

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q1 FY 2018		Q1 FY 2017		YTD FY 2018		YTD FY 2017	
		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	49,435	546.7	33,088	250.0	49,435	546.7	33,088	250.0
2	Corporate Agents-Banks	79,702	880.6	64,531	581.8	79,702	880.6	64,531	581.8
3	Corporate Agents -Others	14,530	47.1	8,162	36.1	14,530	47.1	8,162	36.1
4	Brokers	7,130	34.1	8,280	37.4	7,130	34.1	8,280	37.4
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	23,476	297.2	20,573	150.1	23,476	297.2	20,573	150.1
7	Web Aggregators	3,090	4.1	-	-	3,090	4.1	-	-
8	IMF	47	0.1	-	-	47	0.1	-	-
9	Online	4,397	11.9	-	-	4,397	11.9	-	-
	Total (A)	181,807	1,821.9	134,634	1,055.4	181,807	1,821.9	134,634	1,055.4
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	181,807	1,821.9	134,634	1,055.4	181,807	1,821.9	134,634	1,055.4

Note:

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