

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q4 FY 2021		Q4 FY 2020		YTD FY 2021		YTD FY 2020	
		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	54,168	758	50,040	478	161,403	1,937	169,190	1,725
2	Corporate Agents-Banks	109,077	1,554	99,678	929	317,272	3,675	375,993	3,916
3	Corporate Agents -Others	12,181	204	9,271	92	35,337	395	29,297	279
4	Brokers	11,802	114	9,635	60	32,471	263	39,744	209
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	24,337	520	22,628	477	74,258	1,344	80,505	1,581
7	Web Aggregators	2,718	13	7,679	17	13,198	55	32,663	61
8	IMF	363	14	120	3	937	41	565	12
9	Online	6,944	47	10,876	27	26,635	138	37,250	93
	Total (A)	221,590	3,223	209,927	2,083	661,511	7,847	765,207	7,874
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	221,590	3,223	209,927	2,083	661,511	7,847	765,207	7,874

Note:

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