

# ONE INDIA, ONE MISSION: PROTECTION FOR ALL



Take a **pledge today** to protect  
your loved ones by visiting

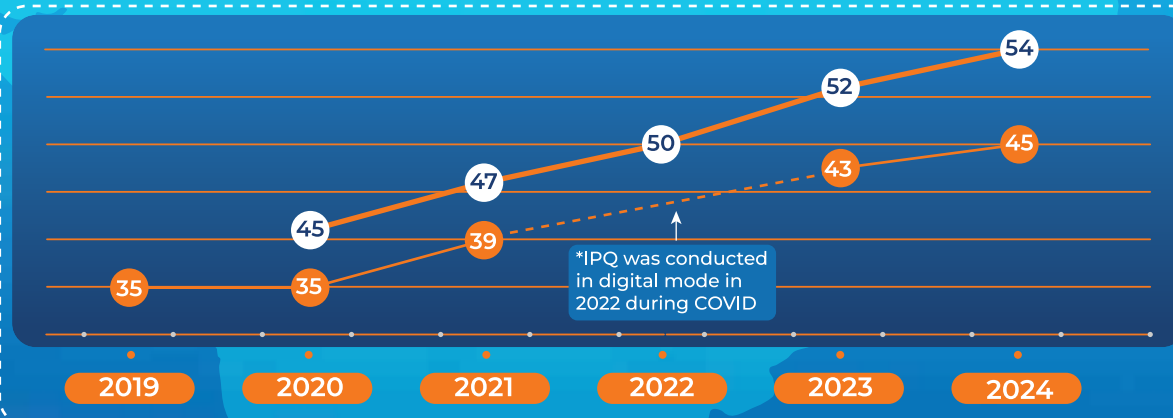
**MAX LIFE  
INSURANCE IPQ**



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# PROTECTION JOURNEY OF INDIANS OVER THE PAST 6 YEARS



● Urban India (Physical Module)  
● Digitally-savvy Urban India





Physical module sees a **2-point increase** over **IPQ 5.0** edition.

A similar increase in IPQ digital module of **2-points** seen in **6.0**.

The wide chasm of **9 points** remains **persistent** between the 2 audience sets.

INDIA PROTECTION  
QUOTIENT INCREASES  
BY **2 POINTS FROM 43 TO 45.**  
URBAN INDIA RECLAIMS  
SECURITY LEVELS TO  
PRE-PANDEMIC ERA



	IPQ 1.0	IPQ 5.0	IPQ 6.0
 Respondent Base	4566	3530	3620
 Protection Index	35	43	45
 Knowledge Index	39	57	61
 Security Level	66	63	65
 LI ownership	65	73	75

## ELEMENTS INFLUENCING THE LIFESTYLE, MINDSET, AND ANXIETIES OF THE INDIAN POPULACE

	All figures in %	IPQ 5.0	IPQ 6.0
<b>What % of urban Indians associate with the following anxieties?</b>		<b>3530</b>	<b>3620</b>
I have no time for myself and my desires/aspirations as I have to prioritise the desires/aspirations of my family		61	65
My financial independence when I retire		61	64
Increasing medical expenses due to increasing incidences of diseases like dengue, malaria, allergies, infection, etc.		60	66
I don't worry too much about my financial security as I believe that God is there to protect us		53	59
Increasing pressure to perform at work		58	62

**SAVINGS** FOR MEETING THE FUTURE NEEDS OF **CHILDREN** AND ONE'S **RETIREMENT** NEEDS REMAIN THE TOP SAVINGS OBJECTIVES



**62%**  
Kids' education



**44%**  
Kids' marriage

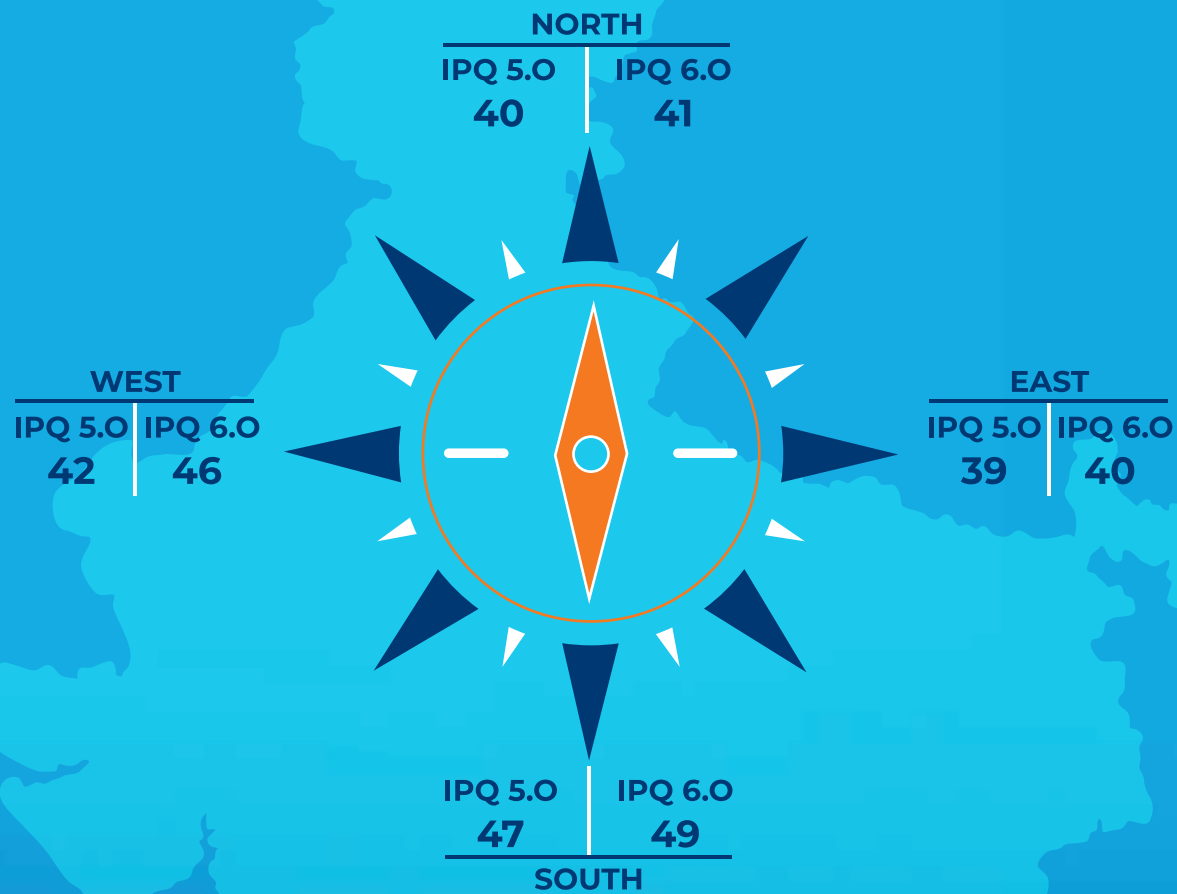


**43%**  
Old age  
security/retirement



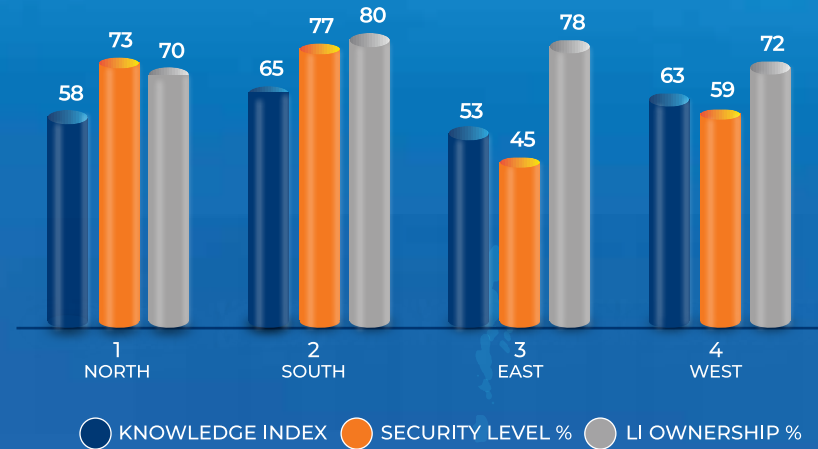
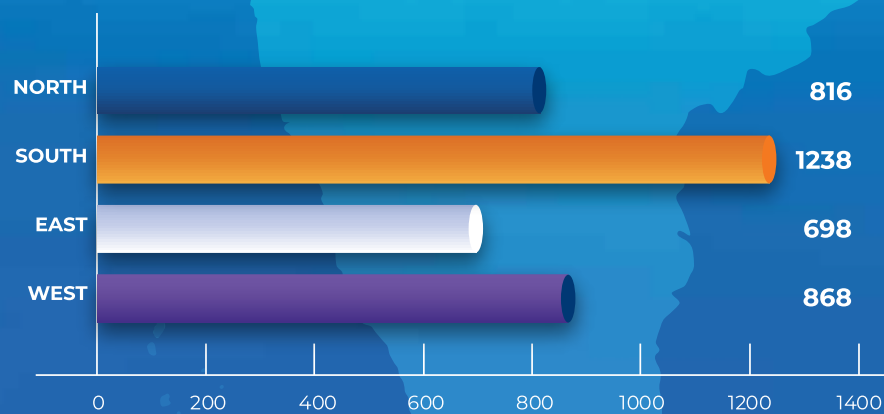
**33%**  
For a buying house

# IPQ SCORES ACROSS ZONES



**SOUTH** CONTINUES TO LEAD THE PROTECTION INDEX ACROSS ZONES FOR **SIX YEARS** IN A ROW

## RESPONDENT BASE

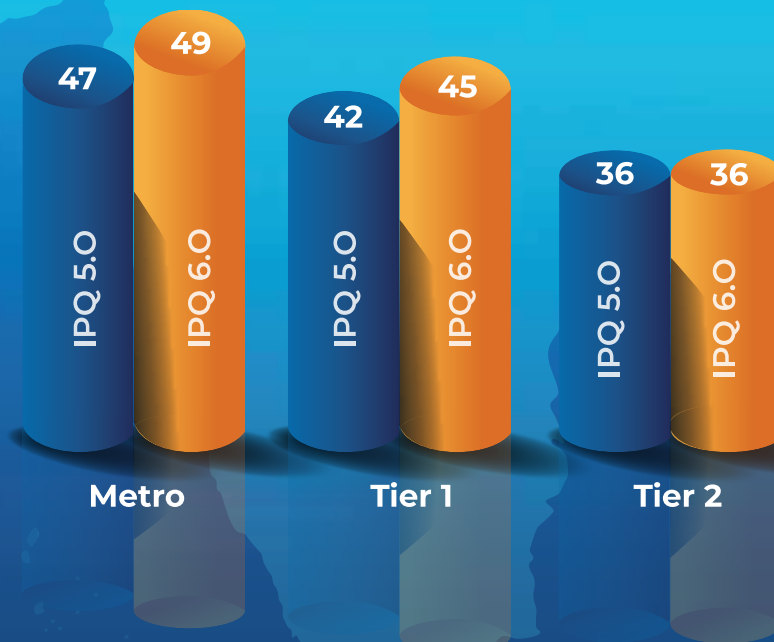




**SIGNIFICANT  
STRIDES** MADE BY  
TIER 1 SEGMENT  
IN THEIR IPQ SCORE



**THE TIER STORY**



INDIA FURTHERS ITS  
FINANCIAL PROTECTION  
OVER THE YEARS

Tier I increases their Knowledge Index; Savings Category grows as well for them

# THE SENTIMENT OF INDIANS WHEN IT COMES TO PRIORITISING LIFE INSURANCE



	Overall India		Urban Men		Urban Women		Urban Working Women		Urban Working Men	
	IPQ 5.0	IPQ 6.0	IPQ 5.0	IPQ 6.0	IPQ 5.0	IPQ 6.0	IPQ 5.0	IPQ 6.0	IPQ 5.0	IPQ 6.0
Base	3530	3620	2471	2524	1059	1096	437	432	2427	2454
Protection Index	43	45	44	46	40	41	43	47	44	47
Knowledge Index	57	61	60	64	51	54	55	64	60	64
Security Level	63	65	64	66	62	64	64	67	64	66
LI ownership	73	75	74	76	71	73	77	79	75	76

	Overall India		New Addition Gen-Z	Millennials	Non-Millennials
	IPQ 5.0	IPQ 6.0	IPQ 6.0	IPQ 6.0	IPQ 6.0
Base	3530	3620	693	2008	919
Protection Index	43	45	42	45	46
Knowledge Index	57	61	58	61	61
Security Level	63	65	66	66	63
LI ownership	73	75	69	75	79

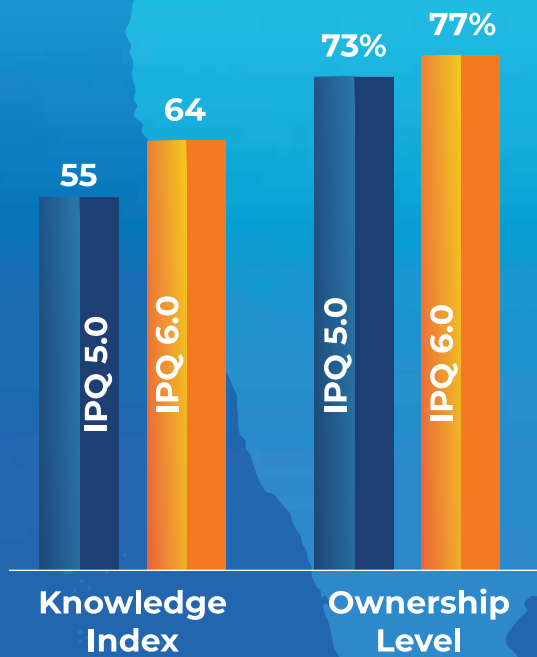
FOR THE FIRST TIME,  
WORKING WOMEN AND MEN  
NOW EQUAL  
**THEIR PROTECTION SCORE**  
**AT 47.**



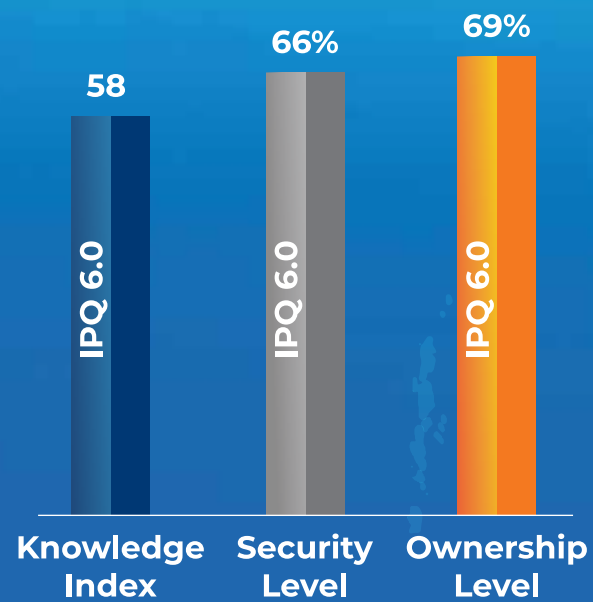
Working women increased their:



SELF-EMPLOYED  
MAKE **SIGNIFICANT**  
STRIDES **ON IPQ SCORE.**

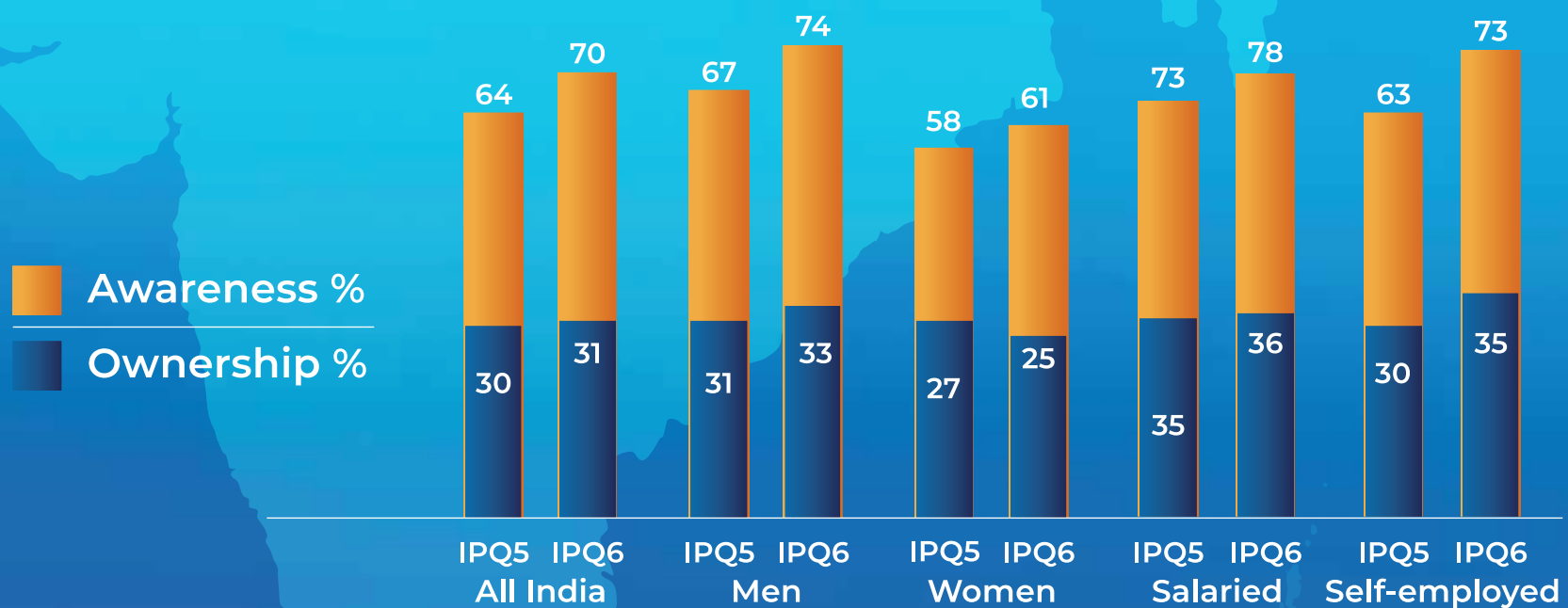


GEN-Z SCORES LOW ON KNOWLEDGE  
AND OWNERSHIP INDEX BUT  
**SCORE HIGHER** IN SECURITY LEVELS V/S  
NON-MILLENNIALS.

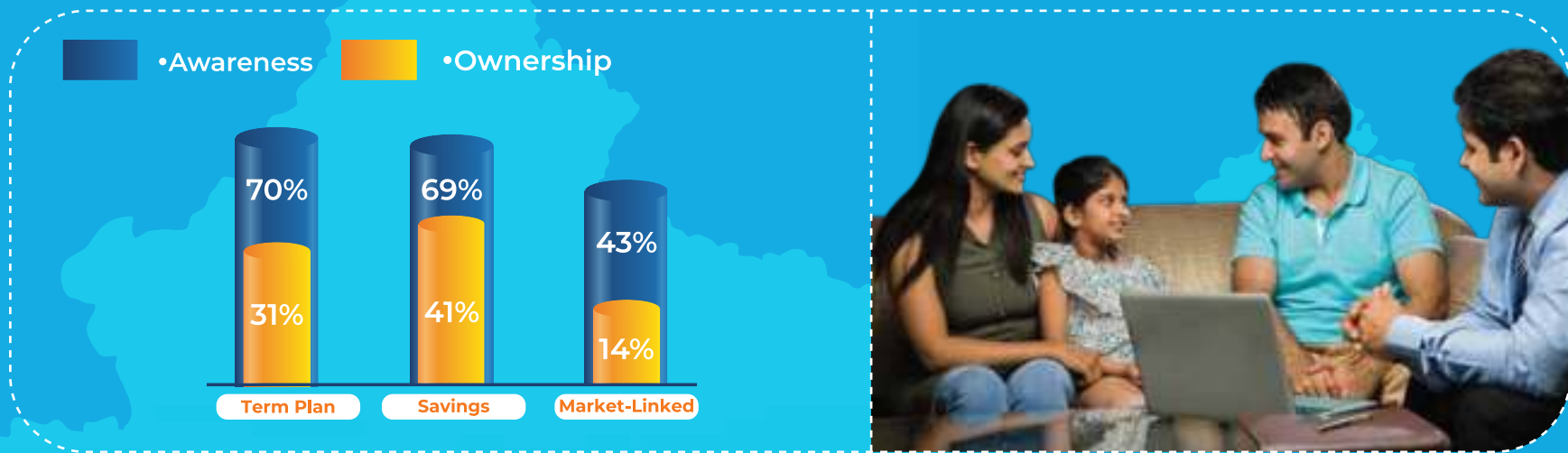




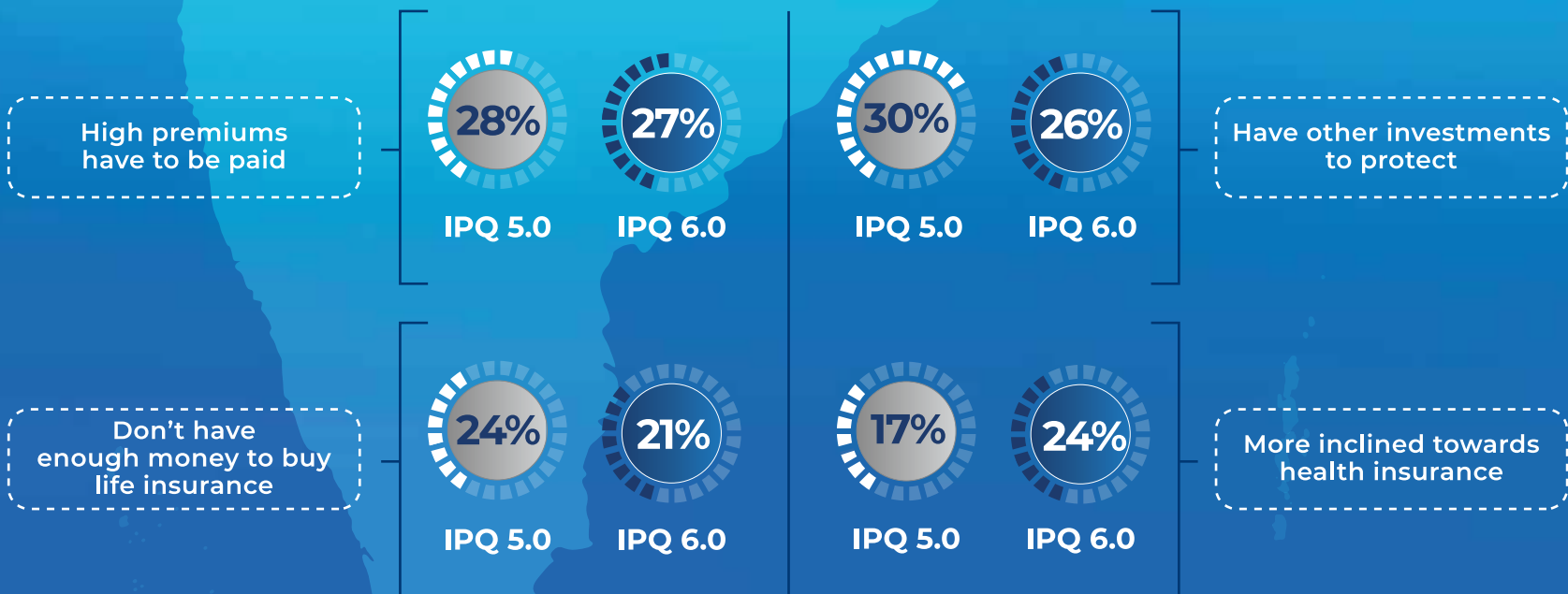
# TERM INSURANCE OWNERSHIP AND AWARENESS AMONG INDIANS



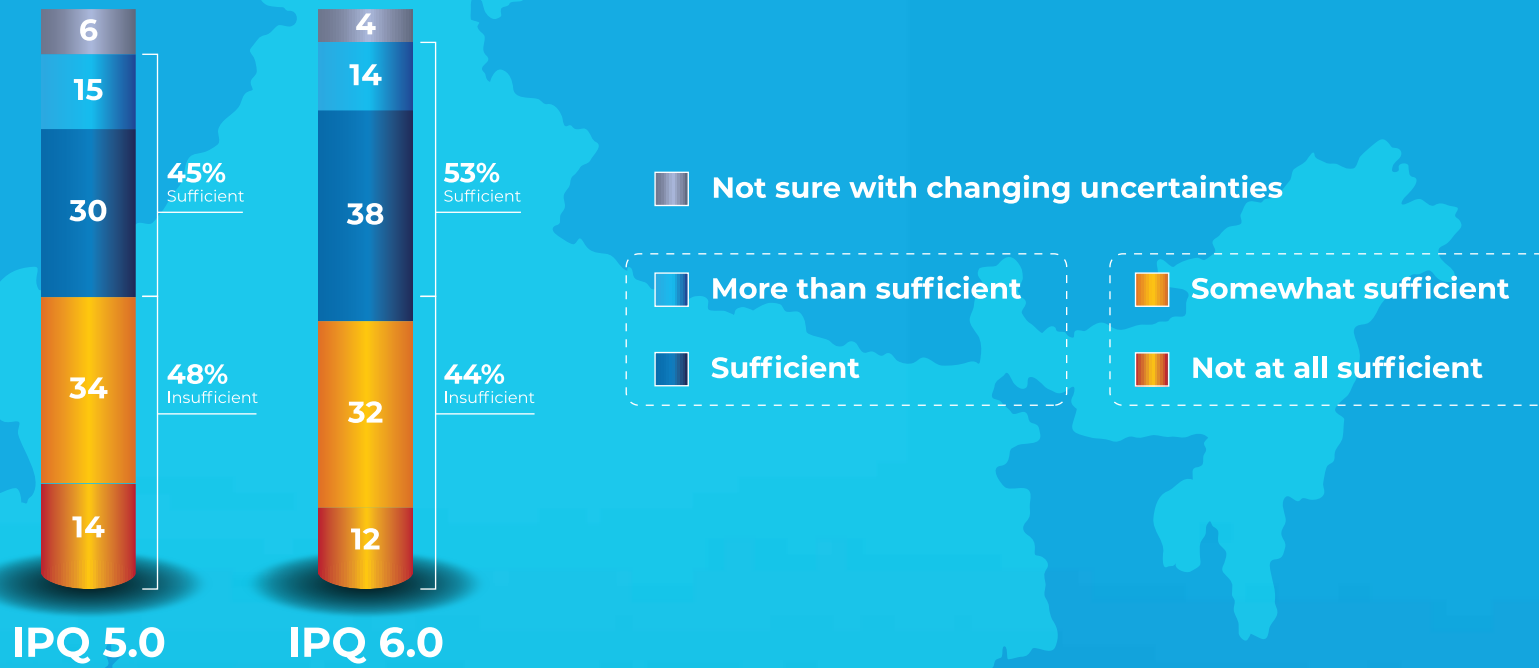
**TERM CATEGORY** ALTHOUGH BENEFITS FROM INCREASED AWARENESS AND SENSITISATION, BUT ITS **OWNERSHIP** DOES NOT SHOW ANY **BIG GROWTH**



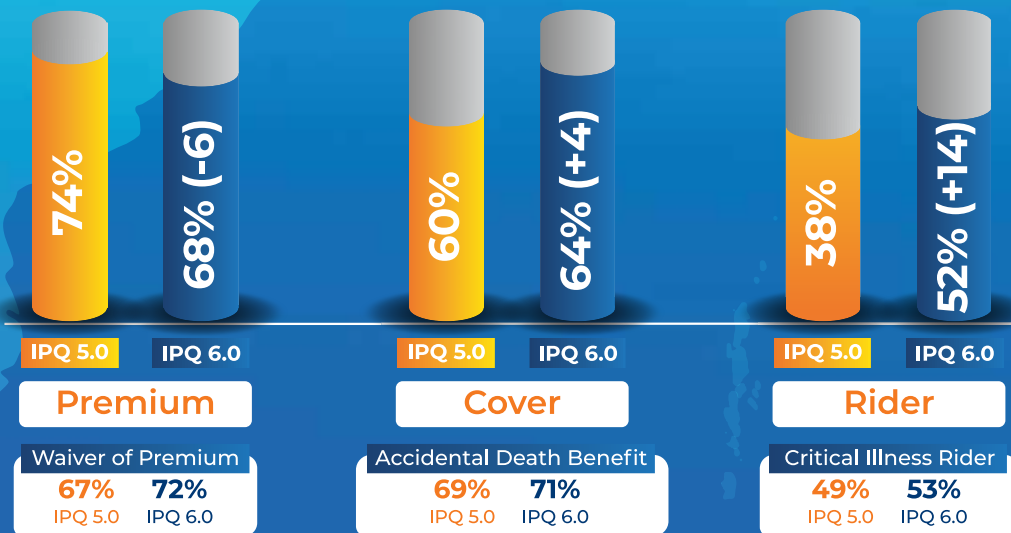
PREMIUMS, THOUGH GETTING LESSER IMPORTANCE WITH EACH YEAR, REMAIN THE BIGGEST BARRIER FOR TERM PURCHASE.



THE NUMBER OF **INDIANS** WHO BELIEVE THEIR TERM COVERAGE IS **ADEQUATE** FOR THEIR **LIFE**.



THERE IS A GROWING EMPHASIS ON **COVER** AND **RIDERS** IN TERM PLAN PURCHASES.



## INDIA'S DIVERSITY IN A SNAPSHOT



- Financial acumen shifts as working women, for the 1st time, rival Working Men in IPQ score. Nearly 8 in 10 working women now own Life Insurance.
- Self-employed segment make significant improvement in their IPQ Score. They are more knowledgeable now; more than 3 in 4 own Life Insurance products.
- Gen-Z's seem secure but score lower on LI ownership. However, Term Awareness sees a sharp increase among the new-age audience.

## DEFINING THE KEY TERMINOLOGY

### INDIA PROTECTION QUOTIENT

The degree to which Indians feel protected from future uncertainties, on a scale of 0 to 100. It is a proprietary tool developed by Max Life with KANTAR for the purpose of assessing how protected urban India is. It is based on the **attitudes and mental preparedness around future uncertainties and awareness and ownership of life insurance Product categories.** (Term, ULIP, and Endowment).

### KNOWLEDGE INDEX

The degree to which Indians are aware of life insurance products, on a scale of 0 to 100. It is derived from **awareness across life insurance product categories.** (Term, ULIP and Endowment).



## DEFINING THE KEY TERMINOLOGY

### OWNERSHIP LEVEL (%)

The degree to which Indians own life insurance, on a scale of 0 to 100.

It is based on the **ownership of financial instruments** (Term, Endowment and ULIP).

### SECURITY LEVEL (%)

The degree to which Indians feel financially secure and prepared on a scale of 0 to 100.

It is derived from **consumer attitudes across a battery of 10 financial facets.**

## WHO DOES IPQ REACH OUT TO?

In its 6-year journey, IPQ has reached out to almost **4700 urban Indians** across **25 cities** to gauge their levels of **financial protection and preparedness** for an unforeseen tomorrow.





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**YOU ARE THE DIFFERENCE™**

The map is only for representation purpose and not as per size, the same may not be relied upon for any political or non-political purpose. IPQ 6.0 is 45 for 6 metros, 9 Tier 1 and 10 Tier 2 cities. Indians in this context means Urban Indians.

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