

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 2019			Q4 FY 2018			YTD FY 2019			YTD FY 2018		
		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	18	318,483	15	11	3,789	1	71	628,161	31	31	13,735	2
2	Corporate Agents-Banks	14	124,692	170	10	46,274	27	44	316,855	326	24	130,104	65
3	Corporate Agents -Others	5	36,046	31	-	1,959	0	11	78,247	70	4	6,669	0
4	Brokers	272	1,025,640	75	243	138,418	24	976	1,460,810	136	648	344,696	74
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	369	6,601,770	501	181	494,020	125	1,147	19,602,889	1,661	458	2,573,108	669
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	678	8,106,631	793	445	684,460	176	2,249	22,086,962	2,224	1,165	3,068,312	810
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	678	8,106,631	793	445	684,460	176.2	2,249	22,086,962	2,224	1,165	3,068,312	809.6

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold