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Executive summary

Crop, health and motor insurance to drive growth

- Crop insurance segment contributed 20% to gross direct premiums of non-life insurance companies in FY20.
- Customers can now pay their health insurance premium in instalments. Earlier, health insurance companies used to collect the insurance premiums from customers on annual basis.
- Strong growth in the automotive industry over the next decade will be a key driver of motor insurance.

Rapidly growing insurance segments

- The insurance industry in India was expected to reach US$ 280 billion by 2020. The life insurance industry is expected to increase at a CAGR of 5.3% between 2019 and 2023.
- In the past five years, the total number of lives covered nearly doubled from 12 crore to 23 crore, and the non-life segment welcomed six new entrants, taking the total number of players to 34.

Increasing private sector contribution

- The market share of private sector companies in the general and health insurance market increased from 47.97% in FY19 to 48.03% in FY20.
- FDI inflows to the insurance sector stood at Rs. 26,000 crore (US$ 3.58 billion) since 2015 and the asset under management (AUM) in the sector has increased by 76% over the last five years.
- In the life insurance segment, private players held a market share of 33.78% in premium underwritten services in FY20.
Advantage India
In February 2021, the Finance Ministry announced to infuse Rs. 3,000 crore (US$ 413.13 million) into state-owned general insurance companies to improve the overall financial health of companies.

In September 2021, the Union Cabinet approved an investment of Rs. 6,000 crore (US$ 804.71 million) into entities, offering export insurance cover to facilitate additional exports worth Rs. 5.6 lakh crore (US$ 75.11 billion) over the next five years.

In August 2021, the Parliament passed the General Insurance Business (Nationalisation) Amendment Bill. The bill aims to allow privatisation of state-run general insurance companies.

Growing interest in insurance among people, innovative products and distribution channels are aiding growth.

In August 2021, the premium in the general insurance industry increased by 24% YoY.

The general insurance industry is expected to increase by 7-9% in terms of gross direct premium income in FY22, backed by healthy growth from the health and motor segments.

Insurance reach is still low in India. Overall insurance penetration (premiums as % of GDP) was 4.2% in FY21, providing a huge underserved market.

Insurance Regulatory and Development Authority of India (IRDAI) allowed insurers to invest debt securities of Infrastructure Investment Trusts (InvITs) and Real Estate Investment Trusts (REITs); this is expected to provide more investment options for the country's emerging start-up ecosystem.

Note: Updated data for insurance penetration is expected after July 2019

Source: IRDAI - Insurance Regulatory and Development Authority, Motilal Oswal Research, Swiss Re sigma report
### Evolution of the Indian insurance sector

<table>
<thead>
<tr>
<th>Year Range</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956-72</td>
<td>All life insurance companies were nationalised to form LIC in 1956 to increase penetration and protect policy holders from mismanagement. The non-life insurance business was nationalised to form GIC in 1972.</td>
</tr>
<tr>
<td>1993-99</td>
<td>Malhotra Committee recommended opening up the insurance sector to private players. IRDAI, LIC and GIC Acts were passed in 1999, making IRDAI the statutory regulatory body for insurance and ending the monopoly of LIC and GIC.</td>
</tr>
<tr>
<td>2000-14</td>
<td>Post liberalisation, the insurance industry recorded significant growth; the number of private players increased to 46 in 2017. In December 2014, Government approved the ordinance increasing FDI limit in Insurance sector from 26% to 49%. This would likely to attract investment of US$ 7-8 billion.</td>
</tr>
<tr>
<td>2017 onwards</td>
<td>Insurance companies raised more than US$ 6 billion from public issues in 2017.</td>
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**Notes:** LIC - Life Insurance Corporation of India, GIC - General Insurance Corporation of India, IRDAI - Insurance Regulatory and Development Authority  
**Source:** IRDAI
IRDAI governs the Indian insurance sector

- Insurance Regulatory and Development Authority (IRDAI)
  - Established in 1999 under the IRDAI Act
  - Responsible for regulating, promoting and ensuring orderly growth of the insurance and re-insurance business in India

Source: IRDAI
Increasing penetration and density of insurance over the years

The overall market size of the insurance sector was expected to reach US$ 280 billion by 2020.

India’s insurance penetration was pegged at 4.2% in FY21, with life insurance penetration at 3.2% and non-life insurance penetration at 1.0%.

In terms of insurance density, India’s overall density stood at US$ 78 in FY21.

With the launch of standard term insurance policy, Saral Jeevan Bima, effective from January 01, 2021, the term life insurance business in India is expected to boost and expand the insurance penetration rate in a new and larger customer segment.

Source: Invest India, Swiss Re Institute
In the first half of FY22, the life insurance industry recorded growth rate of 5.8% compared with 0.8% in the same period last year.

In September 2021, new premiums of life insurers registered 22.2% growth in September 2021, up from 2.9% in September 2020.

Gross premium collected by life insurance companies in India increased from Rs. 2.56 trillion (US$ 39.7 billion) in FY12 to Rs. 7.31 trillion (US$ 94.7 billion) in FY20.

In FY22*, premiums from new businesses of life insurance companies in India stood at US$ 17.6 billion and renewable premium stood at US$ 53.7 billion.

In June 2021, Bharti AXA Life Insurance reported a 10% renewal premium increase of Rs. 1,498 crore (US$ 200.64 million) in FY21.

Despite being hit by the coronavirus pandemic, ICICI Prudential Life is confident of meeting the FY23 target of doubling the value of new business premium, over FY19, and has set an annual growth rate of ~30% for the same. The company's total premium income was Rs. 32,000 crore (US$ 4.3 billion) in 2020, of which Rs. 12,000 crore (US$ 1.6 billion) was new business premium and ~Rs. 21,000 crore (US$ 2.9 billion) was renewal premium.

According to the data compiled by the Life Insurance Council, in March 2021, new business premium of 24 life insurers increased by 70% YoY at Rs. 43,416.69 crore (US$ 5.81 billion). For FY21, new business premium for life insurers increased by 7.5% YoY at Rs. 2.78 trillion (US$ 37.17 billion).

Note*: New Business Premium Value is until September 2021, Renewable Premium Value in India is until March 2021 (FY21)

Source: Insurance Regulatory and Development Authority, Deloitte - Redefining Insurance, Life Insurance Council
Increasing share of private sector insurers

- In October 2021, Swiss Re announced to invest Rs. 920 crore in Paytm’s insurance sector.
- In FY20, share of private sector in life insurance in India increased to 33.78% from 33.58% in FY19.
- In FY20, share of private sector in general and health insurance in India increased to 48.03% from 47.97% in FY19.
- In November 2020, Reliance Nippon Life Insurance (RNLI) leased a 40,000 sq. ft. space on a five-year lease to house its corporate headquarters at an Adani Realty project in BKC.

*Note:* Figures are as per latest data available, share based on Premium (within India) Underwritten Insurers

*Source:* IRDAI, Life Insurance Council
LIC continues to dominate life insurance segment

- With nearly 53% of the new business market share in FY20, Life Insurance Corporation of India, the only public sector life insurer in the country, continued to be the market leader.
- Among private sector lenders, HDFC Standard Life Insurance was leading in new business premium with a market share of over 14%, followed by SBI Life Insurance (~ 9%) and ICICI Prudential Life Insurance (~ 6%) in FY20.
- In FY21, LIC achieved a record first-year premium income of Rs. 56,406 crore (US$ 7.75 billion) under individual assurance business with a 10.11% growth over last year.
- In June 2021, LIC Housing Finance announced plans to raise ~Rs. 2,334.69 crore (US$ 312.43 million) through preferential issue of equity shares to the Life Insurance Corporation of India (LIC).
- Under the Union Budget 2021, Finance Minister Nirmala Sitharaman announced that the initial public offering (IPO) of LIC will be implemented in FY22, as part of the consolidation in the banking and insurance sector.
  - LIC’s IPO is likely to be a mega IPO as the government is expected to mop up a sizeable amount from this IPO, making the company one of the largest firms in market capitalisation. Though no formal market valuation has been undertaken, LIC’s IPO has the potential to raise Rs. 1 lakh crore (US$ 13.62 billion).

Source: Life Insurance Corporation, IRDAI
Strong growth in non-life insurance market

Between April 2021 and September 2021, gross premiums written off by non-life insurers reached Rs. 108,705.3 crore (US$ 14.47 billion), an increase of 12.8% over the same period in FY21.

In India, gross premiums written of non-life insurers reached US$ 26.52 billion in FY21, from US$ 26.49 billion in FY20, driven by strong growth from general insurance companies.

According to data from the Insurance Regulatory and Development Authority of India (IRDAI), 25 general insurance companies recorded a 10.8% increase in their collective premium in January 2021 to Rs. 16,247.24 crore (US$ 2.24 billion) compared with Rs. 14,663.40 crore (US$ 2.02 billion) in January 2020.

Note: *until September 2021
Shares in non-life insurance market: Motor insurance leads

- Non-life insurers include general insurers, standalone health insurers and specialised insurers.
- In July 2021, non-life insurance premium stood at Rs. 20,171 crore (US$ 2.71 billion), an increase of 19.5% YoY, as compared with Rs. 16,885 crore (US$ 2.26 billion) in July 2020. The growth was driven by strong performance from health and motor segments.
- In July 2021, standalone private health issuers registered a premium growth of Rs. 1,753 crore (US$ 235.11 million), an increase of 27.5% YoY.
- Six standalone private sector health insurance companies registered a jump of 66.6% in their gross premium at Rs 1,406.64 crore (US$ 191.84 million) in May 2021, as against Rs. 844.13 crore (US$ 115.12 million) earlier.
- In FY21, motor third-party premium increased by 4.4% to Rs. 106.5 billion (US$ 1.4 billion) and is likely to expand in FY22.
- Health insurance accounted for 39.87% of the non-life insurance premiums earned, followed by fire insurance at 23.43%, in April 2021.
- The market share of private sector companies in the non-life insurance market rose from 13.12% in FY03 to 55.8% in FY21 (until April 2020).
- Major private players are ICICI Lombard, Bajaj Allianz, IFFCO Tokio, HDFC Ergo, Tata-AIG, Reliance, Cholamandalam, Royal Sundaram along-with regional insurers.

Source: General Insurance Council, IRDAI
Key players in the non-life insurance segment

- There were 33 non-life insurers in India in FY20.
- Public sector insurers lead the non-life insurance market in India with New India Assurance, United India Insurance and National Insurance having market share of 14.3%, 8.4% and 7.1%, respectively, in FY20.
- In the private sector, ICICI Lombard was the leader in FY20 with a market share of 7.1%, followed by Oriental at 6.3%.
- Public sector companies accounted for a cumulative share of ~36.1% of the total gross direct premium in the non-life insurance segment in FY21.
- On July 09, 2020, the Union Cabinet approved capital infusion of Rs. 12,450 crore (US$ 1.77 billion), including Rs. 2,500 crore (US$ 354.66 million) infused in FY20, in three Public Sector General Insurance Companies - Oriental Insurance Company Limited, National Insurance Company Limited (NICL), and United India Insurance Company Limited.
- In July 2021, non-life insurers’ premium, which include general, standalone and specialised public-sector, recorded 19.46% YoY growth and reached Rs. 20,171.15 crore (US$ 2.71 billion) against Rs. 16,885 crore (US$ 2.27 billion) in the same month last year.

Source: General Insurance Council
Shift towards non-linked insurance plans

- The industry is witnessing a shift towards the traditional non-linked insurance plans.
- Share of non-linked insurance increased from 85% in FY19 to 86% in FY20.

**Share of linked and non-linked insurance premium**

Notes: *Growth rate in Rs. terms, Data will be available in Handbook 2019-20

Source: IRDAI Annual Report, Life Insurance Council
Recent Trends and Strategies
Notable trends

1. EMERGENCE OF NEW DISTRIBUTION CHANNELS
   - New distribution channels like bancassurance, online distribution and NBFCs have widened the reach and reduced costs.
   - In April 2021, Life Insurance Corporation of India (LIC) collaborated with Paytm to facilitate digital insurance payments.
   - In December 2020, WhatsApp announced its plan to roll out health insurance and micro-pension offerings in India.
   - In November 2020, HDFC ERGO General Insurance Company and NSDL Payments Bank Limited, National Securities Depository Ltd (NSDL) Subsidiary, collaborated to offer customers a full range of general insurance products. This partnership intends to integrate NSDL Payments Bank’s broad distribution network and HDFC ERGO’s wide innovation pipeline to contribute to financial inclusion in the country.

2. GROWING MARKET SHARE OF PRIVATE PLAYERS
   - In the life insurance segment, private players held a market share of 33.78% in premium underwritten services in FY20.
   - The market share of private sector companies in the general and health insurance market increased from 47.97% in FY19 to 48.03% in FY20.

3. LAUNCH OF APPS
   - In November 2020, Life Insurance Corporation of India launched its first software application, ANANDA, an acronym for ‘Atmanirbhar Agents New Business Digital App’ or the on-boarding process with the aid of the agent/broker to get life insurance policy through paperless module.

4. INSURANCE PRICE INDICES
   - India’s first and foremost insurance price index has been launched by one of India’s leading online insurance web aggregators, PolicyX.Com. By tracking changes & patterns in premium price rates, the price index would allow consumers to have a transparent and better understanding of insurance prices.

2. STRATEGIC PARTNERSHIP
- Companies are trying to leverage strategic partnership to offer various services as follows:
- In August 2021, ICICI Lombard General Insurance tied up with the National Payments Corporation of India (NPCI) to provide a unified payments interface autopay.
- In September 2021, India Post Payments Bank collaborated with Bajaj Allianz General Insurance to distribute its non-life insurance products across the country.

1. PRODUCT LAUNCH
- In August 2021, ICICI Lombard General Insurance introduced extensive coverage for remote piloted aircraft, particularly drone operators. This product protects the drone, as well as the payload (camera/equipment) attached to it, against theft, loss, or damage, and third-party liabilities.
- On July 1, 2021, the LIC introduced its Saral Pension Scheme, which is a non-linked, non-participating, single premium, individual immediate annuity plan.

3. M&A
- In July 2021, Gallagher announced plan to acquire 100% stake in India’s Edelweiss Gallagher Insurance Brokers.
- In September 2021, HDFC Life Insurance announced its plan to acquire Exide Life Insurance Company for Rs. 6,687 crore (US$ 896.85 million).

4. RECENT DEVELOPMENT
- In September 2021, ZestMoney raised US$ 50 million to enter new business opportunities in the insurance sector.
- In August 2021, PhonePe announced that it has received preliminary approval from IRDAI to act as a broker for life and general insurance products. As a result, the company can now offer insurance advice to its 300+ million users.

Growth drivers for insurance in India… (1/2)

- India’s robust economy is expected to sustain the growth in insurance premiums written.
- Higher personal disposable incomes would result in higher household savings that will be channelled into different financial savings instruments like insurance and pension policies.
- Per capita GDP of India is expected to reach US$ 3,274 in 2023 from US$ 2,135 in 2018.

Source: International Monetary Fund, World Economic Outlook Database, April 2018
Growth drivers for insurance in India… (2/2)

1. Growth in financial industry
   - Overall growth in the financial industry - increasing working population with higher disposable income.
   - Increasing awareness about financial products including insurance.

2. Innovation and efficiency
   - Increase in potential insurance customers - individuals and companies across different industries, small and medium enterprises, multinational companies.
   - Expansion due of insurance universe due to professionalization of companies.
   - The scope of IoT in Indian insurance market continues to go beyond telematics and customer risk assessment. Currently, there are 110+ InsurTech start-ups operating in India.
   - According to S&P Global Market Intelligence data, India is the second-largest insurance technology market in Asia-Pacific, accounting for 35% of the US$ 3.66 billion insurtech-focused venture investments made in the country.

3. Competition
   - Increasing number of insurance providers with various sophisticated products at competitive prices.
   - Regulations which are conducive for growth of the industry.

4. Growth in specific segments
   - Increase in micro insurance due to increased focus of Government on financial inclusion.
   - Increase in demand of motor insurance as a by-product of rapidly expanding auto industry.
   - In March 2021, health insurance companies in the non-life insurance sector increased by 41%, driven by rising demand for health insurance products amid COVID-19 surge.
   - Group insurance has also been a big driver of insurance growth in the country.

5. Digital disintermediation
   - Digital disintermediation is proceeding strongly in the Indian insurance industry. The number of start-ups offering online insurance has grown, with the key player being PolicyBazaar.
   - Backed by SoftBank and Singapore’s Temasek, each holding a 15% stake, Policybazaar has a 50% market share in the online insurance sales and is planning an IPO in 2021, with listings in the US and India.
   - In June 2021, Policybazaar got an insurance broking licence from the IRDAI.
   - In July 2021, MedPay, a Bengaluru-based B2B tech start-up, built an API infrastructure that connects healthcare service providers, standalone clinics, pharmacies, labs and insurance companies through its MedPay Connected Care Network (CCN).

Source: CEAMA, India Retail Report, Business Line, IMAP India, News Sources
Favourable policy measures aid the sector

1. Amendment in Foreign Exchange Management Act (FEMA)
In August 2021, the government amended the Foreign Exchange Management (non-debt instruments) Rules, 2019, to raise the foreign direct investment limit to 74% in the insurance sector.

2. ‘Ayushman Bharat PMJAY SEHAT’ scheme
On December 26, 2020, the Prime Minister, Mr. Narendra Modi launched the ‘Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) SEHAT’ scheme to extend health insurance coverage to all residents of Jammu and Kashmir.

3. ‘COVID-19’ Insurance Policy
In June 2021, the government extended a Rs. 50 lakh (US$ 66.85 thousand) insurance coverage scheme for healthcare workers across India until the next one year.
In December 2020, Uttarakhand announced its plan to offer ‘COVID-19 Insurance Policy’ to international tourists. A proposal request has been submitted to the Union Tourism Minister, Mr. Prahlad Patel, to introduce special life insurance policies for foreign tourists.

4. Union Budget
Under Union Budget 2021, fund of Rs. 16,000 crore (US$ 2.20 billion) has been allocated for crop insurance scheme.
FY20 witnessed an enhanced health insurance coverage. Proportion of households that had health insurance increased in Bihar, Assam and Sikkim by 89% in FY20 as compared to FY16.

5. Pradhan Mantri Jeevan Jyoti Bima Yojana
In November 2020, in collaboration with PNB MetLife India Insurance Company, India Post Payments Bank (IPPB) announced the launch of Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) for customers.

6. National Export Insurance Account (NEIA) scheme
In September 2021, the government approved continuation of the National Export Insurance Account (NEIA) scheme and contribution of grant-in-aid (corpus) of Rs. 1,650 crore (US$ 221.30 million) over the next five years (from FY22 to FY26).
Opportunities
India’s insurance market offers a host of opportunities across business lines.

1. Crop insurance
2. Micro-insurance
3. Health insurance markets
4. Motor insurance markets
5. Low-income urban and pension markets
Automobile sales in India decreased at a CAGR of -1.89% between FY16 and FY21, with 18.61 million vehicles being sold in FY21.

Proposed IRDAI draft envisages a 10-80% rise in premium rates for the erstwhile loss-making third-party motor insurance.

In November 2020, motor insurance constituted for 32.59% of the non-life insurance market in India.

In 2020, the 'Switch On-Switch Off' insurance was launched in the auto insurance market. This package allows people to pay the premium only when they require insurance coverage rather than getting one full year of insurance. Edelweiss General Insurance (EGI)-Edelweiss SWITCH and Bharti AXA General Insurance–Pay-As-You-Drive are some leading insurers with sandbox products in the category.

Note: E-estimates, CAGR - Compound Annual Growth Rate, ACMA - Automotive Component Manufacturers Association of India
Source: IRDAI, ACMA, SIAM
Non-life insurers: health insurance markets

Health insurance markets

- In April 2021, Rajasthan launched health insurance scheme for all, under which each family in the state will be allowed to claim up to Rs. 5 lakh (US$ 6.69 thousand) for medical expenses.
- In February 2021, the Insurance Regulatory and Development Authority of India (IRDAI) approved general and health insurance firms to incorporate four additional types of individual products, add-ons and health policy drivers to be submitted in the form of use-and-file process.
  - Products include personal liability insurance, overseas travel insurance, domestic travel insurance and benefit-based health insurance plans.
- Gross direct premium from health insurance reached Rs. 848.4 lakhs (US$ 1.21 billion) in FY20 (until May 2019) and contributed 30.2% to the gross direct premiums of non-life insurance companies in India.
- Private insurance coverage is estimated to grow by nearly 15% annually until 2020.
- Government-sponsored programmes are expected to provide coverage to nearly 380 million people by 2020, driven by initiatives such as RSBY and ESIC.
- RSBY is a centrally sponsored scheme to provide health insurance to below poverty line (BPL) families and eleven other defined categories of unorganised workers, namely building and other construction workers, licensed railway porters, street vendors, and MGNREGA workers among others.

Smartphone insurance

- The Indian smartphone insurance segment is estimated to reach US$ 500 million by 2025, increasing at a CAGR of 29%. 500 million users are currently using smartphones and this figure could increase to ~1 billion in the next five years, adding 78 million users each year.

Note: RSBY - Rashtriya Swasthya Bima Yojana, ESIC - Employees’ State Insurance Corporation, MREGA - Mahatma Gandhi National Rural Employment Guarantee Act., NSSO
Strong potential in crop insurance

- Awareness about crop insurance in India is 38.8%, and still, crop insurance market in India is the largest in the world.
- Over 53.8 million farmers were benefitted under Pradhan Mantri Fasal Bima Yojana (PMFBY) in FY20.
- To provide crop insurance to farmers, the Government has launched various schemes like National Agriculture Insurance Scheme (NAIS), Modified National Agriculture Insurance Scheme (MNAIS) and Weather-based Crop Insurance Scheme (WBCIS)
- On January 13, 2021, Crop Insurance Scheme, the Pradhan Mantri Fasal Bima Yajana (PMFBY), completed five years of operations towards strengthening risk coverage of crops for farmers of India.
- In October 2020, the Andhra Pradesh rolled out free of cost crop insurance scheme for the state farmers.
- In October 2020, the Reliance General Insurance and SatSure partnered to launch the satellite-based crop monitoring and predictive analytics support for better risk management and to improve efficiency of its crop insurance business operations.

Source: Agricultural Insurance Company of India Annual Report, Department of Agriculture and Cooperation, IRDAI, Livemint, PTI
Key Industry Contacts
<table>
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<th>Agency</th>
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| Insurance Regulatory and Development Authority (IRDAI) | 3rd Floor, Parisrama Bhavan, Basheer Bagh, Hyderabad-500 004  
Phone: 91-040-23381100  
Fax: 91-040-66823334  
E-mail: irda@irda.gov.in  
Website: www.irdai.gov.in |
| General Insurance Council | 5th Floor, Royal Insurance Building, 14, Jamshedji TATA Road, Churchgate, Mumbai-400020  
Phone: 91-22-22817511, 22817512  
Fax: 91-22-22817515  
E-mail: gicouncil@gicouncil.in  
Website: www.gicouncil.in |
| Life Insurance Council | 4th Floor, Jeevan Seva Annexe Bldg. S. V. Road, Santacruz (W), Mumbai-400054  
Phone: 91-22-26103303, 26103306  
E-mail: ninad.narwilkar@lifeinscouncil.org |
Glossary

- CAGR: Compound Annual Growth Rate
- IRDAI: Insurance Regulatory and Development Authority
- IPO: Initial Public Offering
- FDI: Foreign Direct Investment
- LIC: Life Insurance Corporation of India
- GIC: General Insurance Corporation of India
- NBFC: Non-Banking Financial Company
- NGO: Non-Governmental Organisation
- RSBY: Rashtriya Swasthya Bima Yojana
- PFRDA: Pension Fund Regulatory and Development Authority
- GDP: Gross Domestic Product
- ESIC: Employees State Insurance Corporation
- FY: Indian Financial Year (April to March)
- So, FY12 implies April 2011 to March 2012
- GOI: Government of India
- Rs: Indian Rupee
- US$: US Dollar
- Where applicable, numbers have been rounded off to the nearest whole number
## Exchange Rates

### Exchange Rates (Fiscal Year)

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### Exchange Rates (Calendar Year)

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**Note:** As of September 2021  
**Source:** Reserve Bank of India, Average for the year
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