

# ICICI Prudential Life Insurance Company Limited: Company Profile and SWOT Analysis

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## Abstracts

### SYNOPSIS

Timetric's 'ICICI Prudential Life Insurance Company Limited: Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, mergers & acquisitions, recent developments, key employees as well as company locations and subsidiaries.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'ICICI Prudential Life Insurance Company Limited'

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

### SCOPE

Examines and identifies key information and issues about 'ICICI Prudential Life Insurance Company Limited' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business

information is objectively reported.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

## REASONS TO BUY

Quickly enhance your understanding of 'ICICI Prudential Life Insurance Company Limited'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

## KEY HIGHLIGHTS

ICICI Prudential Life Insurance Company Limited (ICICI Prudential) is a private sector life insurance company. The company offers a wide range of life insurance products to address the needs of individuals and group customers. The company's product portfolio includes plans such as term plans, wealth plans, life plans, child plans, health plans, retirement plans, group plans and rural plans. Services offered by the company include insurance advisory, premium collection, portfolio statements and fund switching services. ICICI Prudential distributes its products and services through its offices, bancassurance channel, individual and corporate agents, brokers, proprietary sales force and online channels. The company is a joint venture between ICICI Bank and Prudential plc, which hold 74% and 26% stakes, respectively. ICICI Prudential is headquartered in Mumbai, India.

The company reported gross total premium of INR191.6 billion during FY2016, representing an increase of 25.2% over FY2015. Its net total premium was INR190 billion in FY2016, representing an increase of 25.3% over FY2014.

## Contents

### **1 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - BUSINESS ANALYSIS**

- 1.1 ICICI Prudential Life Insurance Company Limited - Company Overview
- 1.2 ICICI Prudential Life Insurance Company Limited - Business Description
- 1.3 ICICI Prudential Life Insurance Company Limited - Major Products and Services

### **2 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - MERGERS & ACQUISITIONS AND PARTNERSHIPS**

- 2.1 ICICI Prudential Life Insurance Company Limited - M&A and Partnerships Strategy

### **3 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - RECENT DEVELOPMENTS**

### **4 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - SWOT ANALYSIS**

- 4.1 ICICI Prudential Life Insurance Company Limited - SWOT Analysis - Overview
- 4.2 ICICI Prudential Life Insurance Company Limited - Strengths
- 4.3 ICICI Prudential Life Insurance Company Limited - Weaknesses
- 4.4 ICICI Prudential Life Insurance Company Limited - Opportunities
- 4.5 ICICI Prudential Life Insurance Company Limited - Threats

### **5 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - COMPANY STATEMENT**

### **6 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - HISTORY**

### **7 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - KEY EMPLOYEES**

### **8 ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED - LOCATIONS AND SUBSIDIARIES**

- 8.1 ICICI Prudential Life Insurance Company Limited - Head Office
- 8.2 ICICI Prudential Life Insurance Company Limited - Other Locations and Subsidiaries

### **9 APPENDIX**

9.1 Methodology

9.2 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: ICICI Prudential Life Insurance Company Limited - Major Products and Services

Table 2: ICICI Prudential Life Insurance Company Limited - History

Table 3: ICICI Prudential Life Insurance Company Limited - Key Employees

Table 4: ICICI Prudential Life Insurance Company Limited - Locations

### COMPANIES MENTIONED

ICICI Prudential Life Insurance Company Limited

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