

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

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

<b>Business Acquisition through different channels (Individuals)</b>									
<b>SI.No.</b>	<b>Channels</b>	<b>Q3 FY 2019</b>		<b>Q3 FY 2018</b>		<b>YTD FY 2019</b>		<b>YTD FY 2018</b>	
		<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>
1	Individual agents	45,853	413.2	49,164	561.5	1,25,822	1,188.6	1,46,604	1,589.8
2	Corporate Agents-Banks	1,36,967	1,044.9	1,00,068	1,153.6	3,44,850	3,069.3	2,76,537	3,110.3
3	Corporate Agents -Others	5,856	43.6	15,993	60.2	23,392	135.6	46,791	156.6
4	Brokers	10,187	50.3	10,156	43.3	27,328	146.0	26,518	118.0
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	24,273	299.6	28,938	345.5	67,224	875.1	79,578	973.5
7	Web Aggregators	6,648	7.1	2,390	7.0	14,427	20.2	8,552	16.7
8	IMF	76	0.4	67	0.5	209	2.0	146	0.8
9	Online	8,209	16.1	3,902	9.8	22,155	40.5	11,403	31.6
	Total (A)	2,38,069	1,875.2	2,10,678	2,181.4	6,25,407	5,477.3	5,96,129	5,997.2
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>2,38,069</b>	<b>1,875.2</b>	<b>2,10,678</b>	<b>2,181.4</b>	<b>6,25,407</b>	<b>5,477.3</b>	<b>5,96,129</b>	<b>5,997.2</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