

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q3 FY 2020		Q3 FY 2019		YTD FY 2020		YTD FY 2019	
		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	43,608	489.6	45,853	413.2	119,150	1,246.5	125,822	1,188.6
2	Corporate Agents-Banks	96,866	1,131.8	136,967	1,044.9	276,315	2,986.6	344,850	3,069.3
3	Corporate Agents -Others	8,369	79.3	5,856	43.6	20,026	187.3	23,392	135.6
4	Brokers	10,459	52.9	10,187	50.3	30,109	148.7	27,328	146.0
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	20,362	390.8	24,273	299.6	57,877	1,104.1	67,224	875.1
7	Web Aggregators	8,280	16.4	6,648	7.1	24,984	43.2	14,427	20.2
8	IMF	121	2.5	76	0.4	445	9.5	209	2.0
9	Online	10,280	24.7	8,209	16.1	26,374	65.4	22,155	40.5
	Total (A)	198,345	2,188.1	238,069.0	1,875.2	555,280.0	5,791.2	625,407.0	5,477.3
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	198,345	2,188.1	238,069	1,875.2	555,280	5,791.2	625,407	5,477.3

Note:

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