



Pick of the week

ICICI Prudential Life Insurance (IPRU)

Recommendation: **BUY**

Date: **25th July 2022**

Current Price: ₹**532**

Time Period: **12 Months**

Potential Upside: **22.2%**

Target Price: ₹**650**

Why Invest

- Inexpensive valuation drive Buy rating with fair value of Rs. 650.
- Margins continue to expand.
- Agency channel growth remains strong.
- Persistency improving in most buckets.
- Operating return on embedded value of ~16-17% over medium term.