

INDIA

India insurance

26 June 2009

Industry league tables

	MoM (May)	MoM (Apr)	Monthly mkt Share	MoM Inc/dec in mkt share
ICICI Prudential	107%	-83%	14%	4%
SBI Life	57%	-81%	13%	0%
Bajaj Allianz	70%	-84%	11%	1%
Reliance Life	46%	-81%	10%	0%
HDFC Standard	73%	-76%	9%	1%
Birla Sunlife	96%	-86%	9%	2%
Max New York	-8%	-41%	9%	-6%
Tata AIG	48%	-79%	5%	0%
Met Life	225%	-93%	4%	2%
Kotak Old Mutual	60%	-89%	3%	0%
Aviva	58%	-74%	3%	0%
ING Vysya	-4%	-64%	3%	-2%
Bharti Axa Life	37%	-61%	2%	0%
Shriram Life	14%	-48%	1%	0%
Private Total	52%	-79%		
LIC	82%	-81%	52%**	
Grand Total	66%	-80%		

1. Sales numbers relate to weighted received premiums on new individual policies only.

2. We are tracking MoM growth in the near term till the industry adjusts to a new reality. For a full table with YoY comparisons, please see Fig 7 on page 3

**share of total industry sales

Source: IRDA, Macquarie Research, June 2009

Valuation table

	Blbg	value per share of insurance sub (Rs)	Rating	TP Price (Rs)	Upside (Rs) (Rs)*
ICICI Bank	ICICIBC	65	UP	436	700 -38%
HDFC Ltd	HDFC	188	OP	2,731	2,377 15%
SBI	SBIN	86	UP	900	1,704 -47%
Kotak	KMB	70	UP	587	618 -5%
Reliance Capital	RCFT	667	N	934	897 4%

*price as of 25 June, 2009

Source: Macquarie Research, June 2009

Non-rated names

Life Ins. Co.	Listed holding Co.	Blbg	Price (Rs)*	Rating
	Aditya Birla			
Birla Sun Life Nuvo		ABNL	886	Unrated
Max New York Max India Ltd.		MAX	209	Unrated

*price as of 25 June, 2009

Source: Macquarie Research, June 2009

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No light (yet) at the end of the tunnel

Event

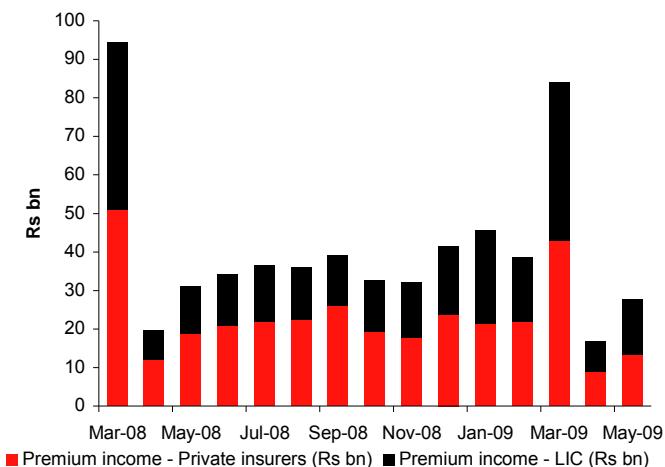
- The monthly life insurance sales numbers for May, released by IRDA, show industry sales continuing to contract YoY.

Impact

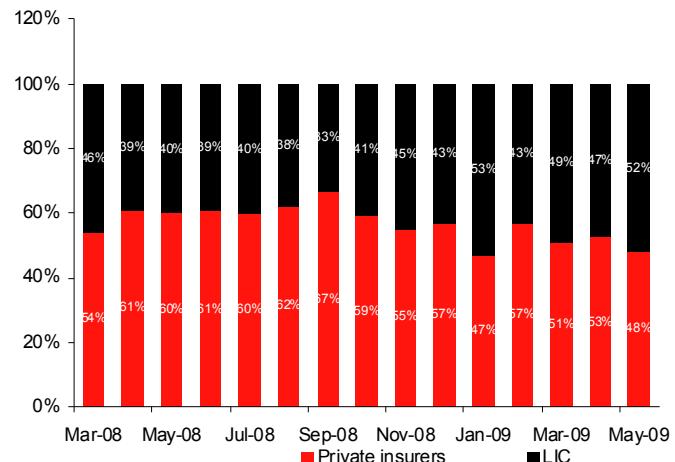
- Sales continue to contract.** Sales for all major players continue to contract on a year-on-year basis. Private player new business sales declined 29% YoY for May versus -26% YoY for April and -16% YoY for March. A small positive was the strong MoM growth of 52%, but this could have been partly seasonal in nature given that May is a longer month and April has traditionally been weak.
- Overall industry sales declined by -10% YoY for May compared to 14% YoY for April and -11% YoY for March. This was primarily due to the strong performance of state owned Life insurance Corporation (LIC, unlisted), which grew 17% YoY in the month (see Figure 7 on page 3 for more details).
- Major players continue to see stress.** Sales for ICICI Prudential declined 58% YoY in May. However, month-on-month there was a sharp fluctuation, with growth of 107% MoM in May, up from an 83% MoM drop in April. The latter is typically a lean month for the company with the annual sales re-organisation taking place, and so May could be called a more 'normal' month in that context.
- Reliance Capital clocked negative sales for the second consecutive month, down 13% YoY (-11% YoY in April, 41% YoY in March). One of the reasons for the sluggish past two months was some internal restructuring at the firm, which is now over. Management continues to maintain its goal to outgrow the private sector market by a factor of 2–2.5x while continuing to focus on profitability. It also believes that the industry should return to positive growth by end of FY3/10E.
- Average ticket size up MoM but trend is downwards.** Average ticket size was up on a MoM basis for both the private players and the LIC. Ticket size has, however, been trending down for the private players, and is down ~20% from a year ago. The ticket size for LIC is half that of the private players (even after the decline) and has remained more or less stable (+3% YoY).

Outlook

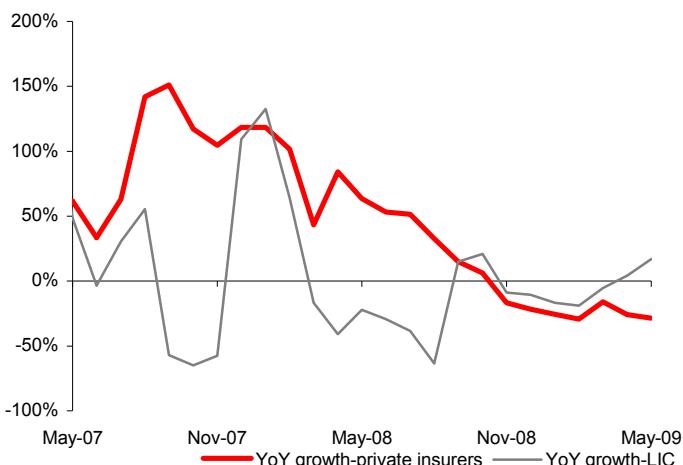
- While the revival of the capital markets is good news for the insurers, its impact on insurance sales, we believe, would be felt only deeper into the cycle. Hence we expect sales growth to be more back-ended and pick up only in the second half of FY3/10E. At this stage, the buoyancy in the capital markets should benefit the brokers and asset managers more. However, the recent SEBI directive abolishing front-end loads on MF schemes could see third-party distributors concentrating more on insurance products, thus speeding up the revival. The best play on insurance remains Reliance Capital.

Fig 1 Slight recovery in May over April

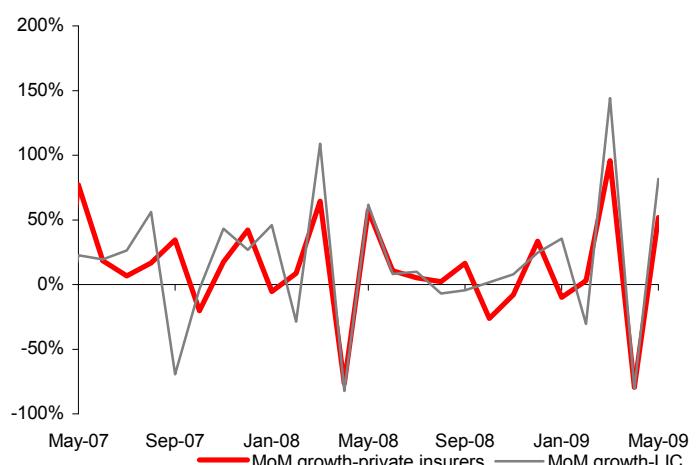
Source: IRDA, Macquarie Research, June 2009

Fig 2 LIC claws back market share

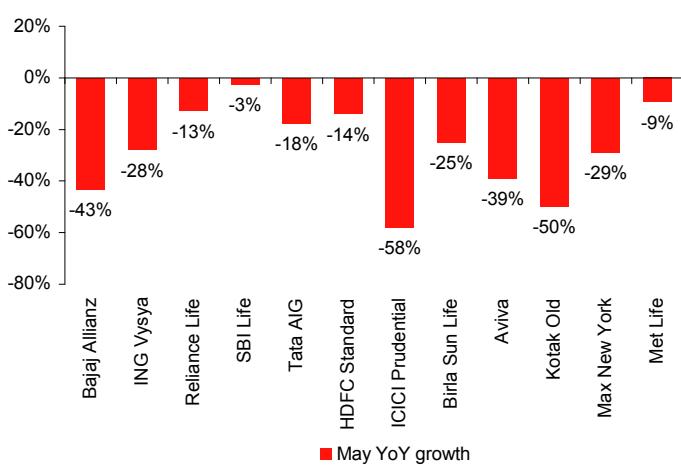
Source: IRDA, Macquarie Research, June 2009

Fig 3 YoY contraction continues for private players

Source: IRDA, Macquarie Research, June 2009

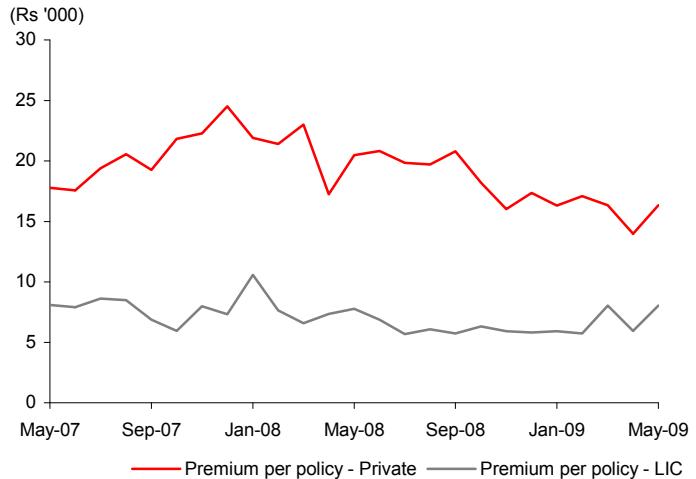
Fig 4 MoM growth positive, as per usual seasonality

Source: IRDA, Macquarie Research, June 2009

Fig 5 Sales contracting YoY across the board

Figures for all the charts above are based on weighted individual premiums (ie, Regular premium + 10% of single premium)

Source: IRDA, Macquarie Research, June 2009

Fig 6 Ticket sizes shows an MoM uptick

Premium per policy = Regular premium (individuals)

Source: IRDA, Macquarie Research, June 2009

Fig 7 League table

	Sales		YoY growth		MoM growth		Market share	
	May	YTD FY10	May	YTD FY10	May	Apr	May	MoM chg
ICICI Prudential	1,921	2,849	-58%	-59%	107%	-83%	14%	4%
SBI Life	1,727	2,825	-3%	-3%	57%	-81%	13%	0%
Bajaj Allianz	1,491	2,370	-43%	-46%	70%	-84%	11%	1%
Reliance Life	1,292	2,175	-13%	-12%	46%	-81%	10%	0%
HDFC Standard	1,251	1,977	-14%	-19%	73%	-76%	9%	1%
Birla Sunlife	1,220	1,842	-25%	-26%	96%	-86%	9%	2%
Max New York	1,162	2,427	-29%	-6%	-8%	-41%	9%	-6%
Tata AIG	646	1,083	-18%	-28%	48%	-79%	5%	0%
Met Life	480	628	-9%	-48%	225%	-93%	4%	2%
Kotak Old Mutual	400	651	-50%	-47%	60%	-89%	3%	0%
Aviva	385	629	-39%	-37%	58%	-74%	3%	0%
ING Vysya	354	722	-28%	-6%	-4%	-64%	3%	-2%
Bharti Axa Life	228	394	58%	70%	37%	-61%	2%	0%
Shriram Life	162	303	44%	21%	14%	-48%	1%	0%
Private Total	13,411	22,247	-29%	-28%	52%	-79%		
LIC	14,518	22,511	17%	12%	82%	-81%	52%**	
Grand total	27,929	44,758	-10%	-12%	66%	-80%		

**share of total industry sales

Source: IRDA, Macquarie Research, June 2009

Fig 8 Growth trend over last three years

	YoY growth				3yr CAGR		MoM growth		
	May-09	Apr-09	May-08	May-07	May-09	May-08	May-07	May-09	May-08
Bajaj Allianz	-43%	-50%	2%	122%	9%	70%	48%	11%	
ING Vysya	-28%	34%	35%	46%	12%	-4%	79%	52%	
Reliance Life	-13%	-11%	182%	65%	59%	46%	49%	36%	
SBI Life	-3%	-4%	85%	80%	47%	57%	55%	-4%	
Tata AIG	-18%	-39%	84%	15%	20%	48%	9%	0%	
HDFC Standard	-14%	-26%	16%	119%	30%	73%	49%	-5%	
ICICI Prudential	-58%	-62%	60%	35%	-3%	107%	86%	24%	
Birla Sun Life	-25%	-27%	254%	16%	45%	96%	90%	61%	
Aviva	-39%	-34%	26%	-5%	-10%	58%	70%	27%	
Kotak Old	-50%	-42%	121%	73%	24%	60%	84%	7%	
Max New York	-29%	32%	130%	53%	36%	-8%	70%	65%	
Met Life	-9%	-79%	70%	85%	41%	225%	-23%	-1%	
Sahara Life	-26%	-29%	91%	1419%	175%	112%	104%	12%	
Shriram Life	44%	2%	-16%	352%	75%	14%	-19%	-41%	
Bharti Axa Life	58%	90%	842%			37%	65%	91%	
Private Total	-29%	-26%	64%	62%	23%	52%	57%	18%	
LIC	17%	4%	-22%	49%	11%	82%	62%	19%	
Grand Total	-10%	-14%	14%	54%	16%	66%	59%	19%	

Source: Macquarie Research, June 2009

Reliance Life

- Growth continued to be sluggish, with YoY contraction continuing into May. Market share slipped slightly, from 10.0% in April 2009 to 9.6% in May, though Reliance has maintained its market position at #4. One of the reasons for the sluggish April and May was some internal restructuring at the firm, which is now over.
- The key driver of growth continues to be unit linked insurance schemes. The management is trying to incrementally focus on pensions and health as two key business areas, but those are yet to be important drivers of growth. The flagship products continue to be Super Invest Assure Plan and Reliance Super Automatic Investment Plan.
- Management continues to maintain its goal to outgrow the private sector market by a factor of 2-2.5x while continuing to focus on profitability. It believes that the industry should return to positive growth by end of FY3/10E.

ICICI Prudential Life Insurance

- April was poor for internal reasons: The annual reorganisation of the sales structure is typically carried out in April. May is thus a more “normal” month – the MoM increase in market will now likely plateau and should be looked at in the context of the MoM drop in April.
- The fluctuation of ticket sizes (down 65% MoM in April, up 119% MoM in May) follows a similar trend and is exacerbated by a high concentration of rural sales in April.
- The key products for the business continue to be Lifestage Pension and Lifeline Gold.
- Overall, management aims to preserve its #1 position and market share of the overall market. Like most other players, it sees the YoY growth turn positive in 2H FY3/10E.

Kotak Mahindra Life Insurance

- The company has restructured relationships with some cost-inefficient corporate distributors, which has resulted in a certain contraction of sales. This, of course, has been compounded by the general market slowdown.
- The contraction in ticket sizes has been due to the lower contribution from some distributors who are focussed on wealth management.
- Operating efficiency and profitability remains the mantra for Kotak, rather than the pursuit of market share.
- The main products in focus are Smart Advantage, Safe Investment, Kotak Pension Plan and Headstart.

HDFC Standard Life

- The company had discontinued some “reducing premium” products in February and September 2008, so the YoY impact of that on sales growth is continuing to impact.
- The restoration of market share is a positive sign, though the long-term objective remains profitable growth.
- Management remains consistent with past statements that it is curtailing growth of its own branches at this stage, preferring to drive growth through the expanded branch network of HDFC Bank.
- Sales remain distributed across pensions and life insurance, with pensions remaining a major focus area of growth, going forward.

Asia banks price and recommendation tracker (con't)

	Bloomberg code	Price (lcy)	Absolute performance (%)				Relative to local index (%)				Daily TO (lcy m) (3MMA)	Rating
			1m	3m	6m	YTD	1m	3m	6m	YTD		
Philippines												
Banco de Oro	BDO PM	31.50	-3.1	23.5	31.3	31.3	-6.3	-0.8	1.8	1.8	93.5	Outperform
Bank of Philippine Islands	BPI PM	42.00	-6.7	18.3	9.1	9.1	-9.8	-5.0	-15.4	-15.4	96.6	Neutral
China Banking Corp	CHIB PM	345.00	0.0	7.8	-12.7	-12.7	-3.4	-13.4	-32.3	-32.3	9.8	Neutral
Metrobank	MBT PM	31.50	-8.7	18.9	37.0	37.0	-11.8	-4.6	6.2	6.2	95.5	Outperform
Philippine National Bank	PNB PM	19.50	-14.3	62.5	39.3	39.3	-17.2	30.5	8.0	8.0	26.8	Outperform
Security Bank	SECB PM	40.00	-3.6	22.7	61.9	61.9	-6.9	-1.5	25.5	25.5	8.5	Neutral
UnionBank	UBP PM	23.25	-4.1	5.7	8.1	8.1	-7.3	-15.2	-16.2	-16.2	18.7	Neutral
Rizal Commercial Bank	RCB PM	14.25	-9.5	23.9	45.4	45.4	-12.6	-0.5	12.7	12.7	5.8	Underperform
Singapore												
DBS Group	DBS SP	11.36	-1.9	35.6	43.2	35.6	-2.7	0.3	8.8	4.4	114.9	Outperform
Hong Leong Finance	HLF SP	2.59	-0.8	46.3	26.3	25.7	-1.6	8.2	-4.1	-3.2	0.5	Outperform
OCBC	OCBC SP	6.60	-6.9	36.8	31.9	33.5	-7.7	1.1	0.1	2.8	62.4	Neutral
UOB	UOB SP	14.60	0.8	41.1	16.7	12.7	-0.1	4.3	-11.4	-13.2	79.2	Neutral
Singapore Exchange	SGX SP	7.08	-1.0	41.2	38.7	40.4	-1.8	4.4	5.3	8.1	54.1	Outperform
Taiwan												
Bank of Kaohsiung	2836 TT	10.70	-8.5	46.0	57.6	54.2	-4.4	21.1	8.0	9.9	29.1	Underperform
Cathay Financial	2882 TT	48.55	-5.8	63.9	40.2	32.9	-1.6	36.0	-4.0	-5.3	3,630.4	Outperform
Chang Hwa Bank	2801 TT	14.85	-6.0	29.8	19.4	15.6	-1.8	7.7	-18.2	-17.6	634.0	Neutral
China Development	2883 TT	7.59	-17.7	14.6	12.2	5.1	-14.0	-4.9	-23.1	-25.1	407.0	Neutral
Chinatrust	2891 TT	19.95	-3.7	59.3	47.9	42.1	0.7	32.2	1.4	1.3	2,077.1	Underperform
E. Sun Financial	2884 TT	10.85	-4.4	32.3	27.6	24.3	-0.1	9.8	-12.6	-11.4	290.9	Neutral
First Financial	2892 TT	20.20	-5.9	29.8	21.1	16.2	-1.6	7.7	-17.0	-17.2	1,530.4	Underperform
Fubon Financial	2881 TT	31.30	1.6	51.2	40.0	29.7	6.2	25.5	-4.1	-7.6	1,376.6	Outperform
Yuanta Financial	2885 TT	21.40	-9.7	25.3	56.0	44.9	-5.7	4.0	6.9	3.3	1,421.7	Outperform
Hua Nan Financial	2880 TT	19.85	-9.8	7.0	14.8	7.3	-5.7	-11.2	-21.3	-23.5	416.6	Underperform
Mega Financial	2886 TT	14.65	-9.7	22.6	36.1	30.1	-5.6	1.8	-6.8	-7.3	659.5	Underperform
Shinkong Financial	2888 TT	13.85	-14.7	49.7	60.6	53.4	-10.8	24.2	10.0	9.3	1,131.2	Underperform
Sinopac Financial	2890 TT	11.00	9.2	71.2	69.9	58.0	14.1	42.1	16.4	12.6	636.3	Underperform
Ta Chong Bank	2847 TT	5.77	-5.5	46.3	22.7	28.8	-1.2	21.4	-15.9	-8.2	31.6	Outperform
Taichung Bank	2812 TT	7.66	-9.0	25.7	22.3	14.1	-4.9	4.3	-16.2	-18.7	72.3	Outperform
Taishin Financial	2887 TT	12.05	-1.2	124.3	118.2	107.6	3.2	86.1	49.5	48.0	1,098.8	Outperform
Taiwan Business Bank	2834 TT	8.30	-14.6	20.4	21.7	17.5	-10.7	0.0	-16.6	-16.2	494.6	Underperform
Capital Securities	6005 TT	13.55	-14.7	35.6	95.5	75.1	-10.9	12.5	33.9	24.8	352.0	Outperform
KGI Securities	6008 TT	14.20	-9.1	42.4	46.3	36.3	-5.0	18.1	0.2	-2.8	499.0	Outperform
Masterlink Securities	2856 TT	11.05	-12.5	36.4	45.1	37.8	-8.5	13.2	-0.6	-1.8	152.4	Underperform
Polaris Securities	2854 TT	15.40	-16.1	21.3	50.2	33.3	-12.3	0.6	2.9	-5.0	614.7	Underperform
President Securities	2855 TT	17.95	-10.2	44.5	71.0	58.0	-6.1	19.9	17.2	12.6	148.6	Outperform
Thailand												
Bangkok Bank	BBL TB	103.00	14.8	35.5	49.3	49.3	8.7	1.8	14.2	15.5	531.5	Outperform
Bank of Ayudhya	BAY TB	13.60	11.5	53.7	47.0	46.2	5.5	15.5	12.4	13.2	546.3	Outperform
Kasikorn Bank	KBANK TB	65.50	15.4	45.6	44.0	45.6	9.3	9.4	10.1	12.6	817.3	Outperform
Krung Thai Bank	KTB TB	8.30	17.7	84.4	111.7	118.4	11.5	38.6	61.9	69.0	279.4	Neutral
Siam City Bank	SCIB TB	14.60	4.3	97.3	102.8	107.1	-1.3	48.3	55.1	60.3	149.0	Underperform
Siam Commercial	SCB TB	75.00	10.3	37.6	53.8	55.4	4.4	3.4	17.7	20.3	725.8	Neutral
ACL Bank	ACL TB	5.25	6.3	157.4	132.3	150.0	0.6	93.4	77.6	93.5	153.8	Underperform
Kiatnakin Bank	KK TB	16.50	1.2	60.2	58.7	61.8	-4.2	20.4	21.3	25.2	19.9	Outperform
Thanachart Capital	TCAP TB	13.30	3.1	35.7	88.7	88.7	-2.4	2.0	44.3	46.0	52.1	Neutral
TISCO Bank	TISCO TB	18.10	7.1	79.2	103.4	105.7	2.4	46.9	71.0	76.5	59.7	Outperform
Japan												
Mitsubishi UFJ Financial	8306 JP	593.00	-2.0	12.6	9.9	9.1	-7.2	-15.4	-15.9	-15.6	55,423.7	Underperform
Sumitomo Mitsui Financial	8316 JP	4,020.00	5.5	3.4	6.6	6.6	-0.1	-22.3	-18.4	-17.5	52,598.8	Underperform
Mizuho Financial Group	8411 JP	237.00	3.5	2.1	-7.6	-7.6	-2.0	-23.2	-29.4	-28.5	47,412.9	Underperform
Mizuho Financial Group	8411 JP	364.00	2.0	5.8	-11.9	-15.3	-3.5	-20.5	-32.6	-34.5	3,502.7	Outperform

Data as of 24 June 2009

Source: Bloomberg, Macquarie Research, June 2009

Banks sector performance (%)

	Absolute performance			Relative to local index			Relative to MSCI Asia Pacific		
	1m	3m	6m	1m	3m	6m	1m	3m	6m
S&P Financials	0.5	29.8	-1.5	-1.0	16.2	-5.0	-0.8	2.5	-25.0
FTSE Bank	-4.0	40.5	6.3	-2.0	27.4	2.9	-5.2	10.9	-19.1
Australia	3.9	1.3	15.6	1.6	-4.4	8.3	2.6	-20.0	-12.0
HK (ex HSBC, SCB)	10.2	39.6	26.6	5.4	6.3	0.4	8.8	10.2	-3.6
HSBC	-0.6	50.1	-4.3	-4.9	14.2	-24.2	-1.9	18.5	-27.2
Std Chartered HK	-1.5	48.5	69.4	-5.7	13.1	34.3	-2.7	17.2	28.9
China	27.7	48.0	88.1	12.6	13.9	12.8	26.1	16.9	43.2
India	1.4	79.7	47.8	-2.3	18.0	-1.9	0.1	41.8	12.5
Indonesia	6.8	39.7	40.1	1.2	-0.6	-6.1	5.4	10.3	6.6
Malaysia	3.4	28.8	25.5	2.1	6.2	2.4	2.0	1.7	-4.5
Philippines	-5.9	20.1	18.1	-9.0	-3.6	-8.4	-7.1	-5.2	-10.1
Singapore	-2.8	37.7	30.4	-3.7	1.9	-0.9	-4.1	8.7	-0.7
South Korea	-1.2	26.0	28.4	0.6	12.7	5.4	-2.5	-0.5	-2.2
Taiwan	-6.1	41.0	40.0	-1.8	17.0	-4.1	-7.3	11.3	6.6
Thailand	11.7	49.3	55.5	5.8	12.2	18.9	10.3	17.8	18.3
Japan	2.4	5.2	3.5	-1.4	-8.1	-8.3	1.1	-16.9	-21.2

Note: Data as of 24 June 2009

Source: Bloomberg, Macquarie Research, June 2009

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Important disclosures:

Recommendation definitions

Macquarie - Australia/New Zealand

Outperform – return >5% in excess of benchmark return
 Neutral – return within 5% of benchmark return
 Underperform – return >5% below benchmark return

Macquarie – Asia/Europe

Outperform – expected return >+10%
 Neutral – expected return from -10% to +10%
 Underperform – expected return <-10%

Macquarie First South - South Africa

Outperform – expected return >+10%
 Neutral – expected return from -10% to +10%
 Underperform – expected return <-10%

Macquarie - Canada

Outperform – return >5% in excess of benchmark return
 Neutral – return within 5% of benchmark return
 Underperform – return >5% below benchmark return

Macquarie - USA

Outperform (Buy) – return >5% in excess of benchmark return (Russell 3000)
 Neutral (Hold) – return within 5% of benchmark return (Russell 3000)
 Underperform (Sell) – return >5% below benchmark return (Russell 3000)

Recommendations – 12 months

Note: Quant recommendations may differ from Fundamental Analyst recommendations

Volatility index definition*

This is calculated from the volatility of historical price movements.

Very high-highest risk – Stock should be expected to move up or down 60–100% in a year – investors should be aware this stock is highly speculative.

High – stock should be expected to move up or down at least 40–60% in a year – investors should be aware this stock could be speculative.

Medium – stock should be expected to move up or down at least 30–40% in a year.

Low-medium – stock should be expected to move up or down at least 25–30% in a year.

Low – stock should be expected to move up or down at least 15–25% in a year.

* Applicable to Australian/NZ/Canada stocks only

Financial definitions

All "Adjusted" data items have had the following adjustments made:

Added back: goodwill amortisation, provision for catastrophe reserves, IFRS derivatives & hedging, IFRS impairments & IFRS interest expense

Excluded: non recurring items, asset revals, property revals, appraisal value uplift, preference dividends & minority interests

EPS = adjusted net profit / efpowa*

ROA = adjusted ebit / average total assets

ROA Banks/Insurance = adjusted net profit /average total assets

ROE = adjusted net profit / average shareholders funds

Gross cashflow = adjusted net profit + depreciation

*equivalent fully paid ordinary weighted average number of shares

All Reported numbers for Australian/NZ listed stocks are modelled under IFRS (International Financial Reporting Standards).

Recommendation proportions – For quarter ending 31 March 2009

	AU/NZ	Asia	RSA	USA	CA	EUR
Outperform	40.44%	49.55%	44.83%	38.49%	67.19%	43.84%
Neutral	38.60%	15.57%	39.66%	46.43%	28.12%	39.04%
Underperform	20.96%	34.88%	15.52%	15.08%	4.69%	17.12%

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