

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q1 FY 2019			Q1 FY 2018			YTD FY 2019			YTD FY 2018		
		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	17	8,148	1	7	3,748	1	17	8,148	1	7	3,748	1
2	Corporate Agents-Banks	11	50,500	21	3	24,214	8	11	50,500	21	3	24,214	8
3	Corporate Agents -Others	2	1,447	2	2	3,416	0	2	1,447	2	2	3,416	0
4	Brokers	226	98,101	21	163	90,594	26	226	98,101	21	163	90,594	26
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	191	2,742,142	233	127	874,299	177	191	2,742,142	233	127	874,299	177
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	447	2,900,338	279	302	996,271	212	447	2,900,338	279	302	996,271	212
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	447	2,900,338	279	302	996,271	212	447	2,900,338	279	302	996,271	212

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 1057