

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

**FORM L-38 : Business Acquisition through different channels (Individuals)**

<b>Business Acquisition through different channels (Individuals)</b>									
<b>Sl.No.</b>	<b>Channels</b>	<b>Q2 FY 2020</b>		<b>Q2 FY 2019</b>		<b>YTD FY 2020</b>		<b>YTD FY 2019</b>	
		<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>
1	Individual agents	40,785	423.4	45,827	454.5	75,542	756.8	79,969	775.4
2	Corporate Agents-Banks	98,441	1,061.4	127,508	1,200.7	179,449	1,854.7	207,883	2,024.4
3	Corporate Agents -Others	6,910	70.6	8,192	50.3	11,657	108.0	17,536	92.0
4	Brokers	9,808	52.0	8,580	49.2	19,650	95.8	17,141	95.6
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	19,971	422.8	24,170	337.0	37,515	713.3	42,951	575.5
7	Web Aggregators	8,538	14.8	3,840	6.0	16,704	26.8	7,779	13.1
8	IMF	167	4.0	64	0.2	324	7.0	133	1.7
9	Online	8,984	21.8	7,744	12.9	16,094	40.7	13,946	24.4
	Total (A)	193,604	2,070.8	225,925.0	2,110.8	356,935.0	3,603.2	387,338.0	3,602.2
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>193,604</b>	<b>2,070.8</b>	<b>225,925</b>	<b>2,110.8</b>	<b>356,935</b>	<b>3,603.2</b>	<b>387,338</b>	<b>3,602.2</b>

Note:

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