

June 27, 2019

General Manager
Listing Department
BSE Limited,
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai 400 001

Vice President
Listing Department
National Stock Exchange of India Limited
'Exchange Plaza',
Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051

Dear Sir/Madam,

Please note the Company's presentation as a part of experiential session on technology held on June 27, 2019, which was attended by the investors/analysts as highlighted in **Annexure A**.

Thanking you.

Yours sincerely,

For ICICI Prudential Life Insurance Company Limited



Vyoma Manek
Company Secretary
ACS 20384

Encl.: As above

ICICI Prudential Life Insurance Company Limited

1st Floor, Cnergy IT Park, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400025.

Regd. Office : ICICI PruLife Towers, 1089, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400025. India. Visit us at www.iciciprulife.com

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CIN : L66010MH2000PLC127837

THANK

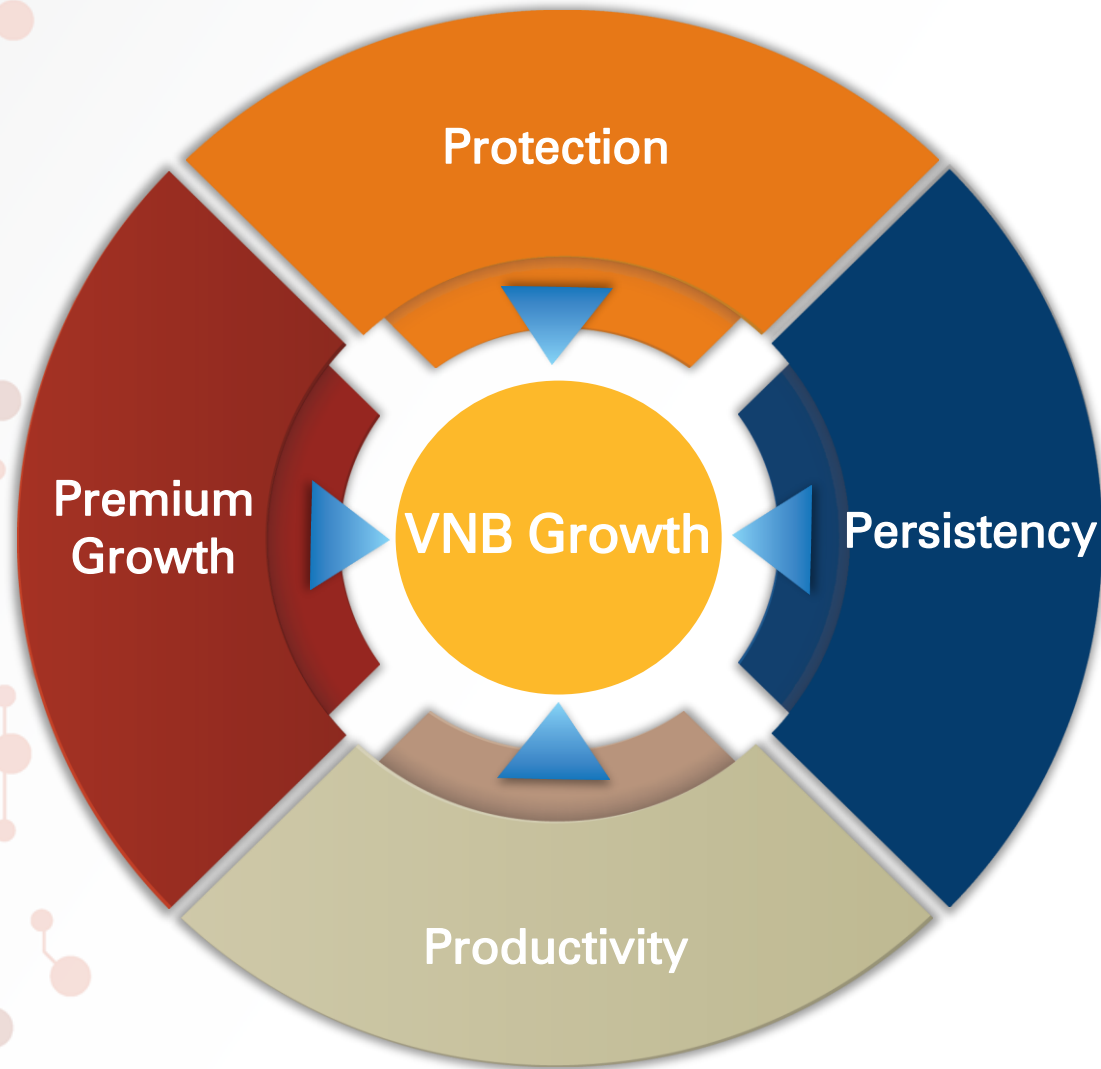
TECH

TECHNOLOGY ENABLED SERVICE & BUSINESS



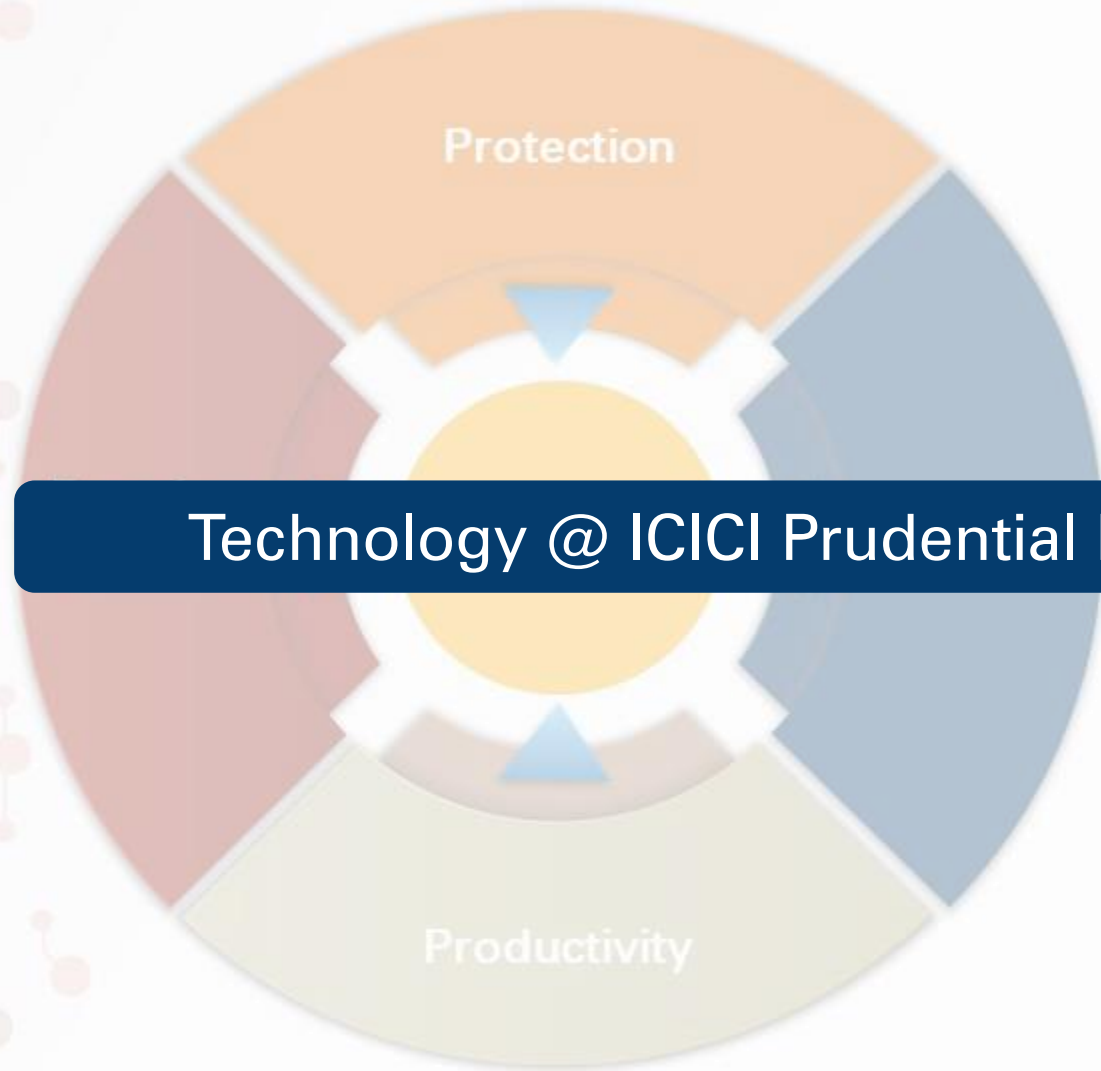
June 27, 2019

4P strategy



**Customer centricity
continues to be at the core**

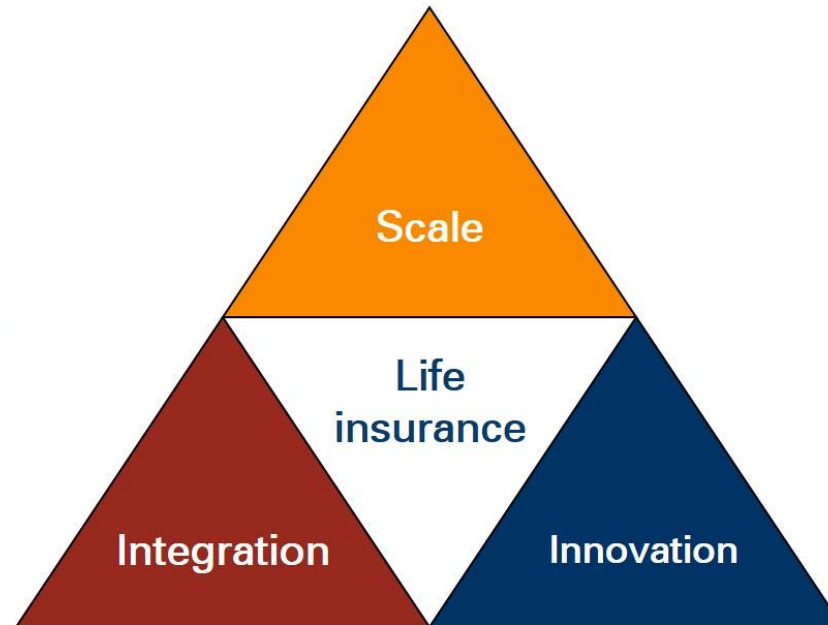
4P strategy



Customer Centricity

Our vision for Technology

To create scale with simplicity for Customers,
Distributors and Employees



Enable seamless integration
with rapidly evolving eco-
system

Foster innovation to proactively
achieve superior business
results and customer
satisfaction

Objectives

Strengthening the
core

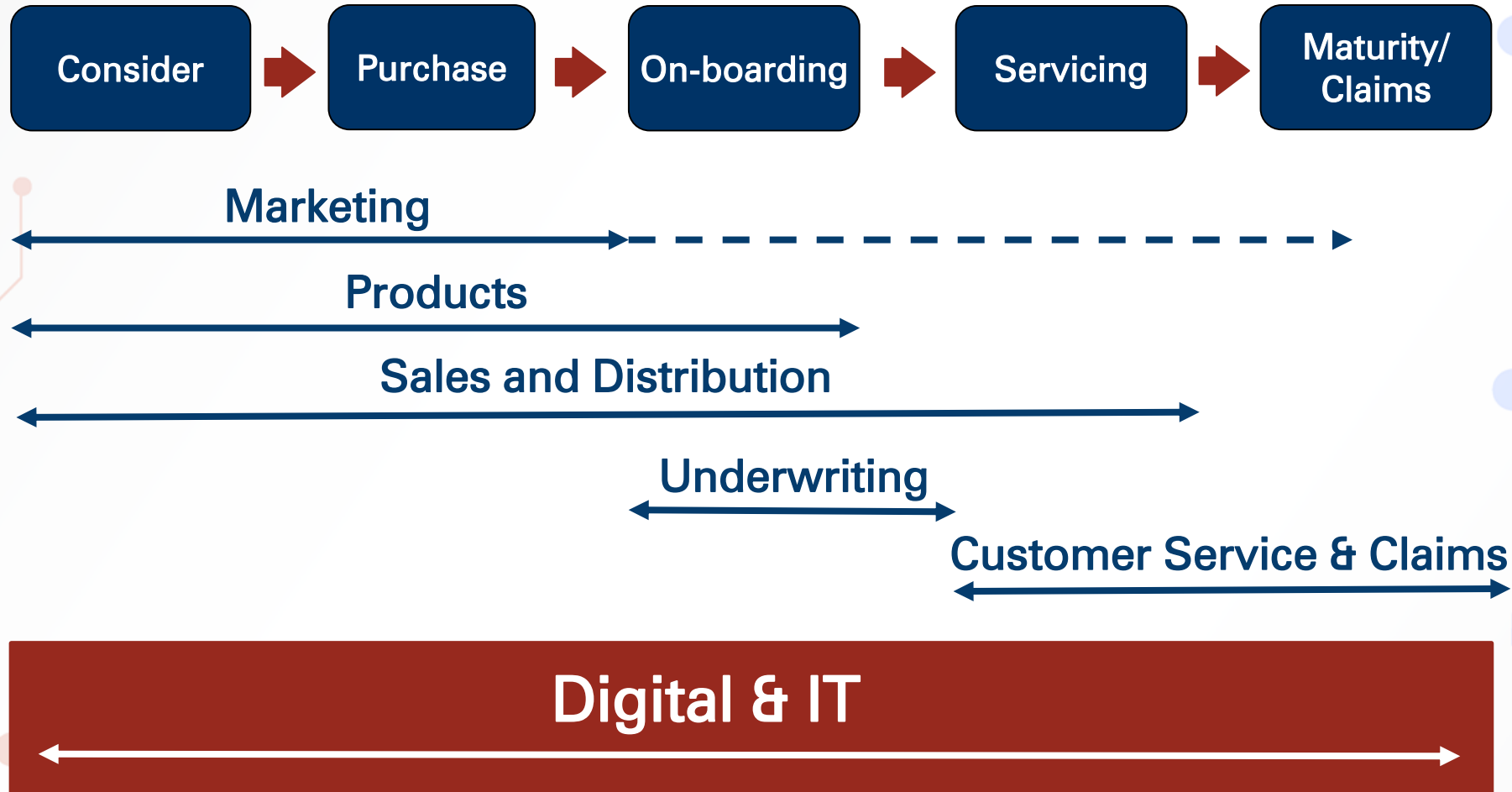


Be future ready



Support new
growth engines

Policy lifecycle – Powered by Technology



Our journey

2001-2004

Core system tools

- Policy Admin System
- Investment & Treasury
- Customer Relationship Management
- Financial Accounting

2005-2010

Peripheral systems

- Underwriting engine
- Workflow
- Data warehouse
- Claims
- Payout

2011-2018

Digital transformation

- Simplified on boarding
- Underwriting automation
- Robotic processing
- Anytime anywhere transactions
- Modular partner integration architecture

Celent global model award

2019

Seamless integration with AI, ML, NLP

- Nudge engine
- Conversation Bots
- Data insights
- AI underwriting
- AI OCR
- Image recognition

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Celent global model award

2019

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Let's zoom in to the digitalization era

Digital evolution path to maturity

1

Build digital foundation
Optimize processes and systems

- Process re-engineering
- Technology architecture
- Service architecture

2

Digitize onboarding and service
Build seamless presentation layer

- Process automation
- Build seamless presentation layer
- Integration architecture

3

Leverage ecosystem
Collaborate with internal stakeholders
And partners for enhancing experience and productivity

- Integrate internal, Partner systems and external ecosystems
- Provide frictionless journey

4

Market leadership
IT as an enabler for Business innovation

- Seamless AI, ML, NLP interventions in the journey
- Enhance experience and productivity

End to end digitalization of journeys

Leverage ecosystems and tech advancements

Objectives

Strengthening the
core

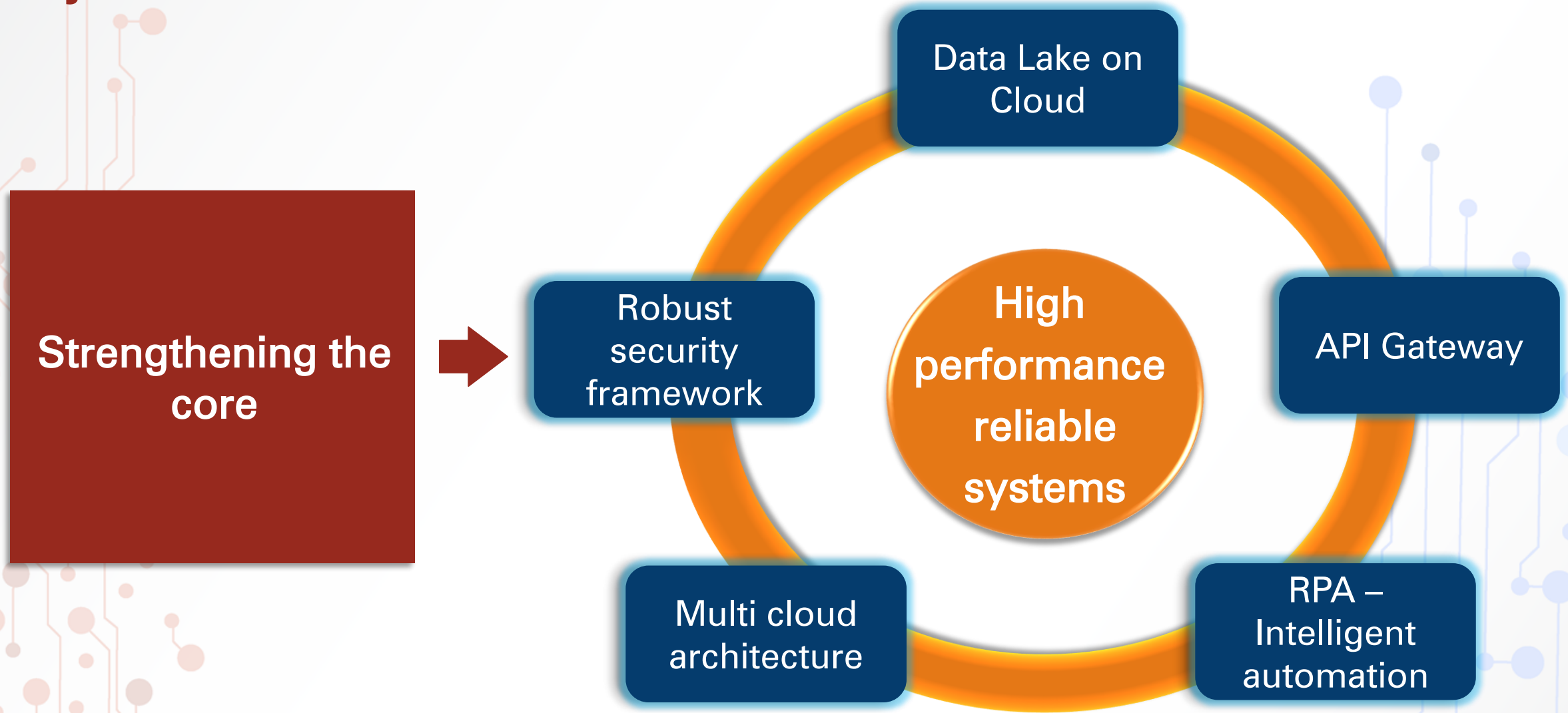


Be future ready

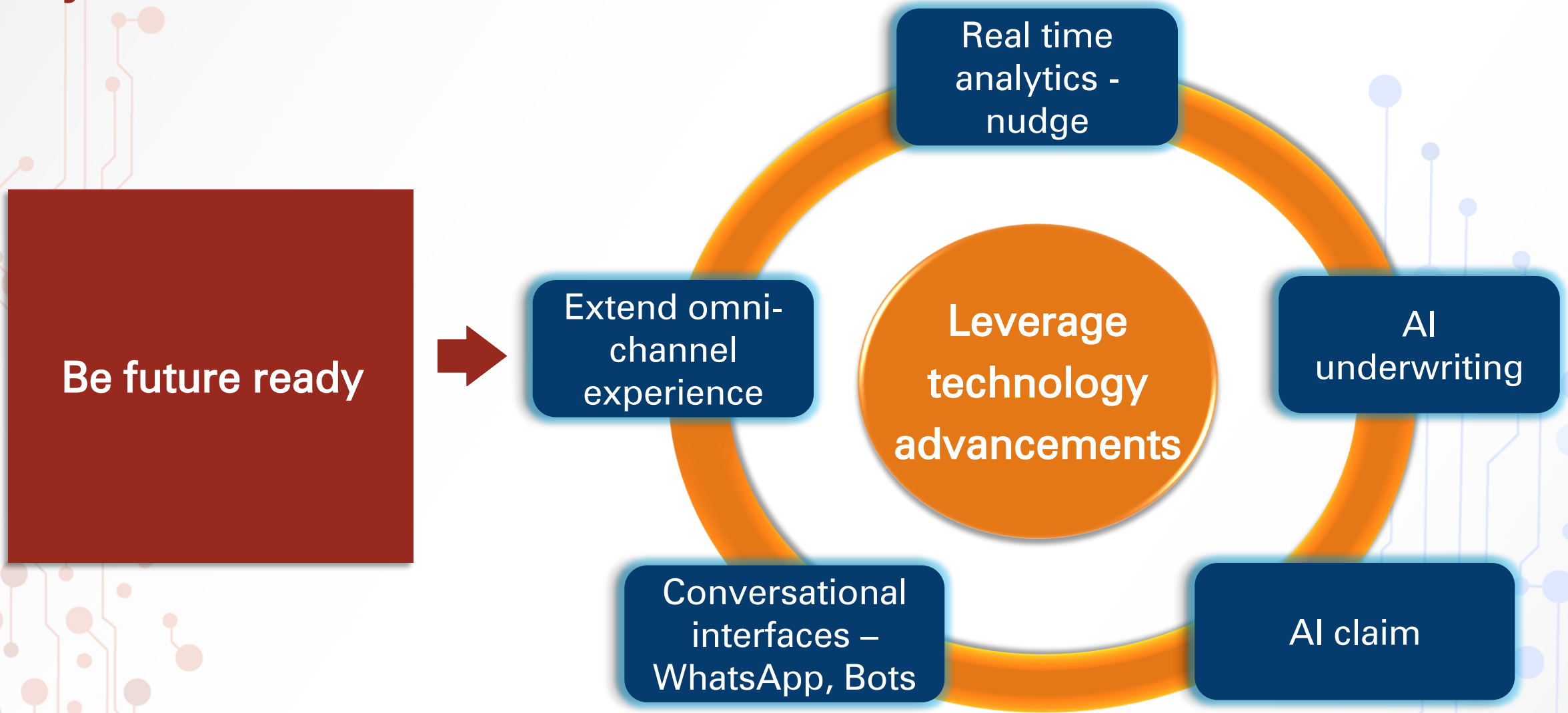


Support new
growth engines

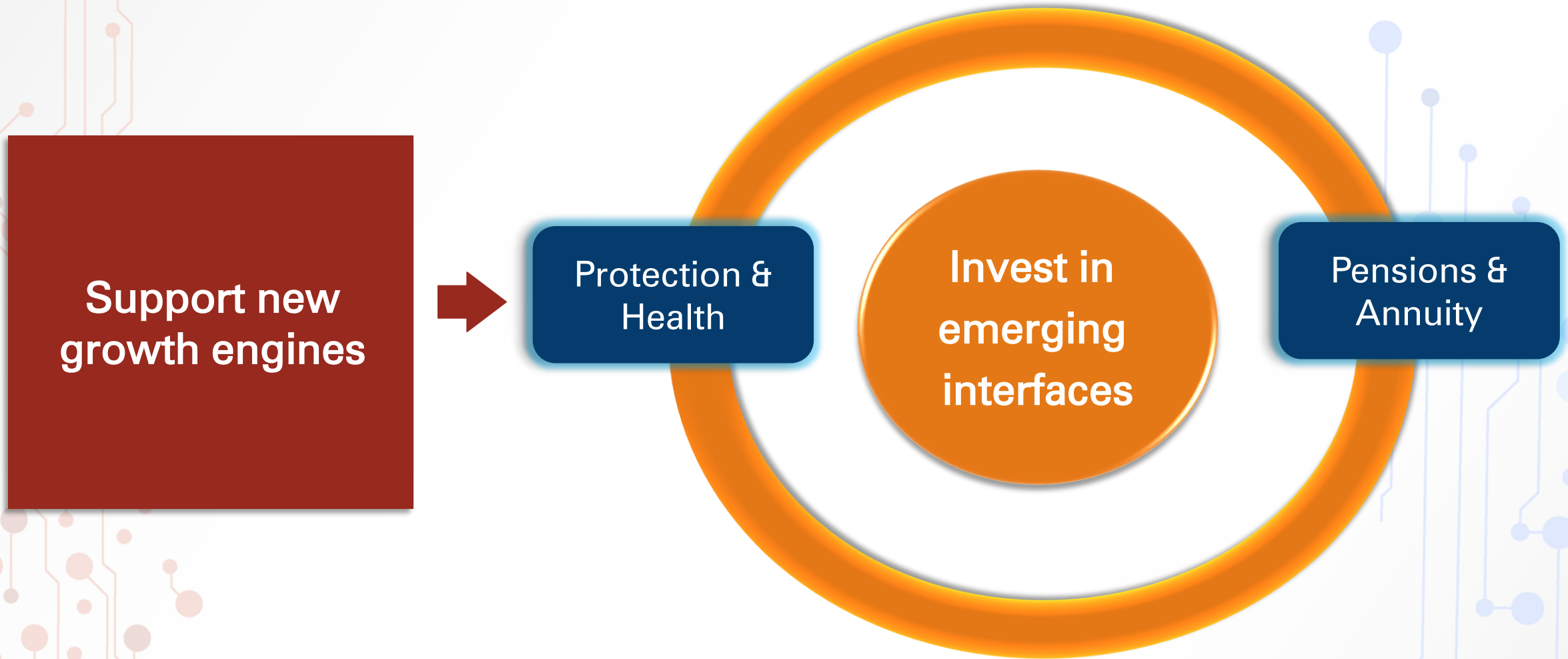
Objectives



Objectives



Objectives



Objectives

Strengthening the
core



Be future ready



Support new
growth engines

To be the most admired digitally enabled insurer

Digital ecosystems

Policy lifecycle

- 1 Pre-sales enablers for superior customer engagement
- 2 Seamless onboarding and instant issuance
- 3 Omni-channel servicing and efficient claim settlement

Analytics and marketing

- 4 Data mining for enabling business
- 5 Marketing tools to provide customized experience

Partner integration

- 6 Superior offerings for partners to ensure ring-fencing & improve partner productivity

IT governance and security

- 7 Robust backend monitoring of applications and periodic assessment to ensure data security

Foster innovation






- 8 Leverage ecosystems to provide seamless platform for new growth engines

Pre sales

our capabilities

 Need Analysis	 Lead Mgmt. System	 Opportunity Matrix
Targeted at Bancassurance channel ~100% usage	Targeted at Proprietary channel ~100% usage	One stop information for partner to upsell and service

1st in Industry

Know customer better through social platforms	Recently launched	Started with Proprietary channel ~70% usage	LMS is now VOICE enabled	100% coverage for new joinees (sales)
 Customer Profiler	 Nudge Engine	 Cognitive Bot	 Voice LMS	 Learners Box



recent deployments

Onboarding and Issuance

our capabilities

- Flexible on-boarding**
 - Platform agnostic and available for all channels
- Tele underwriting**
 - 1st in Industry
 - Tele- underwriting: ~40% medical cases waived off
- Robotic enabled issuance**
 - Robotic processing of all cases for faster issuance

- Paperless on-boarding**
 - Zero paper model; Started for Agency & Proprietary channel
- Instant document verification(OCR)**
 - 80% documents verified by OCR
- Video based underwriting**
 - 3,000+ cases processed
- AI assisted underwriting**
 - All medical cases are routed through the AI engine



recent deployments

Customer servicing and claims

our capabilities



Anytime...
...Anywhere

76% transactions self serviced; single view across touch-points



Premium Payment

Over 60% renewal premium through electronic modes



Intuitive IVR

50% navigation time saved

Conversational bots
Over 1 mn queries resolved

1st in Industry

First life insurer to get business verified account

AI based pre-claim assessment & claim processing
Claim settlement ratio: 98.6%



LiGo



WhatsApp



Automated Claims Processing

recent deployments

Marketing & lead generation

our capabilities



Rank high on online searches

Machine learning used to rank us higher when customers search



Segmented targeting

Reaching the customer by mapping their interests and affinities



Mobile first

Being the preferred screen, all our content and journeys are designed for it



Hyper personalisation

Personalised messaging to handhold customers throughout journey

AI backed quote

1st in Industry

Facilitate auto form fill

Banners with built in calculators for instant quotes

Instant screen share available for assistance in form fill



Selfie quote



Truecaller Integration





Interactive banners






Co-browsing

Partner integration

our capabilities

-  **Process simplification**
 - Superior customer experience
-  **Flexible integration**
 - Modular integration for more than 100 partners

1st in Industry

- Self service module for Group business**
- Pre-coded pages for quicker integration**
- Enabling customer service on partner portals**
-  **Web portal**
-  **Easy UI**
-  **Customer service**



recent deployments

Analytics

our capabilities



Actionable insights

Accelerate sales, enhance customer experience & data personalization



Data modelling

Segmentation
Propensity
Campaigns
Customer interaction



Smart solutions

Pre approved offers
Provide best offer to customer
Improve persistency

Using best technology available to process the data

Artificial Intelligence & Machine Learning used to analyze structured & unstructured data




Google Big Query, Hadoop, Python



Data lake solution

Backend assurance

our capabilities

 **Critical IT applications monitoring**

Ensure scalability, sustainability and security


 **Information security governance**


In line with ISO 27001


Unified dashboard for real time monitoring of 100+ systems


Page response time improved to less than 5 secs

Unplanned downtime for critical applications reduced to '0'

 **Real time monitoring & alerts**

 **Performance enhancements**

 **System health check**



recent deployments

Thank you

Annexure A

Sr. No	Location	Type Of Meeting	Investor/Analyst
1	Mumbai	Group	Nomura
2	Mumbai	Group	B&K Securities
3	Mumbai	Group	ICICI Securities
4	Mumbai	Group	SBI Cap Securities
5	Mumbai	Group	BNP Paribas
6	Mumbai	Group	J.P.Morgan
7	Mumbai	Group	Jefferies
8	Mumbai	Group	JM Financial
9	Mumbai	Group	HDFC Securities
10	Mumbai	Group	Citi Bank
11	Mumbai	Group	Deutsche Bank
12	Mumbai	Group	Goldman Sachs
13	Mumbai	Group	Emkay Global
14	Mumbai	Group	Investec Securities
15	Mumbai	Group	Kotak Institutional Equities
16	Mumbai	Group	Motilal Oswal
17	Mumbai	Group	CLSA
18	Mumbai	Group	IIFL
19	Mumbai	Group	Spark Capital
20	Mumbai	Group	Edelweiss
21	Mumbai	Group	GCIMB
22	Mumbai	Group	Morgan Stanley
23	Mumbai	Group	Ambit
24	Mumbai	Group	UBS

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