

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 FY 2019			Q2 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	22	67,743	4	4	4,682	0	39	75,891	4	11	8,430	1
2	Corporate Agents-Banks	11	50,489	22	2	26,144	13	22	100,989	43	7	50,358	21
3	Corporate Agents -Others	1	21,537	19	2	808	0	3	22,984	21	4	4,224	0
4	Brokers	226	111,932	18	87	40,268	11	452	210,033	39	251	130,862	37
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	352	5,115,487	405	68	596,770	261	543	7,857,629	639	198	1,471,069	438
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	612	5,367,188	468	163	668,672	286	1,059	8,267,526	747	471	1,664,943	498
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	612	5,367,188	468	163	668,672	286	1,059	8,267,526	747	471	1,664,943	498

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 1057