

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q4 FY 2016			Q4 FY 2015			YTD FY 2016			YTD FY 2015		
		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	4	1,954	2.3	6	2,198	0.26	18	4,288	6.2	14	8,182	0.6
2	Corporate Agents-Banks	1	336	0.0	-	-	-	3	758	0.1	-	-	-
3	Corporate Agents -Others	-	-	-	-	(6)	(0.00)	-	-	-	1	764	(0.0)
4	Brokers	51	18,769	14.1	34	11,335	2.08	129	55,156	20.2	87	35,489	5.4
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	79	238,203	195.8	70	242,505	75.96	239	1,169,683	1,382.6	235	876,702	504.9
	<b>Total(A)</b>	135	259,262	212.3	110	256,032	78.30	389	1,229,885	1,409	337	921,137	511
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	135	259,262	212.3	110	256,032	78.30	389	1,229,885	1,409.0	337	921,137	510.9

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 333