

**ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED**

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

<b>Business Acquisition through different channels (Group)</b>													
<b>Sl.No.</b>	<b>Channels</b>	<b>Q3 FY 2021</b>			<b>Q3 FY 2020</b>			<b>YTD FY 2021</b>			<b>YTD FY 2020</b>		
		<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium In Crores</b>	<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium in Crores</b>	<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium in Crores</b>	<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium in Crores</b>
1	Individual agents	51	9,649	2	26	3,501	1	195	41,953	6	73	114,903	7
2	Corporate Agents-Banks	45	340,345	189	11	621,369	211	111	650,706	360	27	1,321,008	538
3	Corporate Agents -Others	11	454,833	84	10	201,236	27	35	777,995	129	12	261,905	64
4	Brokers	520	820,555	70	315	647,020	44	1,526	1,287,435	147	912	2,273,177	171
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	409	6,639,607	1,162	481	6,127,111	568	1,354	11,872,717	2,771	1,147	17,437,401	1,704
7	Web Aggregators	1	72	0	-	-	-	1	96	0	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
10	MFI	-	19,516	2	-	-	-	2	47,071	2	-	-	-
	<b>Total(A)</b>	<b>1,037</b>	<b>8,284,577</b>	<b>1,509</b>	<b>843</b>	<b>7,600,237</b>	<b>851</b>	<b>3,224</b>	<b>14,677,973</b>	<b>3,415</b>	<b>2,171</b>	<b>21,408,394</b>	<b>2,484</b>
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>1,037</b>	<b>8,284,577</b>	<b>1,509</b>	<b>843</b>	<b>7,600,237</b>	<b>851</b>	<b>3,224</b>	<b>14,677,973</b>	<b>3,415</b>	<b>2,171</b>	<b>21,408,394</b>	<b>2,484</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