

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q1 FY 2022		Q1 FY 2021		YTD FY 2022		YTD FY 2021	
		No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores
1	Individual agents	29,905	377	28,953	250	29,905	377	28,953	250
2	Corporate Agents-Banks	53,204	686	55,049	382	53,204	686	55,049	382
3	Corporate Agents -Others	5,208	55	6,049	32	5,208	55	6,049	32
4	Brokers	5,766	53	5,839	35	5,766	53	5,839	35
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	12,908	264	12,962	163	12,908	264	12,962	163
7	Web Aggregators	4,704	12	5,401	16	4,704	12	5,401	16
8	IMF	192	10	185	10	192	10	185	10
9	Online	7,379	44	6,516	23	7,379	44	6,516	23
	Total (A)	119,266	1,501	120,954	911	119,266	1,501	120,954	911
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	119,266	1,501	120,954	911	119,266	1,501	120,954	911

Note:

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