

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q3 FY 2020			Q3 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	26	3,501	1	14	233,787	11	73	114,903	7	53	309,678	16
2	Corporate Agents-Banks	11	621,369	211	8	91,174	112	27	1,321,008	538	30	192,163	155
3	Corporate Agents -Others	10	201,236	27	3	19,217	18	12	261,905	64	6	42,201	39
4	Brokers	315	647,020	44	252	225,137	22	912	2,273,177	171	704	435,170	61
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	481	6,127,110	568	235	5,143,490	522	1,147	17,437,401	1,704	778	13,001,119	1,160
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	843	7,600,236	851	512	5,712,805	685	2,171	21,408,394	2,484	1,571	13,980,331	1,431
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	843	7,600,236	851	512	5,712,805	685	2,171	21,408,394	2,484	1,571	13,980,331	1,431

Note:

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