

# Aditya Birla Health Insurance Company Limited

## Investor Presentation

February 2024

## **01** About Aditya Birla Capital

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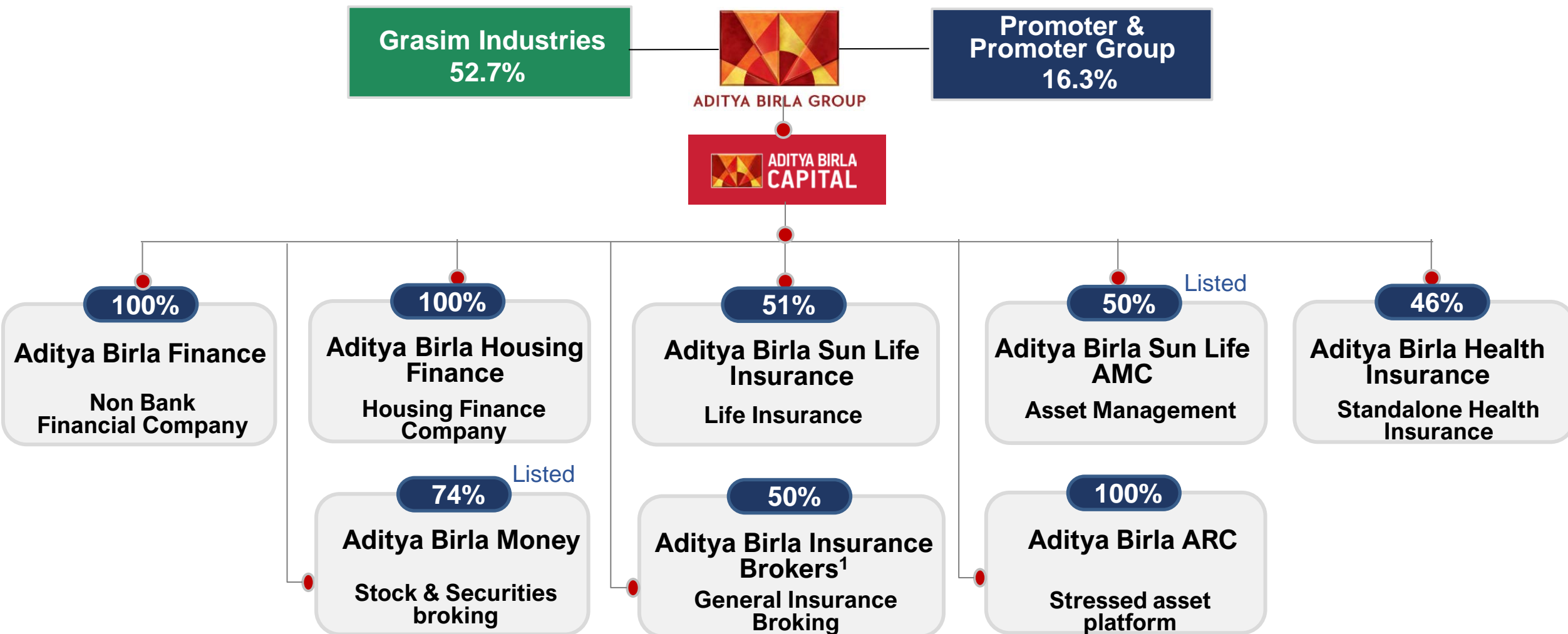
## 02 ABHI Approach & Journey so far

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## 03 Key Business Outcomes

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# Diversified Financial Services Platform from a Trusted conglomerate



Above is not intended to show the complete organizational structure and entities therein. It is intended to describe the key businesses of Aditya Birla Capital.

1. The Board of Directors of Aditya Birla Capital at its meeting held on March 27, 2023 has approved the sale of its entire stake in Aditya Birla Insurance Brokers Limited (ABIBL) subject to requisite approvals.

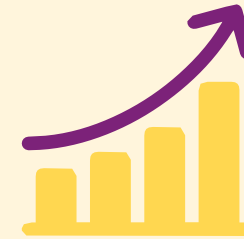


**Aditya Birla Group**

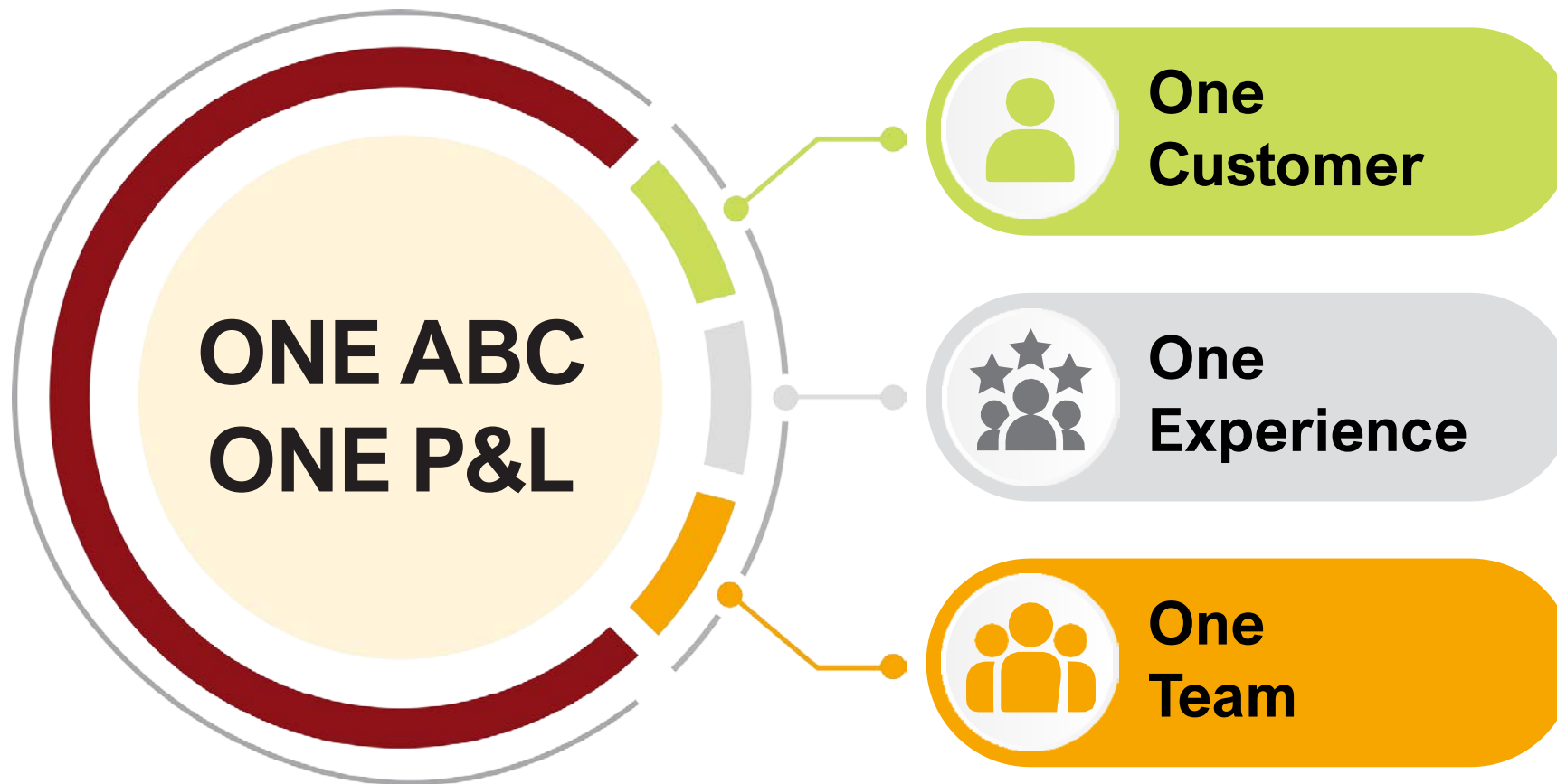
Strong Brand  
name &  
Parentage  
resonating Trust



Seamless  
access to  
Capital



Large growth  
opportunities  
within the ABC  
and extended  
ABG ecosystem



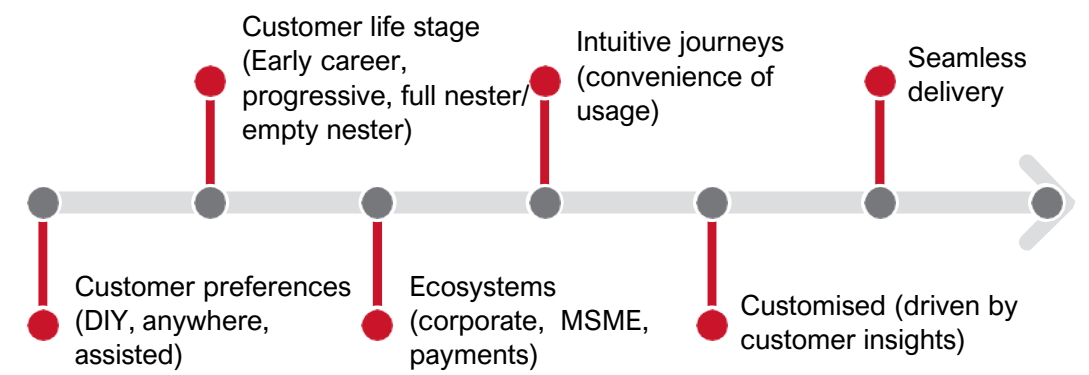
...By Leveraging Data, Digital and Technology

# ONE CUSTOMER: Build Deep Understanding of Customer Needs...

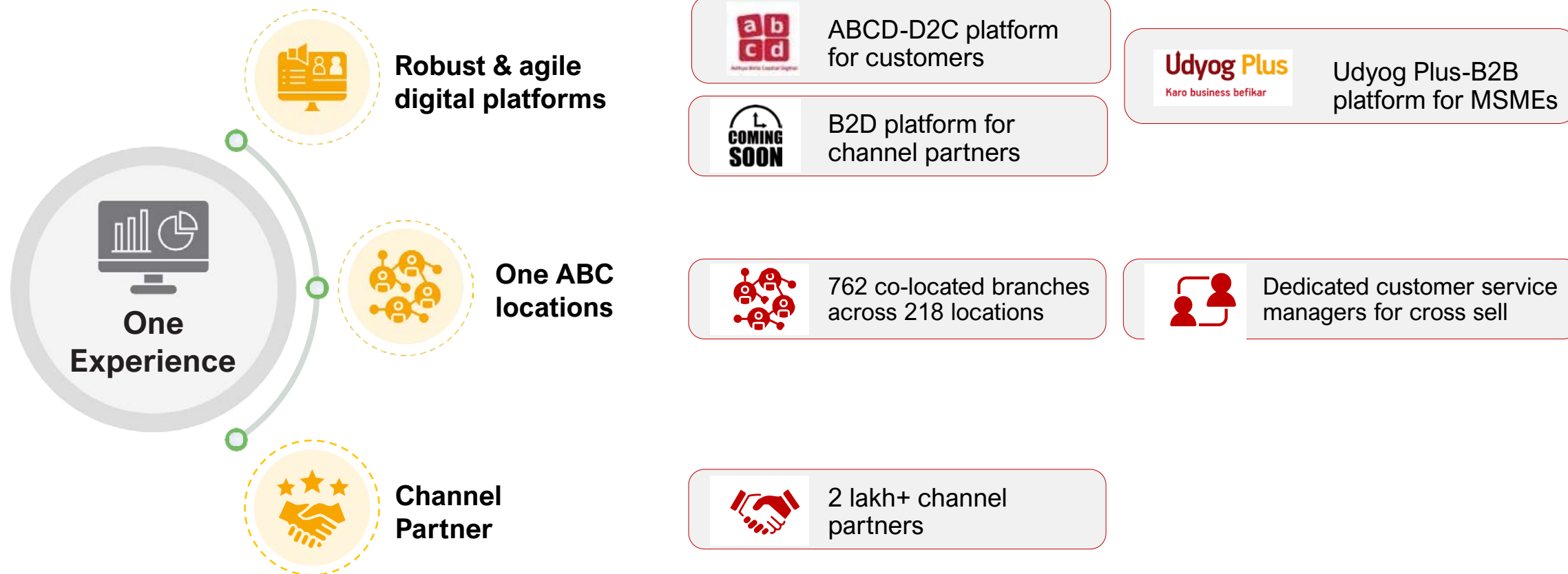


 **~35 million**  
Customers

## 360° Solutions

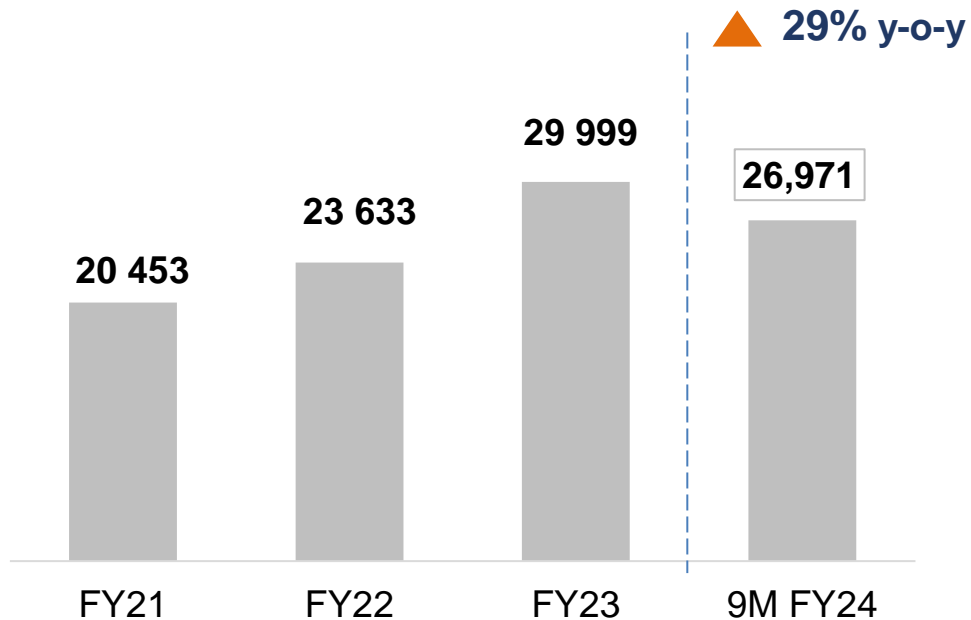


**...to provide simple and holistic financial solutions to customers in a seamless way**

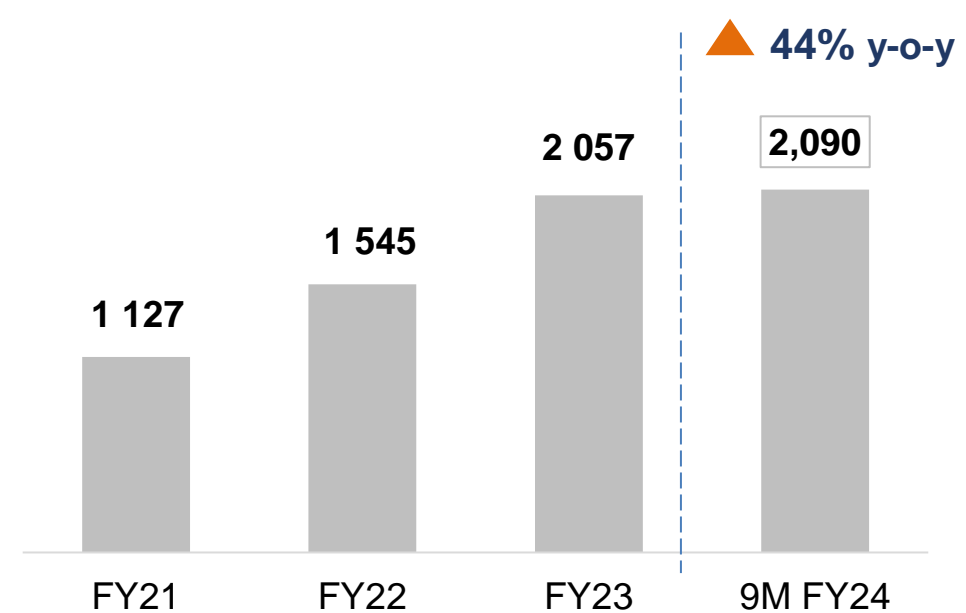


...providing complete flexibility to customers to choose preferred channel of interaction

## Consolidated revenue<sup>1</sup> (INR crore)



## Consolidated Profit after tax<sup>2,3</sup> (INR crore)



1. Consolidated segment revenue; for Ind AS statutory reporting purpose Asset management, wellness business and health insurance (from October 21, 2022) are not consolidated and included under equity accounting 2. Includes ABCL standalone, Aditya Birla Capital Technology Services Limited and other businesses

3. Consolidated PAT in FY22 excludes gain (net of tax) of ` 161 crore on stake sale of ABSLAMC and in FY23 includes fair value gain of ` 2,739 crore as Aditya Birla Health Insurance ceased to be a subsidiary and has been accounted as a joint venture post preferential allotment of equity shares to Platinum Jasmine A 2018 Trust, acting through its trustee, Platinum Owl C 2018 RSC Limited, being a wholly owned subsidiary of Abu Dhabi Investment Authority ("ADIA")



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# ABHI WAY

for the industry



# Customer at the Heart of our Health First Approach



HEALTH INSURANCE

## INDUSTRY

V / S

## ABHI

## Promise of Good Health

Sickness Funding  
(Breakage Model)



Health Assurance Model  
(Usage Model)

Language of Fear)



Language of Good Health

Insurance First  
(Low Engagement)



Health First  
(Hyper personal engagement)

High Friction Claim



Care Manager Led  
(Empathetic Model)

Only Hospital Network



Integrated Health & Wellness  
(Phygital Ecosystem)



Know Your Health



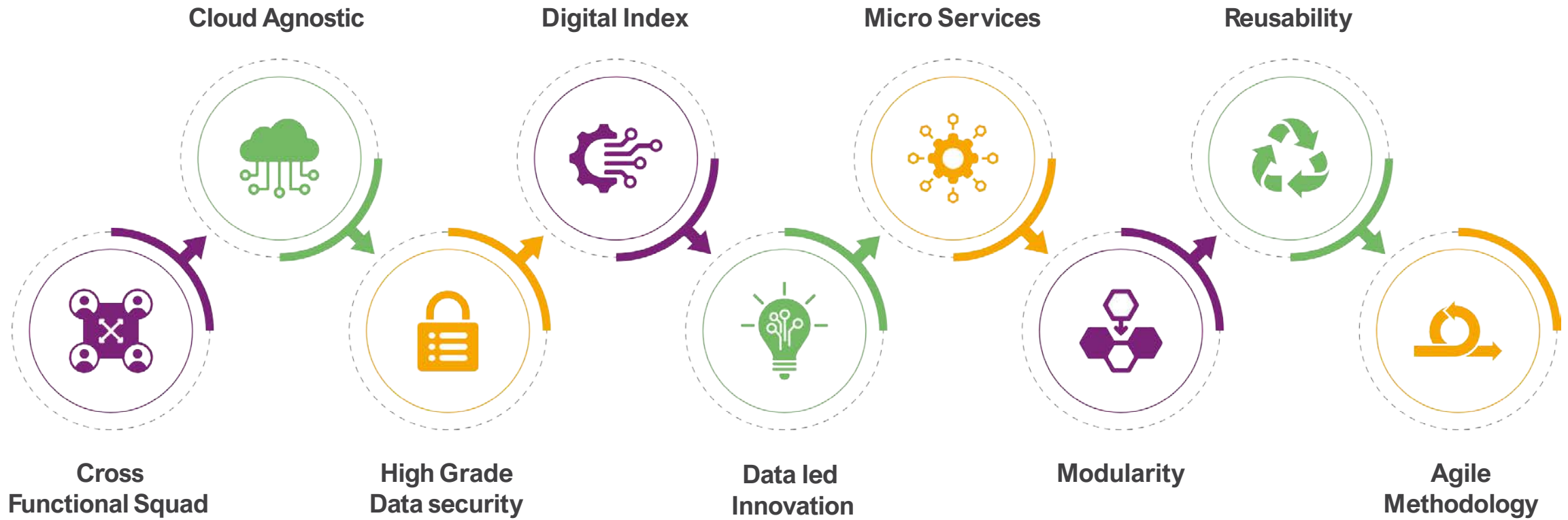
Improve Your Health



Get Rewarded



Stay Protected



**The principles and culture on which we are building our differentiated model**

...and thus our Purpose



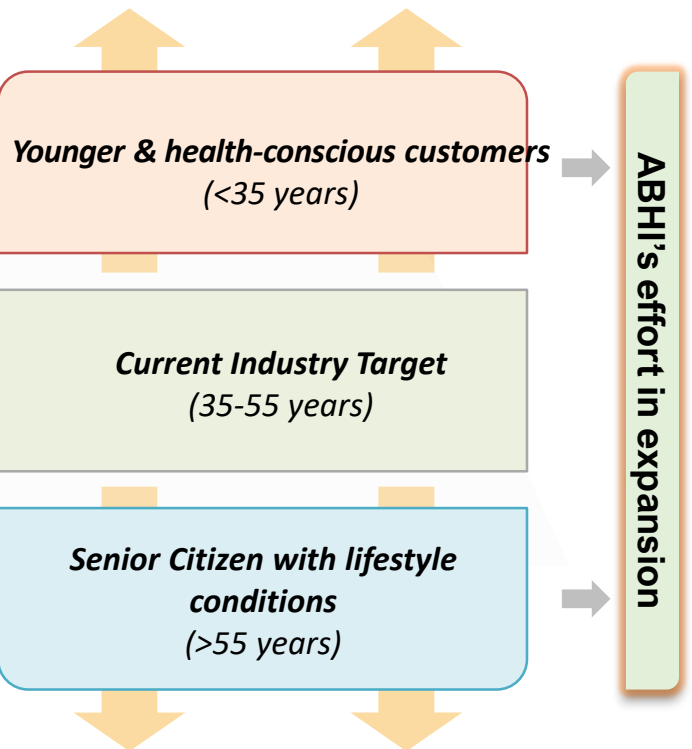
**Empowering  
People to Lead  
Healthier Lives**

# Diversified product suite with health first offerings



HEALTH INSURANCE

## Market Expansion



## Product Differentiators

- **Incentivized wellness with 100% HealthReturns**
- **Chronic Care Management**
- **Disease Risk Management**
- **Health ecosystem enabled Senior Citizen Plan**

## Comprehensive Product Range & Innovation








- Existing market**
  - Indemnity/Fixed benefit, Top-up, 4-in-1 combo, Senior Citizen.
- Innovate to expand market**
  - Activ Fit for Millennials, Activ One for holistic coverage, Incentivized Wellness, Chronic Care, Global Health Cover, 1 Cr. Super Top-up
- Digital**
  - 1-click contextual-byte size products, ActivOne NXT
- Contextual & Need based**
  - Partner specific, Activ One MAX Plus, ActivOne Chronic

## Product Innovation & Market Expansion

- Incentivize Wellness**  
Upto 100% of Health Returns (Return of Premium)
- Chronic care**  
ABCD with conditions
- Critical Illness**  
Cardiac | Cancer
- Segment Specific**  
Young & Healthy | Senior citizen
- Byte & Contextual**  
Ride | Travel | Telco | Gym
- Innovative suite**  
1cr Super top up | Retail & Corporate OPD




## Comprehensive New Product – Activ ONE

### Variant

-  **MAX**
-  **VYTL**
-  **NXT**
-  **SAVR**
-  **VIP**
-  **VIP+**
-  **MAX+**



### 100% Health | 100% Insurance

-  **100% Health Returns™**
-  **No Capping on hospitalization**
-  **Claim Protect for 100% out of pocket expenses**

# Scaled-up, diversified and digitally enabled distribution



**Proprietary**

Growth at 40 %

Continued focus on leveraging One ABC branch infrastructure

**Banca**

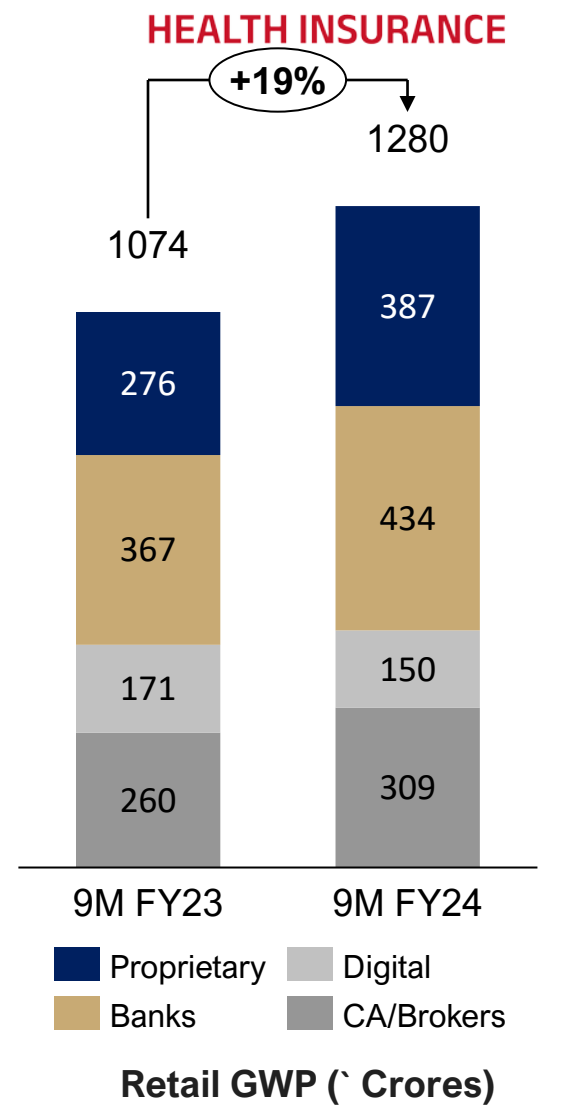
Growth at 18 %

Growth in all major relationships | Activated Yes Bank partnership

**Digital**

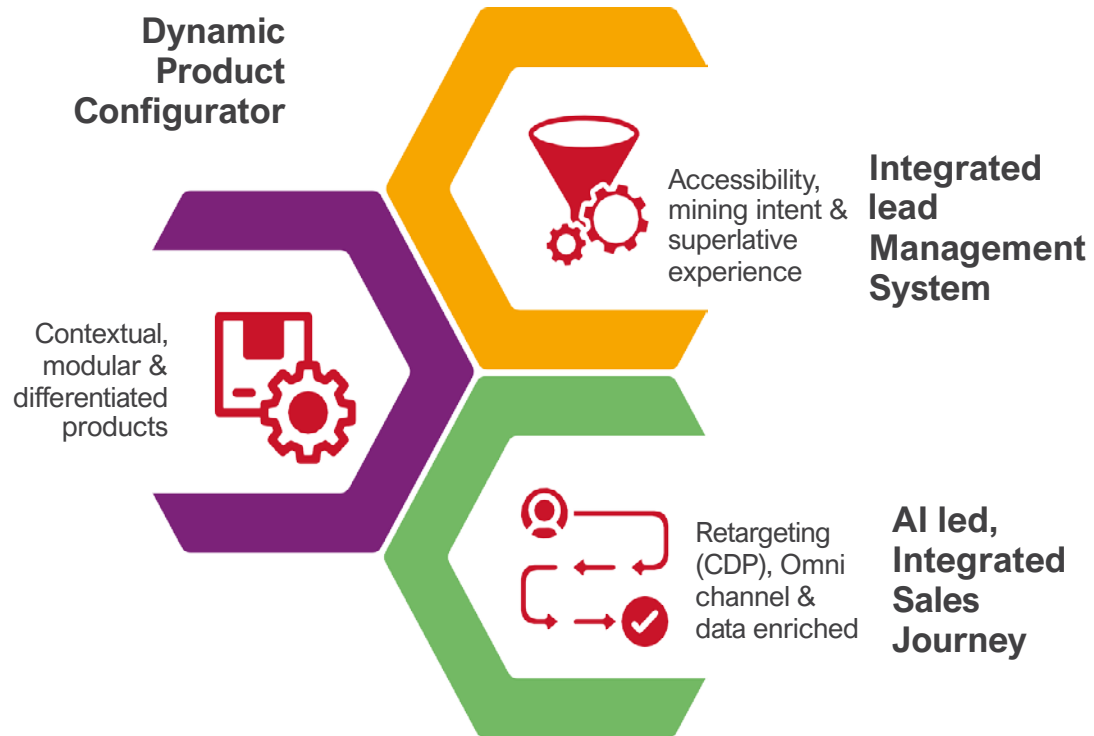
Model realignment & changes

Travel / Ride / Stay / Telco / Loan Insurance





## D2C Acquisition



## Renewals Up-sell / Cross-sell



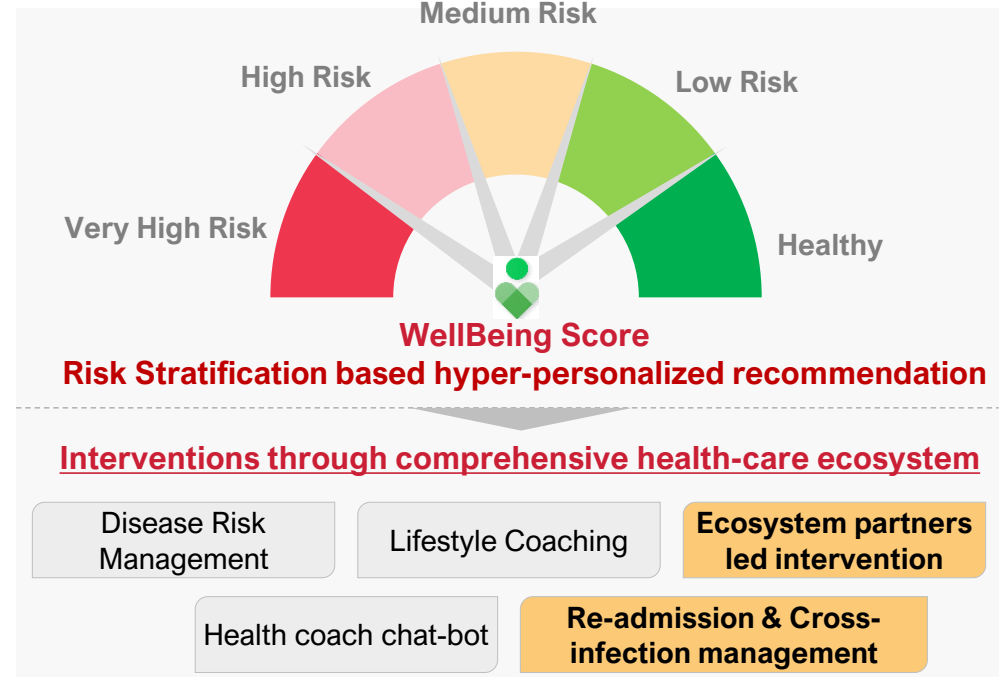
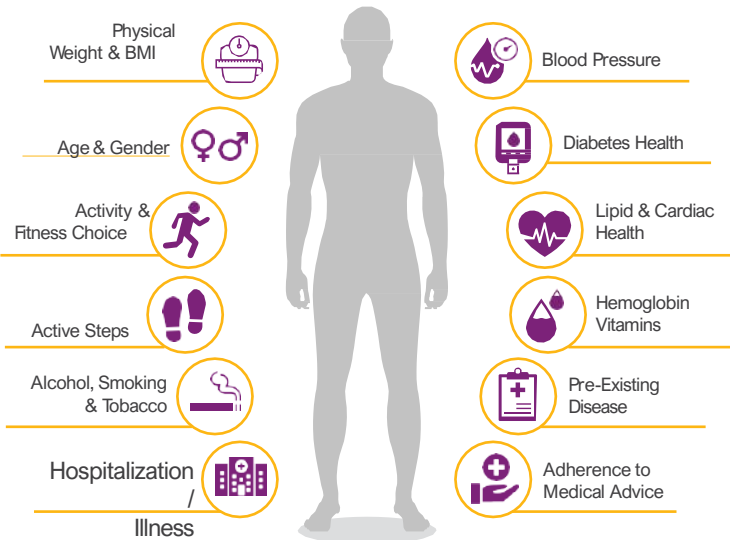
# Promise of Good Health



## Know your Health

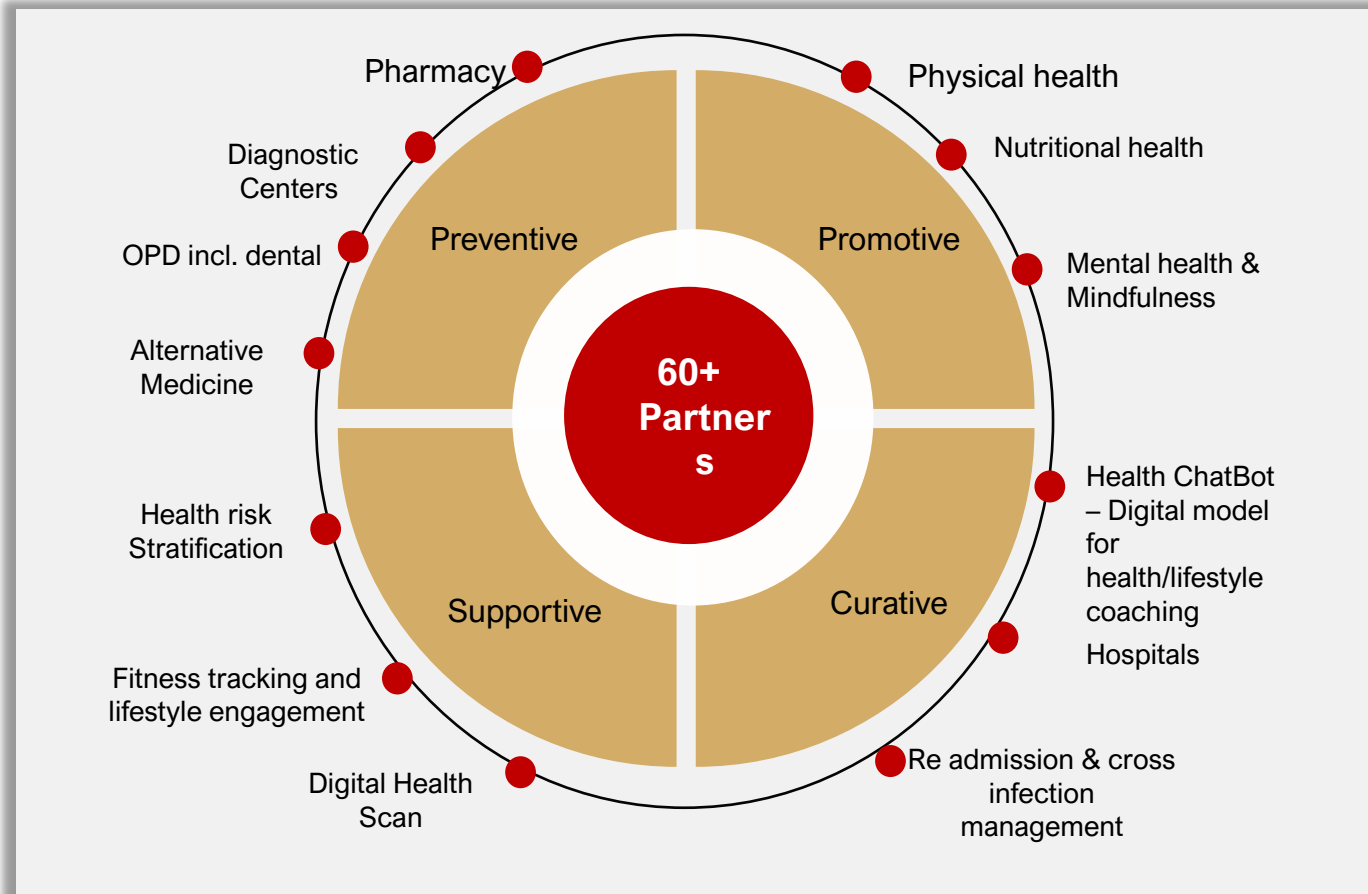


## Improve your Health



## Get Rewarded

Earn upto 100% Premium Back  
An Industry First



## Holistic & Integrated Eco System

- Integrated platform for personalized health recommendations and Interventions
- Meeting end to end Health needs of customers
- Access to customers for preferential offers
- Network Hospitals 11,000+
- More than 60+ Partners & growing
- 180+ data points on customer health data & spend behavior



## Know your Health

- Comprehensive Health insights
- AI & data-driven Health & Wellness scores



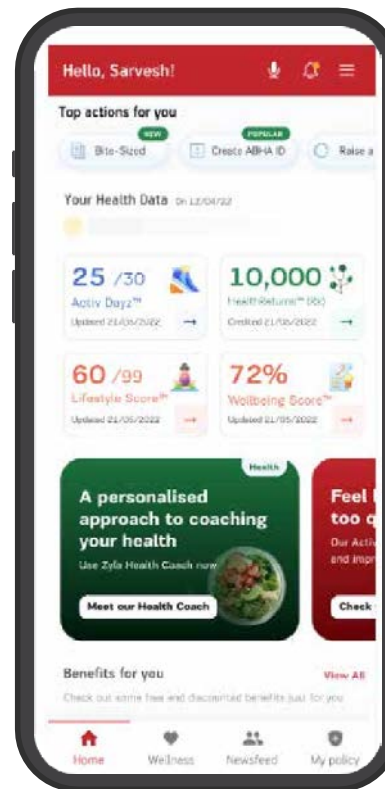
## Improve your Health

- Disease Risk Management
- Fitness Tracking & Insights
- Community Engagement
- Teleconsultation Services



## Get Rewarded

- Maximise Health Returns
- Health Goal led Rewards



“One-stop Solution” for Health and Wellness needs

In-house built **Native App**

**4.5 stars** - Play Store rating

**50+** Partner Ecosystem

**100+** API Integration

Multilingual

AI/ ML, AR, Hyper personalised



Healthcare



Wellness Services

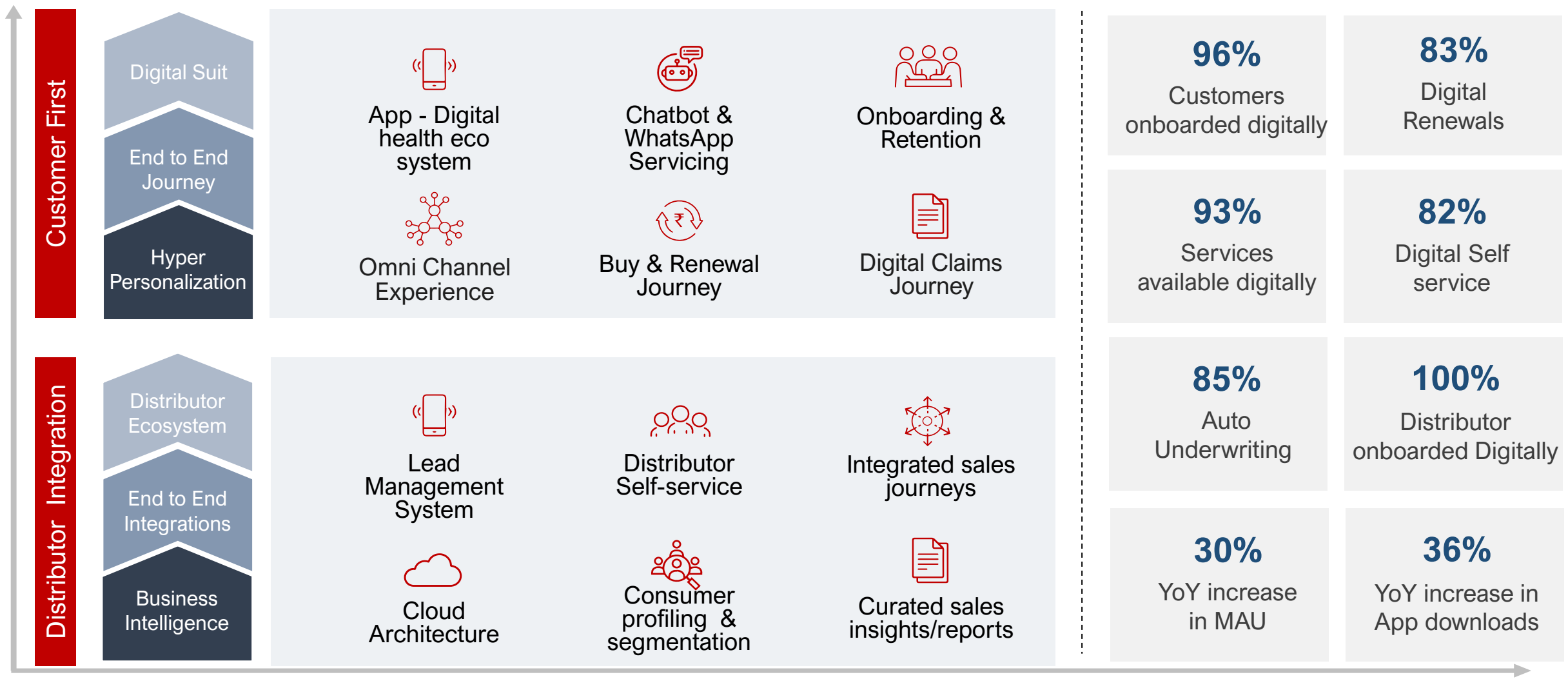


Chronic Care

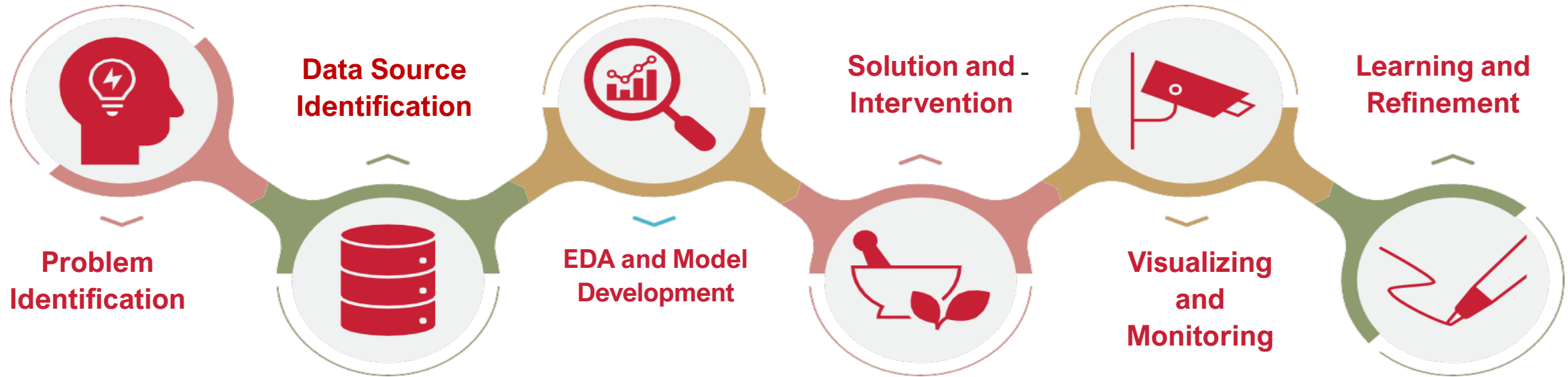


Service and Support

# Leveraging digital...



*...to enhance customer & distributor experience*



## Revenue Focus

- 20% ATS lift over Non-PASA acquisition
- Analytics based renewal propensity model revamped
- Cross Sell campaign LIVE across Distribution channels / Partners

## Key Projects

- FWA model → Enhanced (>8Cr savings monthly)
- Piloting AI/ML based claim auto adjudication

## Other Projects

- 15L+ WBS score generated
- Forecasting of Contact Centre call volume
- Developing Hyper personalized Customer Nudge framework

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# Strategic Investment from ADIA

Particulars	Rs. Crores
Pre-Money Valuation	<b>5985</b>
Capital Infusion by ADIA	664
Post Money Valuation	<b>6649</b>
Implied Pre- Money Valuation / FY22 GWP Multiple	3.5x
Implied Post- Money Valuation / FY22 GWP Multiple	3.9x

Shareholding Pattern post infusion	%share
ABCL	45.91%
MMH	44.10%
ADIA	9.99%

## Key Objective of fund raise

- Growth capital
- Strong pedigree financial investor
- Benchmark valuation



# Industry trend 9M FY24

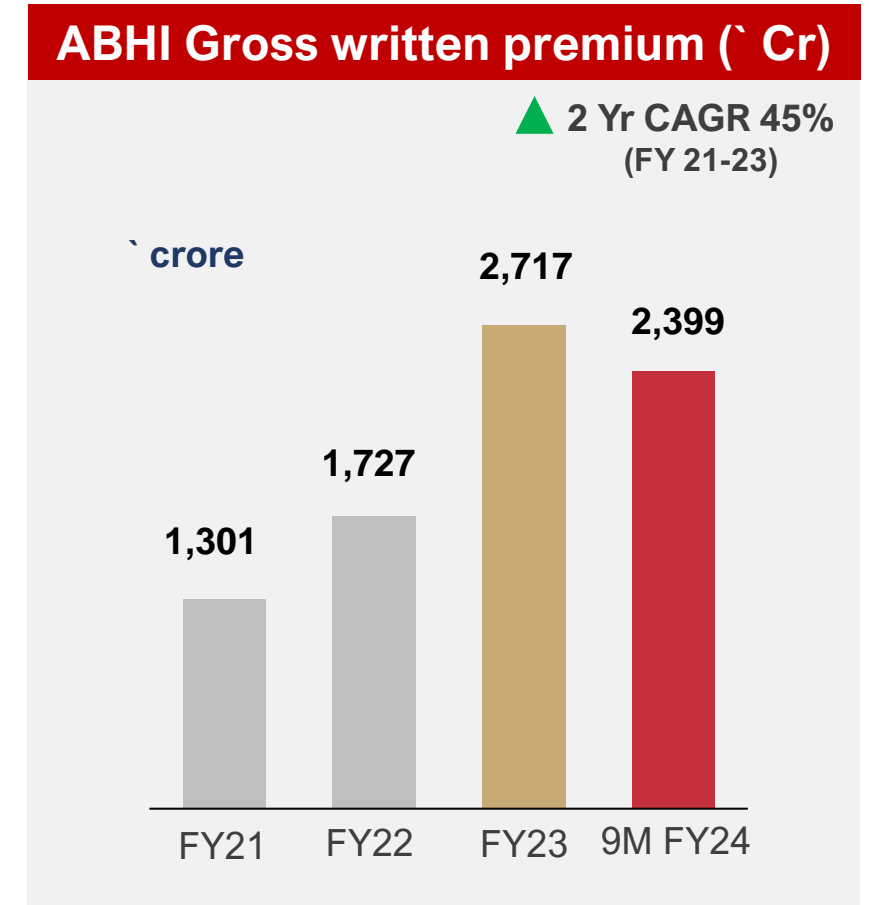
## Growth% Y-o-Y

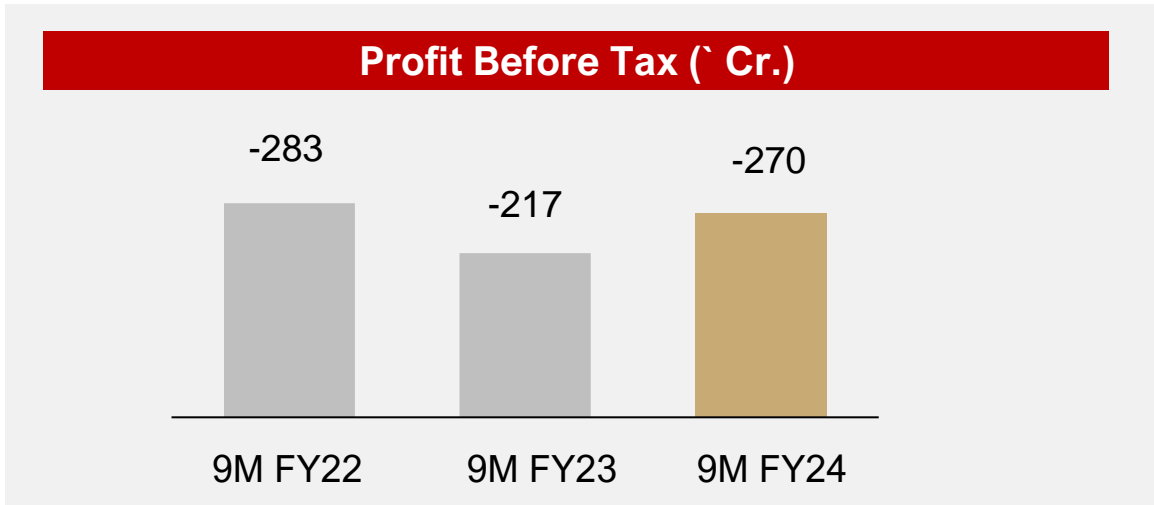
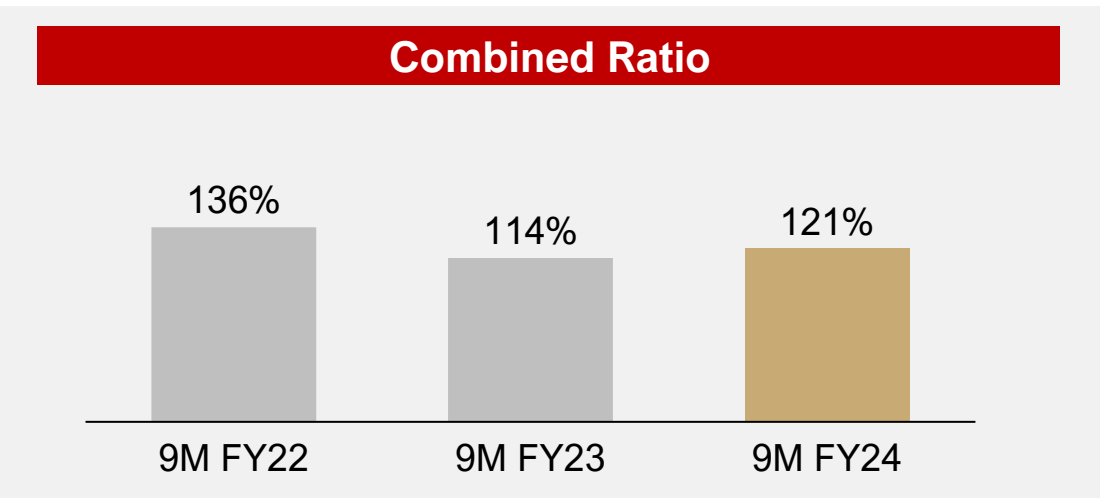
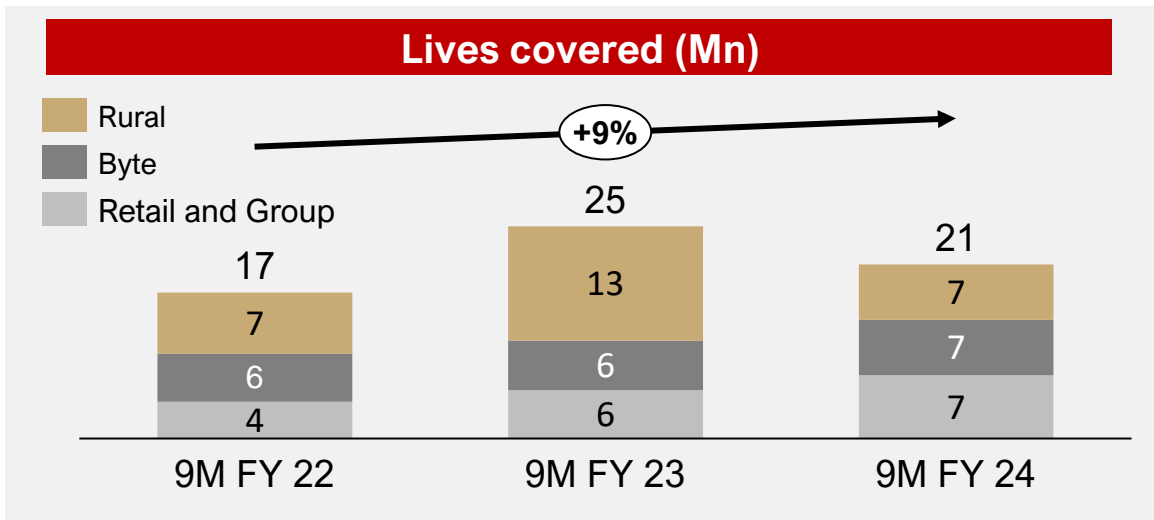
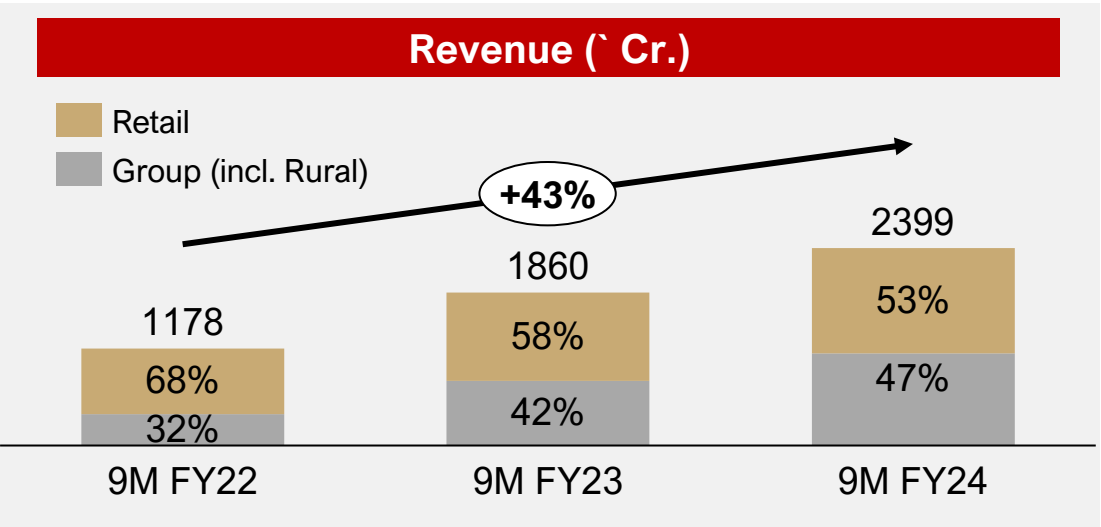
ABHI	SAHI	Industry
+29%	+25%	+20%

## Market Share

	9M FY23	9M FY24
SAHI Market Share	10.4%	10.7%
Industry Market Share	2.6%	2.8%

## ABHI Gross written premium (₹ Cr)



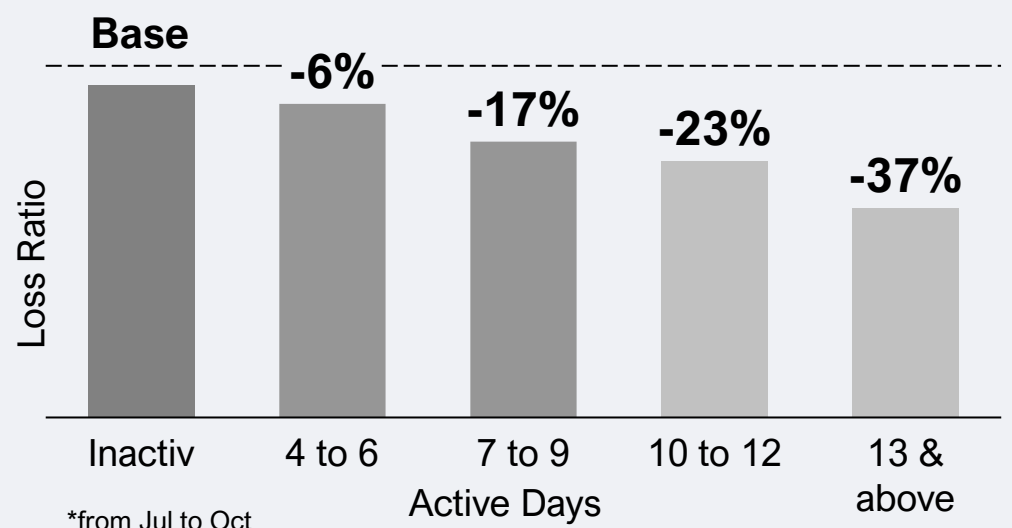


# Significant Engagement Outcomes for Health Management



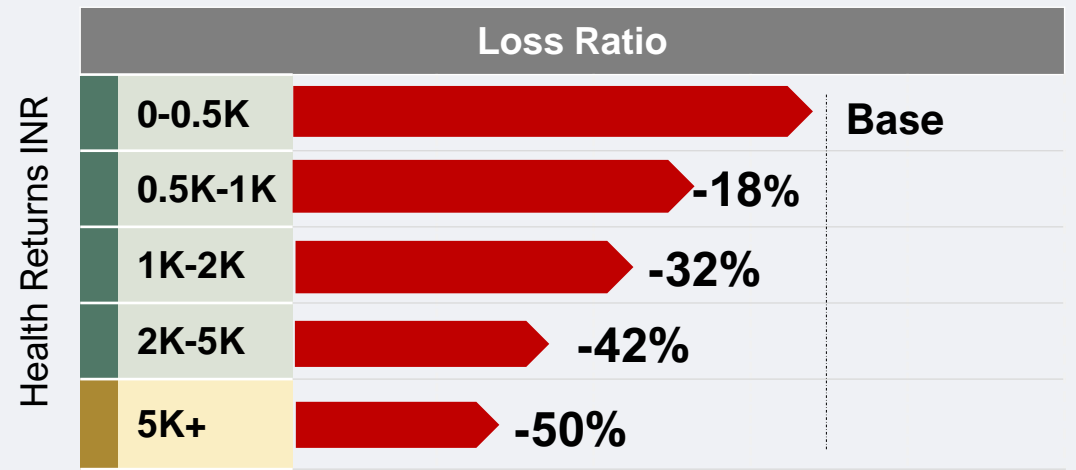
HEALTH INSURANCE

## Nudging customers at scale to drive Physical activity



**16.1%** Customers earning Activ Dayz

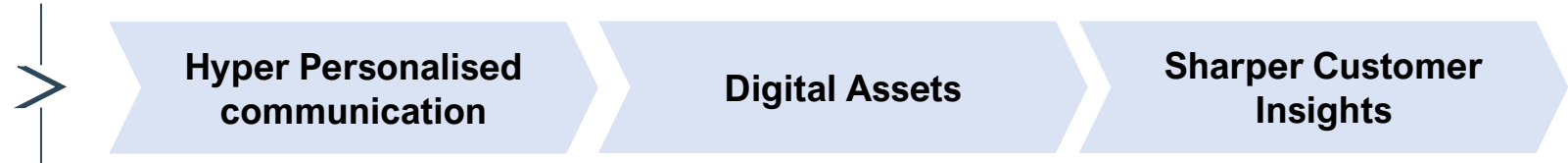
## Incentivising customers exhibiting healthy behaviour



**5.2%** Customers earning Health Returns



### Key Enablers



Thanks!