracts for Life Insurance Business Regulations.
- **Net worth:** Net worth represents the shareholders' funds and is computed as sum of share capital and reserves (including share premium but excluding employee stock options outstanding account), share application money and fair value change account net of debit balance in profit and loss account.

### **About SBI Life Insurance**

SBI Life Insurance ('SBI Life' / 'The Company'), one of the most trusted life insurance companies in India, was incorporated in October 2000 and is registered with the Insurance Regulatory and Development Authority of India (IRDAI) in March 2001.

Serving millions of families across India, SBI Life's diverse range of products caters to individuals as well as group customers through Protection, Pension, Savings and Health solutions.

Driven by 'Customer-First' approach, SBI Life places great emphasis on maintaining world class operating efficiency and providing hassle-free claim settlement experience to its customers by following high ethical standards of service. Additionally, SBI Life is committed to enhance digital experiences for its customers, distributors and employees alike.

SBI Life strives to make insurance accessible to all, with its extensive presence across the country through its 1,110 offices, 26,355 employees, a large and productive network of about 240,304 agents, 60 corporate agents and 13 bancassurance partners with more than 41,000 partner branches, 141 brokers and other insurance marketing firms.

In addition to doing what's right for the customers, the company is also committed to provide a healthy and flexible work environment for its employees to excel personally and professionally.

SBI Life strongly encourages a culture of giving back to the society and has made substantial contribution in the areas of child education, healthcare, disaster relief and environmental upgrade. In 2024-25, the Company touched over 50,000 direct beneficiaries through various CSR interventions.

Listed on the Bombay Stock Exchange ('BSE') and the National Stock Exchange ('NSE'), the company has an authorized capital of ₹ 20.0 billion and a paid up capital of ₹ 10.0 billion. The AuM is ₹ 4,480.4 billion.

For more information, please visit our website-[www.sbilife.co.in](http://www.sbilife.co.in) and connect with us on Facebook, Twitter, YouTube, Instagram, and LinkedIn.

(Numbers & data mentioned above are for the year ended March 31, 2025)

## **Disclaimer**

Except for the historical information contained herein, statements in this release which contain words or phrases such as 'will', '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, opportunities and growth potential to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, the actual growth in demand for insurance and other financial products and services in the countries that we operate or where a material number of our customers reside, our ability to successfully implement our strategy, including our use of the Internet and other technology our exploration of merger and acquisition opportunities, our ability to integrate mergers or acquisitions into our operations and manage the risks associated with such acquisitions to achieve our strategic and financial objectives, our growth and expansion in domestic and overseas markets, technological changes, our ability to market new products, the outcome of any legal, tax or regulatory proceedings in India and in other jurisdictions we are or become a party to, the future impact of new accounting standards, our ability to implement our dividend policy, the impact of changes in insurance regulations and other regulatory changes in India and other jurisdictions on us. SBI Life Insurance Company Limited undertakes no obligation to update forward looking statements to reflect events or circumstances after the date thereof.

This release does not constitute an offer of securities.

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(₹1 billion (bn) = ₹ 100 crore; ₹1 trillion = ₹ 1 lakh crore)