

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q1 FY 2022			Q1 FY 2021			YTD FY 2022			YTD FY 2021		
		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	59	24,832	4	47	12,241	1	59	24,832	4	47	12,241	1
2	Corporate Agents-Banks	38	263,832	152	20	81,648	23	38	263,832	152	20	81,648	23
3	Corporate Agents -Others	8	241,717	59	9	57,221	2	8	241,717	59	9	57,221	2
4	Brokers	625	702,767	107	466	221,321	40	625	702,767	107	466	221,321	40
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	460	3,793,274	906	377	2,568,544	630	460	3,793,274	906	377	2,568,544	630
7	Web Aggregators	7	4,857	2	-	17	0	7	4,857	2	-	17	0
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	34	0	-	-	-	-	34	0	-	-	-
10	MFI	-	30,544	2	-	-	-	-	30,544	2	-	-	-
	Total(A)	1,197	5,061,857	1,231	919	2,940,992	696	1,197	5,061,857	1,231	919	2,940,992	696
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1,197	5,061,857	1,231	919	2,940,992	696	1,197	5,061,857	1,231	919	2,940,992	696

Note:

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