

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

**FORM L-38 : Business Acquisition through different channels (Individuals)**

<b>Business Acquisition through different channels (Individuals)</b>										
<b>Sl.No.</b>	<b>Channels</b>	<b>Q1 FY 2021</b>		<b>Q1 FY 2020</b>		<b>YTD FY 2021</b>		<b>YTD FY 2020</b>		
		<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	<b>No. of Policies</b>	<b>Premium in Rs. Crores</b>	
1	Individual agents	28,953	250	34,757	333	28,953	250	34,757	333	
2	Corporate Agents-Banks	55,049	382	81,008	793	55,049	382	81,008	793	
3	Corporate Agents -Others	6,049	32	4,747	37	6,049	32	4,747	37	
4	Brokers	5,839	35	9,842	44	5,839	35	9,842	44	
5	Micro Agents	-	-	-	-	-	-	-	-	
6	Direct Business	12,962	163	17,544	291	12,962	163	17,544	291	
7	Web Aggregators	5,401	16	8,166	12	5,401	16	8,166	12	
8	IMF	185	10	157	3	185	10	157	3	
9	Online	6,516	23	7,110	19	6,516	23	7,110	19	
	Total (A)	120,954	911	163,331	1,532	120,954	911	163,331	1,532	
1	Referral (B)	-	-	-	-	-	-	-	-	
	<b>Grand Total (A+B)</b>	<b>120,954</b>	<b>911</b>	<b>163,331</b>	<b>1,532</b>	<b>120,954</b>	<b>911</b>	<b>163,331</b>	<b>1,532</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