

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q1 FY 2019		Q1 FY 2018		YTD FY 2019		YTD FY 2018	
		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	34,142	320.9	49,435	546.7	34,142	320.9	49,435	546.7
2	Corporate Agents-Banks	79,922	823.6	79,702	880.6	79,922	823.6	79,702	880.6
3	Corporate Agents -Others	9,797	41.8	14,530	47.1	9,797	41.8	14,530	47.1
4	Brokers	8,561	46.4	7,130	34.1	8,561	46.4	7,130	34.1
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	18,781	238.6	23,476	297.2	18,781	238.6	23,476	297.2
7	Web Aggregators	3,939	7.1	3,090	4.1	3,939	7.1	3,090	4.1
8	IMF	69	1.5	47	0.1	69	1.5	47	0.1
9	Online	6,202	11.5	4,397	11.9	6,202	11.5	4,397	11.9
	Total (A)	161,413	1,491.4	181,807	1,821.9	161,413	1,491.4	181,807	1,821.9
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>161,413</b>	<b>1,491.4</b>	<b>181,807</b>	<b>1,821.9</b>	<b>161,413</b>	<b>1,491.4</b>	<b>181,807</b>	<b>1,821.9</b>

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold