

**ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED**

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

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q1 FY 2017			Q1 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	7	6,607	0.5	2	809	0.1	7	6,607	0.5	2	809	0.1
2	Corporate Agents-Banks	1	307	0.1	1	345	0.0	1	307	0.1	1	345	0.0
3	Corporate Agents -Others	-	-	-	-	-	-	-	-	-	-	-	-
4	Brokers	91	48,475	8.8	23	9,898	1.8	91	48,475	8.8	23	9,898	1.8
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	89	564,529	194.0	55	261,925	335.1	89	564,529	194.0	55	261,925	335.1
	<b>Total(A)</b>	<b>188</b>	<b>619,918</b>	<b>203.5</b>	<b>81</b>	<b>272,977</b>	<b>337.1</b>	<b>188</b>	<b>619,918</b>	<b>203.5</b>	<b>81</b>	<b>272,977</b>	<b>337.1</b>
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>188</b>	<b>619,918</b>	<b>203.5</b>	<b>81</b>	<b>272,977</b>	<b>337.1</b>	<b>188</b>	<b>619,918</b>	<b>203.5</b>	<b>81</b>	<b>272,977</b>	<b>337.1</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 470