

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q4 FY 2017			Q4 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	6	1,339	0.4	4	1,954	2.3	27	14,621	2.1	18	4,288	6.2
2	Corporate Agents-Banks	5	28,434	9.1	1	336	0.0	10	45,925	14.9	3	758	0.1
3	Corporate Agents -Others	-	-	-	-	-	-	-	-	-	-	-	-
4	Brokers	154	69,706	19.8	51	18,769	14.1	436	206,972	42.6	129	55,156	20.2
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	117	391,046	226.5	79	238,203	195.8	343	1,791,614	825.5	239	1,169,683	1,382.6
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	282	490,525	255.8	135	259,262	212.3	816	2,059,132	885.1	389	1,229,885	1,409.0
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	282	490,525	255.8	135	259,262	212.3	816	2,059,132	885.1	389	1,229,885	1,409.0

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 680