

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 2018		Q3 FY 2017		YTD FY 2018		YTD FY 2017	
		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	49,164	561.5	41,503	441.5	146,604	1,589.8	112,167	1,084.0
2	Corporate Agents-Banks	100,068	1,153.6	96,696	1,158.3	276,537	3,110.3	243,661	2,701.9
3	Corporate Agents -Others	15,993	60.2	10,274	56.1	46,791	156.6	27,114	149.7
4	Brokers	10,156	43.3	7,246	34.7	26,518	118.0	24,234	112.5
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	28,938	345.5	18,745	230.5	79,578	973.5	49,716	588.9
7	Web Aggregators	2,390	7.0	960	0.8	8,552	16.7	966	0.8
8	IMF	67	0.5	49	0.2	146	0.8	54	0.2
9	Online	3,902	9.8	5,703	13.5	11,403	31.6	18,984	35.3
	Total (A)	210,678	2,181.4	181,176	1,935.4	596,129	5,997.2	476,896	4,673.3
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	210,678	2,181.4	181,176	1,935.4	596,129	5,997.2	476,896	4,673.3

Note:

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