

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

FORM L-38 : Business Acquisition through different channels (Individuals)

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q2 FY 2017		Q2 FY 2016		YTD FY 2017		YTD FY 2016	
		No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores
1	Individual agents	37,576	392.6	35,315	318.9	70,664	642.6	58,452	490.7
2	Corporate Agents-Banks	82,635	961.9	69,024	797.3	146,965	1,543.6	122,281	1,348.0
3	Corporate Agents -Others	8,678	57.6	6,925	59.0	16,840	93.7	10,865	97.5
4	Brokers	8,708	40.3	7,858	31.6	16,988	77.8	12,780	51.8
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	16,941	217.6	15,817	146.8	30,971	358.4	27,986	249.4
7	Web Aggregators	6	0.0	-	-	6	0.0	-	-
8	IMF	5	0.0	-	-	5	0.0	-	-
9	Online	6,537	12.4	-	-	13,281	21.8	-	-
	Total (A)	161,086	1,682.5	134,939	1,353.6	295,720	2,737.9	232,364	2,237.3
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	161,086	1,682.5	134,939	1,353.6	295,720	2,737.9	232,364	2,237.3

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. The Business for Web aggregator, IMF & Online Channels being shown separately from Q2 FY17 onwards