

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 2020			Q1 FY 2019			YTD FY 2020			YTD FY 2019		
		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	106,666	5	17	8,148	1	17	106,666	5	17	8,148	1
2	Corporate Agents-Banks	8	225,755	141	11	50,500	21	8	225,755	141	11	50,500	21
3	Corporate Agents -Others	-	15,234	14	2	1,447	2	-	15,234	14	2	1,447	2
4	Brokers	304	711,132	62	226	98,101	21	304	711,132	62	226	98,101	21
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	388	4,846,846	531	191	2,742,142	233	388	4,846,846	531	191	2,742,142	233
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	717	5,905,633	754	447	2,900,338	279	717	5,905,633	754	447	2,900,338	279
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	717	5,905,633	754	447	2,900,338	279.0	717	5,905,633	754	447	2,900,338	279.0

Note:

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