

**ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED**

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

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q3 FY 2017			Q3 FY 2016			YTD FY 2017			YTD FY 2016		
		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	8	1,413	0.4	6	1,145	3.3	21	13,282	1.8	14	2,334	3.8
2	Corporate Agents-Banks	2	14,600	4.7	-	60	0.0	5	17,491	5.7	2	422	0.0
3	Corporate Agents -Others	-	-	-	-	-	-	-	-	-	-	-	-
4	Brokers	102	37,948	8.6	28	7,730	1.6	282	137,266	22.8	78	36,387	6.1
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	56	267,021	147.2	35	140,761	54.0	226	1,400,568	598.9	160	931,480	1,186.8
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Total(A)</b>	<b>168</b>	<b>320,982</b>	<b>160.9</b>	<b>69</b>	<b>149,696</b>	<b>58.9</b>	<b>534</b>	<b>1,568,607</b>	<b>629.3</b>	<b>254</b>	<b>970,623</b>	<b>1,196.7</b>
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>168</b>	<b>320,982</b>	<b>160.9</b>	<b>69</b>	<b>149,696</b>	<b>58.9</b>	<b>534</b>	<b>1,568,607</b>	<b>629.3</b>	<b>254</b>	<b>970,623</b>	<b>1,196.7</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
3. No of existing schemes for current quarter is 579