

**ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED**

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

<b>Business Acquisition through different channels (Group)</b>													
<b>Sl.No.</b>	<b>Channels</b>	<b>Q3 FY 2018</b>			<b>Q3 FY 2017</b>			<b>YTD FY 2018</b>			<b>YTD FY 2017</b>		
		<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium In Crores</b>	<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium in Crores</b>	<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium in Crores</b>	<b>No. of Policies/ No. of Schemes</b>	<b>No. of Lives Covered</b>	<b>Premium in Crores</b>
1	Individual agents	9	1,516	0.4	8	1,413	0.4	20	9,946	1.4	21	13,282	1.8
2	Corporate Agents-Banks	7	33,472	17.1	2	14,600	4.7	14	83,830	38.2	5	17,491	5.7
3	Corporate Agents -Others	-	486	0.0	-	-	-	4	4,710	0.4	-	-	-
4	Brokers	154	75,416	12.9	102	37,948	8.6	405	206,278	49.9	282	137,266	22.8
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	79	608,019	105.3	56	267,021	147.2	277	2,079,088	543.5	226	1,400,568	598.9
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Total(A)</b>	<b>249</b>	<b>718,909</b>	<b>135.7</b>	<b>168</b>	<b>320,982</b>	<b>160.91</b>	<b>720</b>	<b>2,383,852</b>	<b>633.4</b>	<b>534</b>	<b>1,568,607</b>	<b>629.3</b>
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>249</b>	<b>718,909</b>	<b>135.7</b>	<b>168</b>	<b>320,982</b>	<b>160.91</b>	<b>720</b>	<b>2,383,852</b>	<b>633.4</b>	<b>534</b>	<b>1,568,607</b>	<b>629.3</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 897