

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q3 FY 2017		Q3 FY 2016		YTD FY 2017		YTD FY 2016	
		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	41,503	441.5	37,868	318.5	112,167	1,084.0	96,320	809.1
2	Corporate Agents-Banks	96,696	1,158.3	70,211	790.8	243,661	2,701.9	192,492	2,138.8
3	Corporate Agents -Others	10,274	56.1	7,479	50.9	27,114	149.7	18,344	148.4
4	Brokers	7,246	34.7	8,751	36.9	24,234	112.5	21,531	88.7
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	18,745	230.5	-	-	49,716	588.9	44,376	381.4
7	Web Aggregators	960	0.8	16,390	131.9	966	0.8	-	-
8	IMF	49	0.2	-	-	54	0.2	-	-
9	Online	5,703	13.5	-	-	18,984	35.3	-	-
	Total (A)	181,176	1,935.4	140,699	1,329.1	476,896	4,673.3	373,063	3,566.4
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	181,176	1,935.4	140,699	1,329.1	476,896	4,673.3	373,063	3,566.4

Note:

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