

**ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED**

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

| SI.No. | Business Acquisition through different channels (Group) |                                 |                      |                   |                                 |                      |                   |                                 |                      |                   |                                 |                      |                   |
|--------|---|---------------------------------|----------------------|-------------------|---------------------------------|----------------------|-------------------|---------------------------------|----------------------|-------------------|---------------------------------|----------------------|-------------------|
|        | Channels  | Q1 FY 2021                      |                      |                   | Q1 FY 2020                      |                      |                   | YTD FY 2021                     |                      |                   | YTD FY 2020                     |                      |                   |
|        |   | 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                                       | 47                              | 12,241               | 1                 | 17                              | 106,666              | 5                 | 47                              | 12,241               | 1                 | 17                              | 106,666              | 5                 |
| 2      | Corporate Agents-Banks                                  | 20                              | 81,648               | 23                | 8                               | 225,755              | 141               | 20                              | 81,648               | 23                | 8                               | 225,755              | 141               |
| 3      | Corporate Agents -Others                                | 9                               | 57,221               | 2                 | -                               | 15,234               | 14                | 9                               | 57,221               | 2                 | -                               | 15,234               | 14                |
| 4      | Brokers   | 466                             | 221,321              | 40                | 304                             | 711,132              | 62                | 466                             | 221,321              | 40                | 304                             | 711,132              | 62                |
| 5      | Micro Agents  | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 |
| 6      | Direct Business   | 377                             | 2,568,544            | 630               | 388                             | 4,846,846            | 531               | 377                             | 2,568,544            | 630               | 388                             | 4,846,846            | 531               |
| 7      | Web Aggregators   | -                               | 17                   | 0                 | -                               | -                    | -                 | -                               | 17                   | 0                 | -                               | -                    | -                 |
| 8      | IMF   | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 |
| 9      | Online  | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 |
|        | <b>Total(A)</b>   | <b>919</b>                      | <b>2,940,992</b>     | <b>696</b>        | <b>717</b>                      | <b>5,905,633</b>     | <b>754</b>        | <b>919</b>                      | <b>2,940,992</b>     | <b>696</b>        | <b>717</b>                      | <b>5,905,633</b>     | <b>754</b>        |
| 1      | Referral (B)  | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 | -                               | -                    | -                 |
|        | <b>Grand Total (A+B)</b>                                | <b>919</b>                      | <b>2,940,992</b>     | <b>696</b>        | <b>717</b>                      | <b>5,905,633</b>     | <b>754</b>        | <b>919</b>                      | <b>2,940,992</b>     | <b>696</b>        | <b>717</b>                      | <b>5,905,633</b>     | <b>754</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