

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 FY 2017			Q2 FY 2016			YTD FY 2017			YTD FY 2016		
		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	6	5,262	0.8	6	380	0.5	13	11,869	1.3	8	1,189	0.6
2	Corporate Agents-Banks	2	2,584	1.0	1	17	0.0	3	2,891	1.0	2	362	0.0
3	Corporate Agents -Others	-	-	-	-	-	-	-	-	-	-	-	-
4	Brokers	89	50,843	5.3	27	18,759	2.6	180	99,318	14.2	50	28,657	4.4
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	81	569,018	257.8	70	528,794	797.7	170	1,133,547	451.8	125	790,719	1,132.8
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	178	627,707	264.9	104	547,950	800.8	366	1,247,625	468.3	185	820,927	1,137.9
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	178	627,707	264.9	104	547,950	800.8	366	1,247,625	468.3	185	820,927	1,137.9

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 505