

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q3 FY 2021		Q3 FY 2020		YTD FY 2021		YTD FY 2020	
		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	42,150	517	43,608	490	107,235	1,179	119,150	1,246
2	Corporate Agents-Banks	76,971	915	96,866	1,132	208,195	2,121	276,315	2,987
3	Corporate Agents -Others	8,183	94	8,369	79	23,156	191	20,026	187
4	Brokers	7,568	53	10,459	53	20,669	149	30,109	149
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	19,622	334	20,362	391	49,921	824	57,877	1,104
7	Web Aggregators	2,291	12	8,280	16	10,480	42	24,984	43
8	IMF	204	4	121	3	574	27	445	9
9	Online	6,216	35	10,280	25	19,691	91	26,374	65
	Total (A)	163,205	1,963	198,345	2,188	439,921	4,624	555,280	5,791
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	163,205	1,963	198,345	2,188	439,921	4,624	555,280	5,791

Note:

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