

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q4 FY 2020			Q4 FY 2019			YTD FY 2020			YTD FY 2019		
		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	9,892	1	18	318,483	15	91	124,795	8	71	628,161	31
2	Corporate Agents-Banks	18	769,752	242	14	124,692	170	45	2,090,760	780	44	316,855	326
3	Corporate Agents -Others	11	163,783	45	5	36,046	31	23	425,688	109	11	78,247	70
4	Brokers	353	907,956	65	272	1,025,640	75	1,265	3,181,133	236	976	1,460,810	136
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	443	7,880,895	1,773	369	6,601,770	501	1,590	25,318,297	3,478	1,147	19,602,889	1,661
7	Web Aggregators	1	53	0	-	-	-	1	53	0	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	844	9,732,331	2,127	678	8,106,631	793	3,015	31,140,726	4,611	2,249	22,086,962	2,224
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	844	9,732,331	2,127	678	8,106,631	793	3,015	31,140,726	4,611	2,249	22,086,962	2,224

Note:

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