

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q2 FY 2018		Q2 FY 2017		YTD FY 2018		YTD FY 2017	
		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	48,005	481.7	37,576	392.6	97,440	1,028.4	70,664	642.6
2	Corporate Agents-Banks	96,767	1,076.1	82,635	961.9	176,469	1,956.7	146,965	1,543.6
3	Corporate Agents -Others	16,268	49.3	8,678	57.6	30,798	96.4	16,840	93.7
4	Brokers	9,232	40.6	8,708	40.3	16,362	74.7	16,988	77.8
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	27,164	330.7	16,941	217.6	50,640	628.0	30,971	358.4
7	Web Aggregators	3,072	5.6	6	0.0	6,162	9.7	6	0.0
8	IMF	32	0.2	5	0.0	79	0.3	5	0.0
9	Online	3,104	9.8	6,537	12.4	7,501	21.7	13,281	21.8
	Total (A)	203,644	1,993.9	161,086	1,682.5	385,451	3,815.9	295,720	2,737.9
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	203,644	1,993.9	161,086	1,682.5	385,451	3,815.9	295,720	2,737.9

Note:

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