

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 2019		Q2 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	45,827	454.5	48,005	481.7	79,969	775.4	97,440	1,028.4
2	Corporate Agents-Banks	127,508	1,200.7	96,767	1,076.1	207,883	2,024.4	176,469	1,956.7
3	Corporate Agents -Others	8,192	50.3	16,268	49.3	17,536	92.0	30,798	96.4
4	Brokers	8,580	49.2	9,232	40.6	17,141	95.6	16,362	74.7
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	24,170	337.0	27,164	330.7	42,951	575.5	50,640	628.0
7	Web Aggregators	3,840	6.0	3,072	5.6	7,779	13.1	6,162	9.7
8	IMF	64	0.2	32	0.2	133	1.7	79	0.3
9	Online	7,744	12.9	3,104	9.8	13,946	24.4	7,501	21.7
	Total (A)	225,925	2,110.8	203,644	1,993.9	387,338	3,602.2	385,451	3,815.9
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	225,925	2,110.8	203,644	1,993.9	387,338	3,602.2	385,451	3,815.9

Note:

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