

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q3 FY 2016		Q3 FY 2015		YTD FY 2016		YTD FY 2015	
		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	37,868	318.5	40,133	339.6	96,320	809.1	102,766	791.7
2	Corporate Agents-Banks	70,211	790.8	67,129	780.9	192,492	2,138.8	174,206	1,889.3
3	Corporate Agents -Others	7,479	50.9	6,939	58.3	18,344	148.4	122,163	138.0
4	Brokers	8,751	36.9	6,194	24.4	21,531	88.7	18,856	72.2
5	Micro Agents	-	-	-	-	-	-	11,913	0.1
6	Direct Business	16,390	131.9	13,931	105.6	44,376	381.4	34,680	262.1
	Total (A)	140,699	1,329.1	134,326	1,308.9	373,063	3,566.4	464,584	3,153
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	140,699	1,329.1	134,326	1,308.9	373,063	3,566.4	464,584	3,153.5

Note:

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