

# DAI-ICHI LIFE IN INDIA

## STAR UNION DAI-ICHI LIFE INSURANCE CO., LTD.

### PRESENTATION AT ICRIER SEMINAR

#### February 23<sup>rd</sup>, 2011



Sunahra Kal Suraksha Har Pal

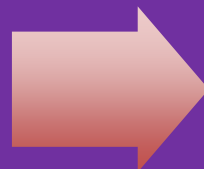
# About Dai-ichi Life, Japan

# Dai-ichi Life's Profile - Management Philosophy

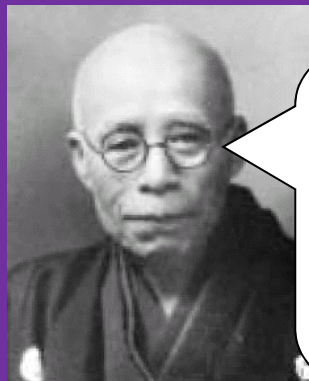
DLJ'S Universal Management Philosophy

## Customers First

In 1902, Founded as  
**The First Mutual Life  
Insurance Company**  
In Japan



In 2010, Converted to  
**The First Stock Life  
Insurance Company**  
among the large life insurance  
companies in Japan



Founder:  
Tsuneta Yano

We establish the ideal  
company that is able to  
return our profits to our  
customers.

According to the changes of times,  
the merit of mutual life insurance  
company has been decreasing.  
Therefore, we decided to convert to  
the stock company.

We have advocated "Customers First" as our universal philosophy since the foundation, and tried to advance sales strategy to satisfy customers' needs first.

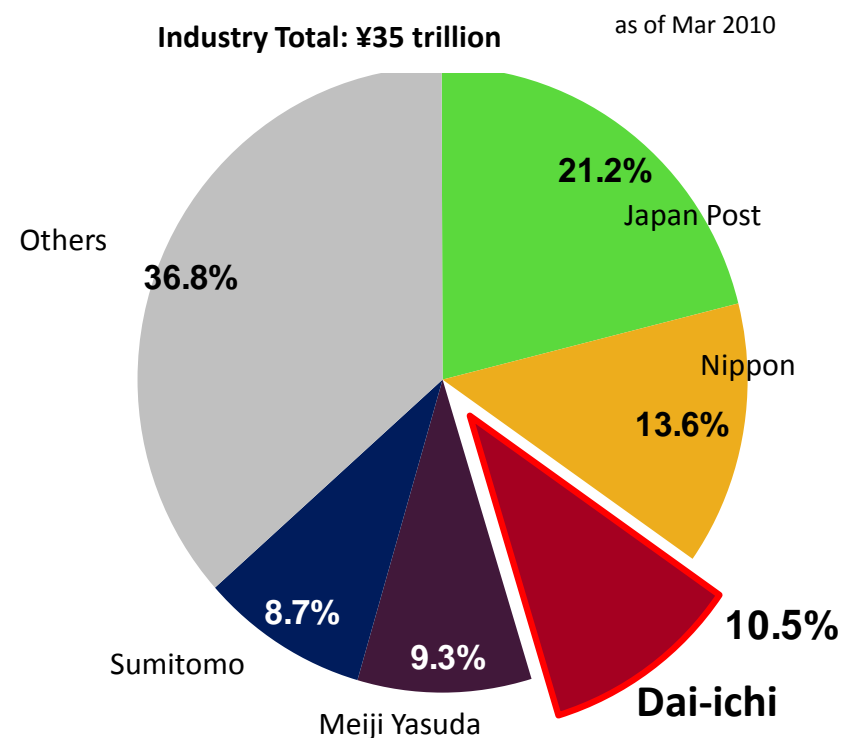
# Dai-ichi Life's Profile - 1 Basic Information

Dai-ichi Life ranks top 3 insurance companies in Japan, the world's second largest insurance market, and has maintained a large customer base as well as a sound financial base.

## Dai-ichi Life's profile (as of Mar 2010)

■ Premium Income <sup>(1)(2)(3)</sup>	¥3,704.2 billion
■ Fundamental Profit <sup>(1)(4)</sup>	¥330.1 billion
■ Total Assets <sup>(2)(5)</sup>	¥321,042 billion
■ Embedded Value <sup>(2)(5)</sup>	¥2,8363. billion
■ No. of policyholders <sup>(2)</sup>	8,233,540 persons
■ Sales Representatives <sup>(5)(6)</sup>	43,480 persons
■ Solvency Margin Ratio <sup>(5)</sup>	953.5%
■ Insurer Financial Strength Rating (S&P / Moody's / Fitch / R&I / JCR) <sup>(7)</sup>	A / A1 / A- / A+ / A+

## Market share by premium income



Source: Dai-ichi Life information and disclosure of individual companies

(1) Consolidated basis. Other figures (except for embedded value) are not accounting-based figures and are therefore presented on a non-consolidated basis

(2) As of March 31, 2010

(3) Embedded value is shown on a group basis and calculated as follows: [Dai-ichi Life's EEV] plus [Dai-ichi Frontier Life's EEV corresponding to Dai-ichi Life's equity stake in Dai-ichi Frontier Life] less [the carrying amount of Dai-ichi Life's equity of Dai-ichi Frontier Life]

(4) The number of sales representatives does not include those who are not full-time employees of Dai-ichi Life and who are engaged mainly in ancillary work. The number of such persons was 745 as of December 31, 2009

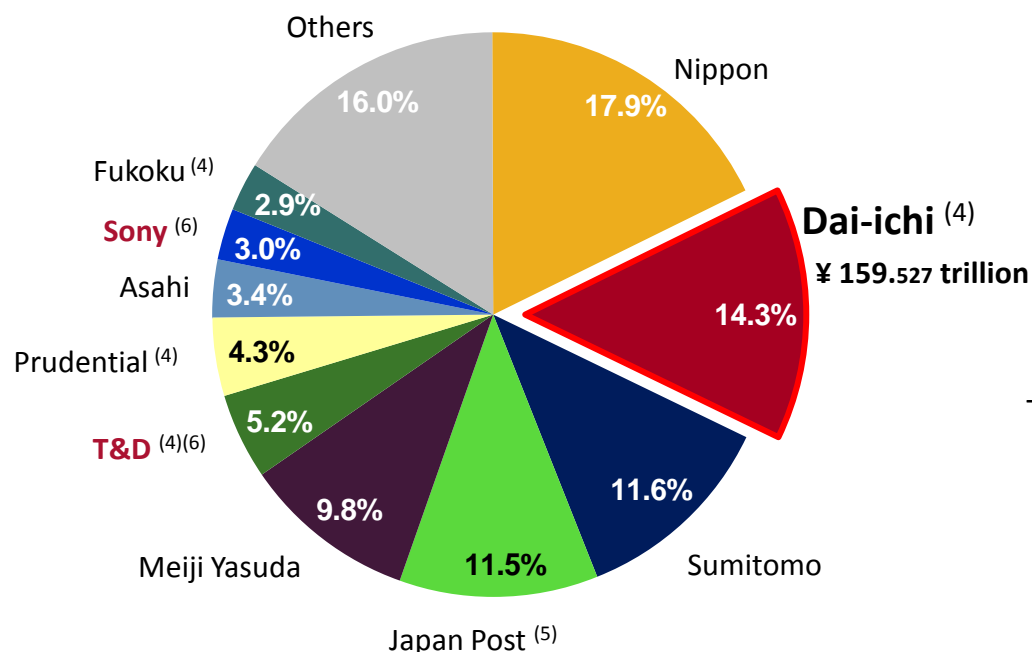
(5) Current ratings

(6) Sum of Dai-ichi Life and Dai-ichi Frontier Life

# Dai-ichi Life's Profile - 2 Business Performance

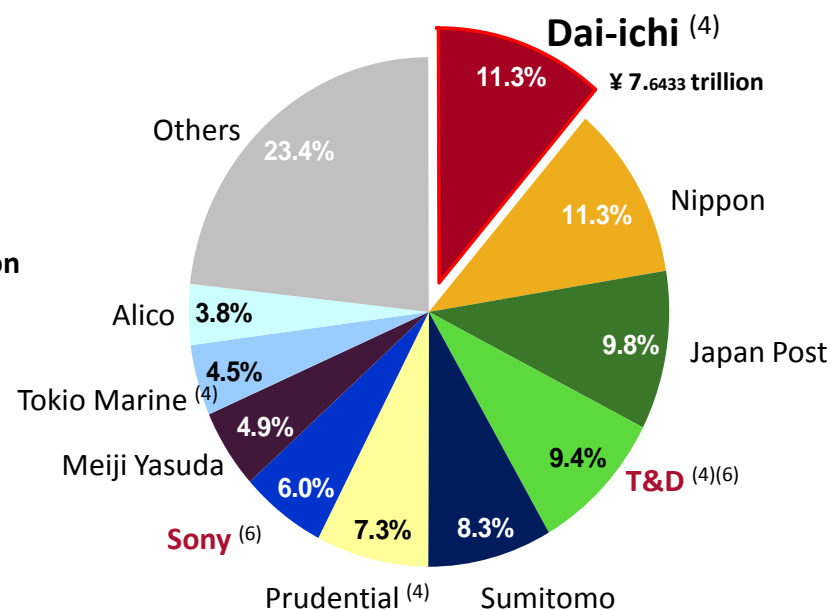
Dai-ichi Life has had a presence overwhelming over other listed insurance companies in the Japanese life insurance market, and held the top position for the three consecutive years in terms of the share of new policies.

Market Share of Policies in Force (Mar. 31, 2010) <sup>(1)(2)(3)</sup>



Industry total: ¥ 1,111 trillion

Market Share of New Business (Mar. 31, 2010) <sup>(1)(2)(3)</sup>



Industry total: ¥ 67.4 trillion

Source: Company disclosure of individual companies

(1) Non-consolidated basis

(2) Sum insured, individual insurance and individual annuities

(3) Total of 46 life insurance companies

(4) Dai-ichi represents the sum of Dai-ichi Life and Dai-ichi Frontier Life; T&D represents the sum of Daido Life, Taiyo Life and T&D Financial Life; Prudential represents the sum of Prudential Life, Gibraltar Life and Prudential Gibraltar Financial Life; Fukoku represents the sum of Fukoku Life and Fukokushinrai Life; Tokio Marine represents the sum of Tokio Marine & Nichido Life and Tokio Marine & Nichido Financial Life

(5) Japan Post's policies in force calculated as the sum of reinsurance underwritten and policies in force

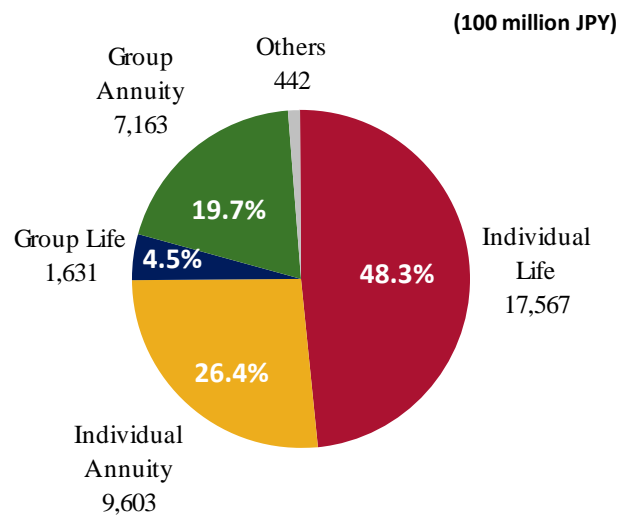
(6) Domestic listed insurance holding companies and their subsidiaries have been highlighted in red

# DLJ's Profile - 3 Business Composition, Products, Channel

Highly profitable retail business accounts for a large proportion of Dai-ichi Life's business. Packaged plans such as term whole life, convertible to renewable whole life insurance are main products. Sales representative channel suitable for protection-type products of individual insurance occupies the majority of sales force.

### Business composition

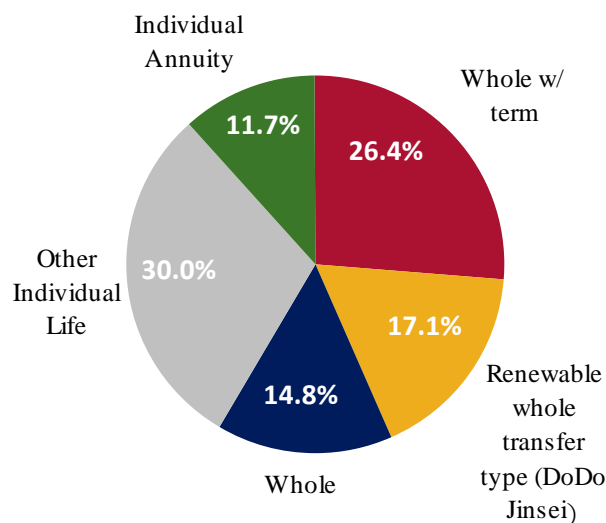
Premium income by business (Mar. 2010) <sup>(1)</sup>



Total : ¥ 3.6407 trillion

### Products portfolio

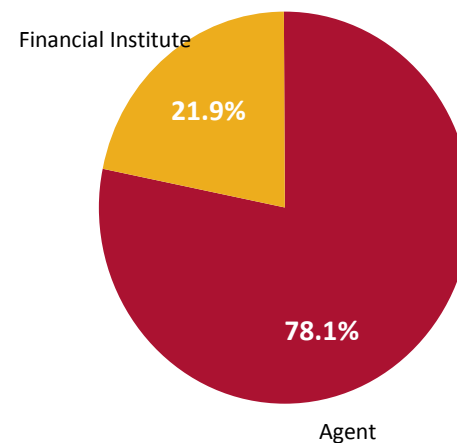
Policy in-force by products (Mar. 2010) <sup>(1)(2)</sup>



Total : 12.42 million policies

### Distribution channel

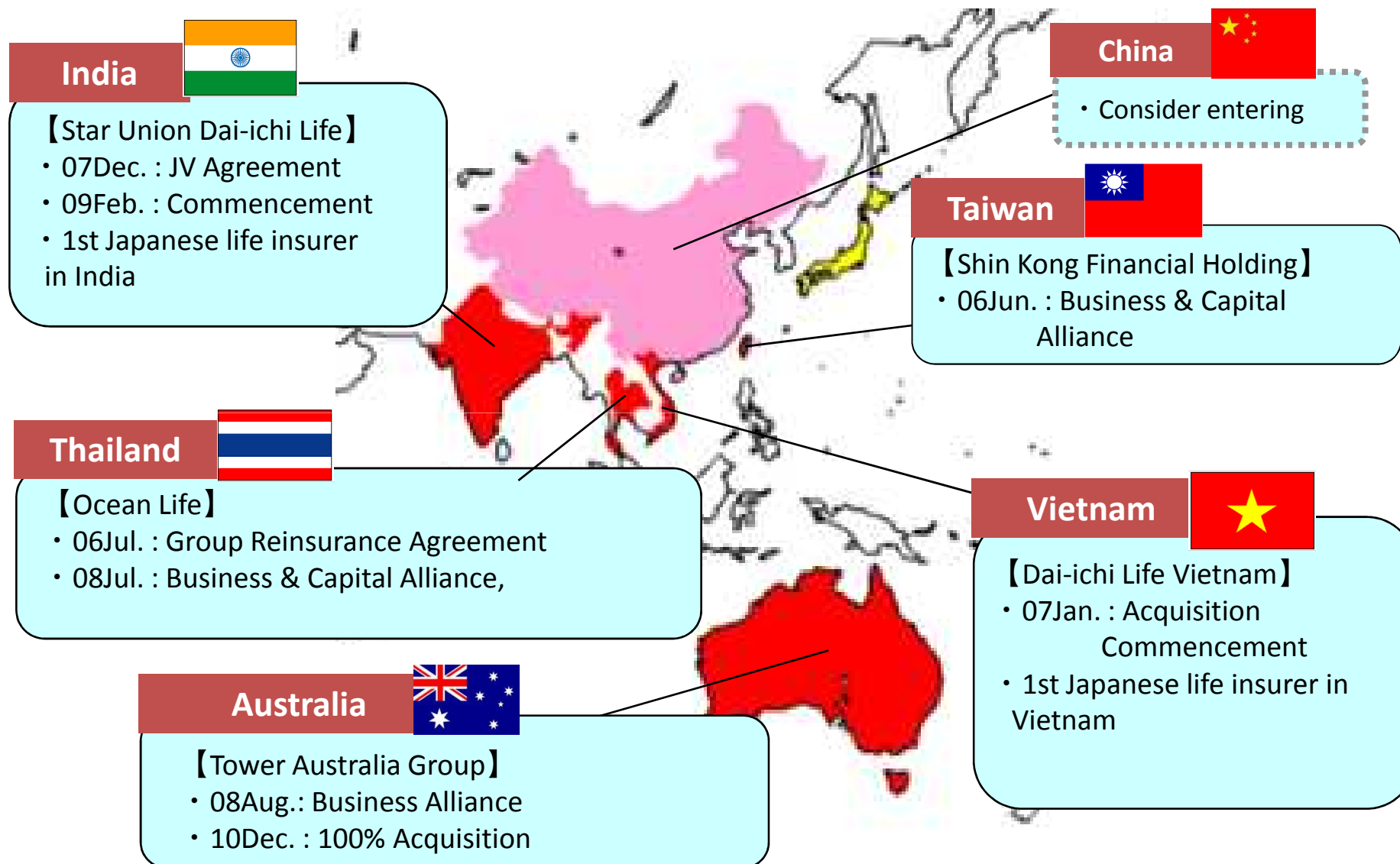
Premium income by distribution channel (Mar. 2010) <sup>(1)</sup>



Total : ¥ 3.6407 trillion

Source: Company disclosure of individual companies  
 (1) Dai-ichi represents the sum of Dai-ichi Life and Dai-ichi Frontier Life  
 (2) Sum insured, individual insurance and individual annuities

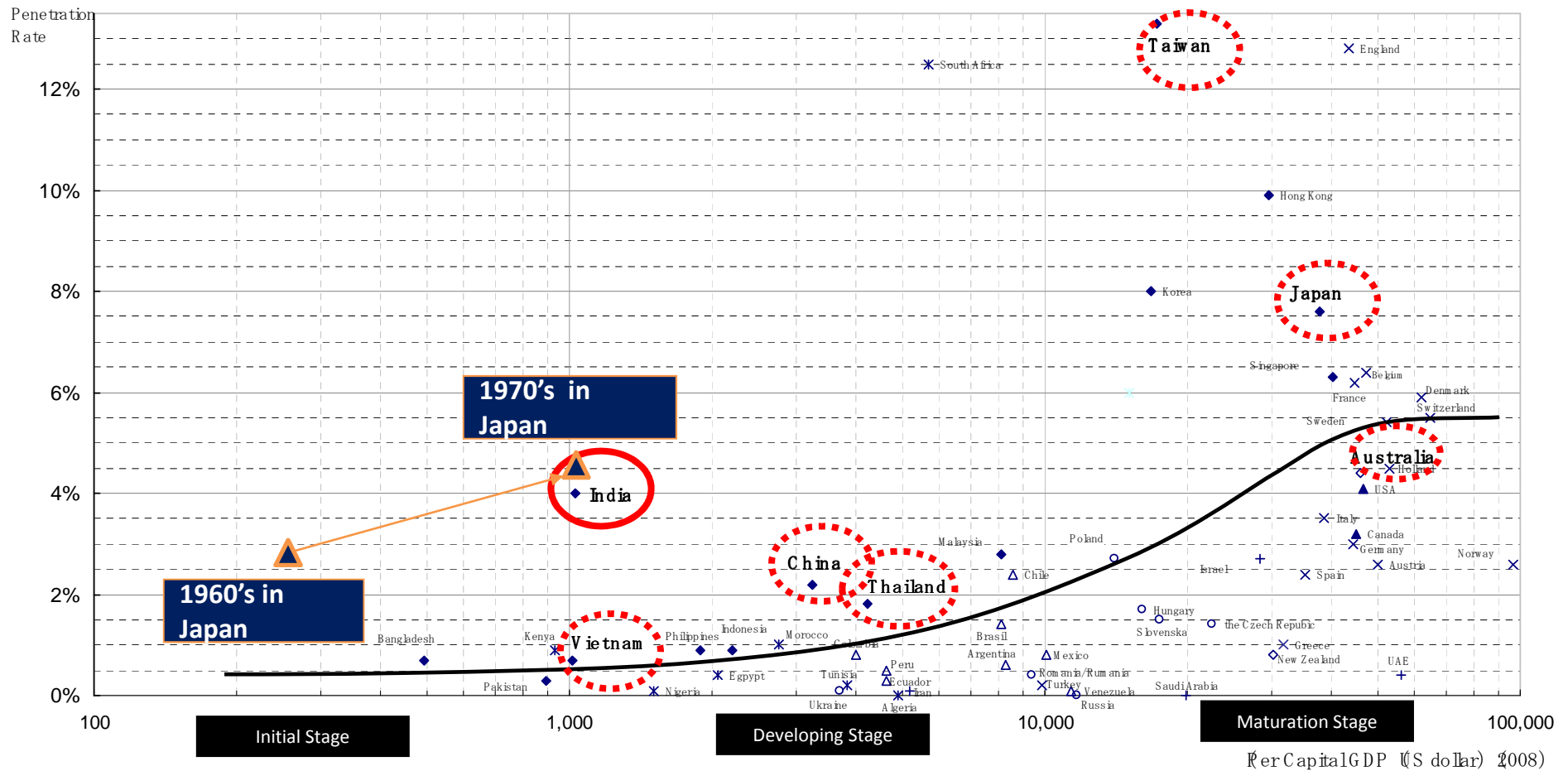
# Dai-ichi Life's Presence In Asia



# Dai-ichi Life's Recognition of Indian Life Insurance Market

Recognition of Indian current status ⇒ Market expansion period as 1960's-1970's in Japan.  
 overwhelmingly higher insurance penetration compared to other countries at the same level of per capita GDP

Per capita GDP and Insurance Penetration Matrix (year 2008)





# About Star Union Dai-ichi Life



“ I have no doubts in the mind that the strengths, which these three partners ( Bank of India, Union Bank of India & The Dai-Ichi Mutual Life Insurance Company, Japan) bring will make this company a remarkable success.”

P. Chidambaram,  
Hon. Union Home Minister

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**While addressing customers of Bank of India and Union Bank of India at the Business launch ceremony on 9th February 2009.**

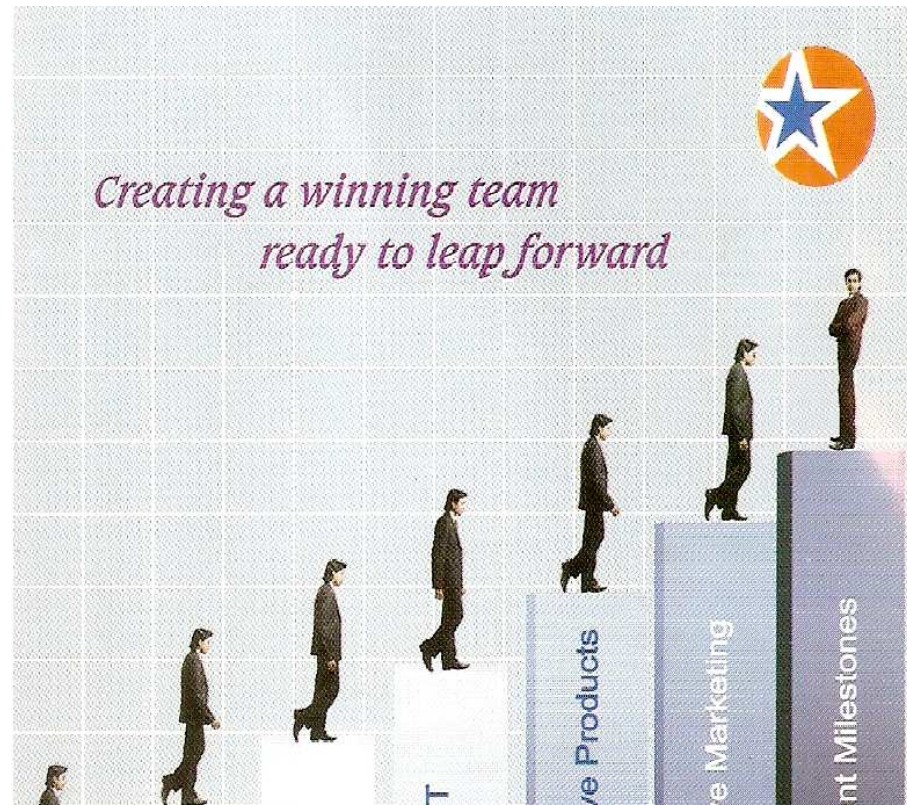
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# Our Distribution Partners

- Bank of India
- Union Bank of India
- Aryavart Gramin Bank
- Kashi Gomti Samyut Gramin Bank
- Narmada Malwa Gramin Bank
- Jharkhand Gramin Bank
- Wainganga Krishna Gramin Bank
- Rewa Sidhi Gramin Bank
- Baitarani Gramin Bank



# PERFORMANCE HIGHLIGHTS 2009-2010



# Star Union Dai-ichi Life

22<sup>nd</sup> Life Insurance Company to be licensed by IRDA

Ranked the **14<sup>th</sup>** among Life Insurers in terms of  
Individual New Business Premiums in 2009-10

Ranked the **16<sup>th</sup>** among Life Insurers in terms of  
Number of Policies sold in 2009-10



The

**FIRST**

Life Insurance Company to *exceed*

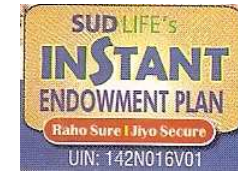
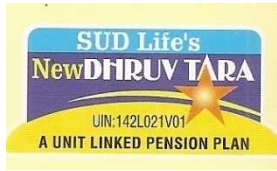
**500 Crore** New Business premium

&

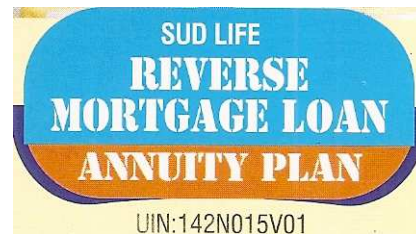
**100,000** policies

In the very FIRST full Year of Operations

The  
**LOWEST**  
Operating Expense to Premium Income  
In the very **FIRST** full Year of Operations



Innovative,  
Competitively  
Priced  
Products





## Rural Sector Responsibilities

Minimum Required by IRDA in the First Year  
7%

Achieved by SUD Life in 2009-10 (First Year)  
**24.6%**

## Social Sector Responsibilities

Minimum Required by IRDA in the First Year  
5000 lives

Achieved by SUD Life in 2009-10 (First Year)

**31,319** lives

# Our Vision

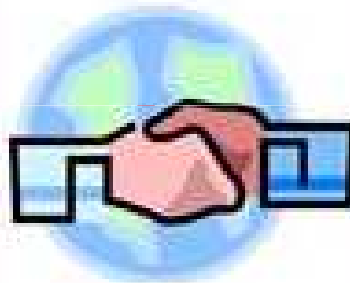
To be a company making distinctive contribution to the business and society through innovative products, high standard of corporate governance and consistently generating wealth for all stakeholders

# Our Mission

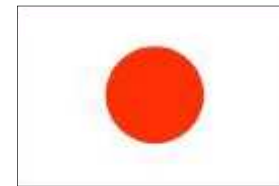
To emerge as a leading insurance company and well recognized brand in the life and pension segments in India, providing a range of products of value to all segments of population, along with high standards of customer service based on the best available technological solutions, in a fair and transparent manner

Closing,

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**DAI-ICHI LIFE**



***For Growth & Development of Indian Society and  
Indian Life Insurance Industry***

# PROFOUND THANKS

