

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q4 FY 2017		Q4 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	49,731	555.6	53,115	514.2	161,898	1,639.6	149,435	1,323.3
2	Corporate Agents-Banks	116,728	1,279.9	98,142	923.3	360,389	3,981.7	290,634	3,062.1
3	Corporate Agents -Others	15,046	103.1	11,521	75.9	42,160	252.9	29,865	224.4
4	Brokers	9,190	43.4	13,930	56.4	33,424	155.9	35,461	145.0
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	24,929	304.4	30,525	220.6	74,645	893.4	74,901	602.0
7	Web Aggregators	3,065	3.2			4,031	4.0		
8	IMF	35	0.2			89	0.5		
9	Online	6,298	15.1			25,282	50.4		
	Total (A)	225,022	2,305.0	207,233	1,790.5	701,918	6,978.3	580,296	5,356.9
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	225,022	2,305.0	207,233	1,790.5	701,918	6,978.3	580,296	5,356.9

Note:

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