

## Initial Public Offer (IPO)



**Issue Period:** Sep 19, 2016– Sep 21, 2016

**Issue Size:** 181341058 Eq Shares of Rs 10  
Rs. 6057 Cr

**Issue Price:** Rs.300 - Rs.334 per Eq Share

**Market Lot:** 44 Equity Shares

**Listing at:** BSE, NSE

### COMPANY PROFILE

Incorporated in 2001, ICICI Prudential Life Insurance Company Ltd is the largest private sector life insurer in India. It is a joint venture between ICICI Bank Limited and Prudential Corporation Holdings Limited. It offers a range of life insurance, health insurance and pension products and services to its customers. ICICI Prudential offers the products and services through an extensive multi-channel sales network across India, including through the branches of bank partners, individual agents, corporate agents, employees, offices and its website.

Company has a market share of 11.3% on a retail weighted received premium basis in India. Among the 23 private sector life insurance companies in India, Co has a market share of 21.9% on a retail weighted received premium basis. It is one of the largest fund managers in India with 1.04 trillion of Asset under Management as of March 31, 2016.

### ITS COMPETITIVE STRENGTHS ARE AS BELOW:

1. Consistent Leadership across Cycles
2. Delivering Superior Customer Value
3. Diversified Multi-channel Distribution Network
4. Leveraging Technology
5. Experienced Senior Management Team
6. Robust and Sustainable Business Model

The objects of the Issue are to achieve the benefits of listing the Equity Shares on the Stock Exchanges and to carry out the sale of up to 181,341,058 Equity Shares by the Selling Shareholder.

### OUR RECOMMENDATION

SUBSCRIBE

NEUTRAL

HIGH RISK

AVOID

COMPANY ISSUE NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED	19/09/2016 TO 21/09/2016	RS. 300 – 334	44	--

\*\*KINDLY NOTE THAT ONLY ASBA APPLICATION WILL BE ACCEPTED FOR IPO

**QIB** (more than Rs. 200,000/-)

50% of Net Issue size

**Non-Institutional** (more than Rs. 200,000/-)

15% of Net Issue size

**Retail** (up to Rs.200,000/-)

35% of Net Issue size

**FOR QUERIES CONTACT IPO DESK AT:**

☎ 0731- 4097228/236/232/234 | 📞 9303172345



Disclaimer: Investment in securities is subject to market Risk.