

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q2 FY 2020			Q2 FY 2019			YTD FY 2020			YTD FY 2019		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium In Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores
1	Individual agents	30	4,736	1	22	67,743	4	47	111,402	6	39	75,891	4
2	Corporate Agents-Banks	8	473,884	186	11	50,489	22	16	699,639	327	22	100,989	43
3	Corporate Agents -Others	2	45,435	22	1	21,537	19	2	60,669	36	3	22,984	21
4	Brokers	293	915,025	65	226	111,932	18	597	1,626,157	127	452	210,033	39
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	278	6,463,445	605	352	5,115,487	405	666	11,310,291	1,137	543	7,857,629	639
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	611	7,902,525	879	612	5,367,188	468	1,328	13,808,158	1,633	1,059	8,267,526	747
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	611	7,902,525	879	612	5,367,188	468	1,328	13,808,158	1,633	1,059	8,267,526	747

Note:

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