

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q3 FY 2016			Q3 FY 2015			YTD FY 2016			YTD FY 2015		
		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	6	1,145	3.3	3	1,501	0.21	14	2,334	3.8	8	5,984	0.6
2	Corporate Agents-Banks	-	60	0.0	-	-	-	2	422	0.0	-	-	-
3	Corporate Agents -Others	-	-	-	-	(22)	(0.02)	-	-	-	1	770	(0.0)
4	Brokers	28	7,730	1.6	15	4,664	1.07	78	36,387	6.1	53	24,154	3.3
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	35	140,761	54.0	46	176,850	50.84	160	931,480	1,186.8	165	634,197	429.0
	<b>Total(A)</b>	69	149,696	58.9	64	182,993	52.09	254	970,623	1,197	227	665,105	433
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	69	149,696	58.9	64	182,993	52.09	254	970,623	1,196.7	227	665,105	432.9

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 265