

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 FY 2018			Q2 FY 2017			YTD FY 2018			YTD FY 2017		
		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	4	4,682	0.5	6	5,262	0.8	11	8,430	1.0	13	11,869	1.3
2	Corporate Agents-Banks	2	26,144	12.7	2	2,584	1.0	7	50,358	21.1	3	2,891	1.0
3	Corporate Agents -Others	2	808	0.3	-	-	-	4	4,224	0.4	-	-	-
4	Brokers	87	40,268	11.3	89	50,843	5.3	251	130,862	37.0	180	99,318	14.2
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	68	596,770	260.9	81	569,018	257.8	198	1,471,069	438.2	170	1,133,547	451.8
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	163	668,672	285.7	178	627,707	264.9	471	1,664,943	497.7	366	1,247,625	468.3
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	163	668,672	285.7	178	627,707	264.9	471	1,664,943	497.7	366	1,247,625	468.3

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 817