

**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 2018		Q4 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	55,185	558	49,731	556	201,789	2,148	161,898	1,640
2	Corporate Agents-Banks	117,183	1,306	116,728	1,280	393,720	4,417	360,389	3,982
3	Corporate Agents -Others	16,624	84	15,046	103	63,415	241	42,160	253
4	Brokers	13,529	61	9,190	43	40,047	179	33,424	156
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	28,156	374	24,929	304	107,734	1,347	74,645	893
7	Web Aggregators	3,640	8	3,065	3	12,192	24	4,031	4
8	IMF	72	0	35	0	218	1	89	0
9	Online	6,085	13	6,298	15	17,488	45	25,282	50
	Total (A)	240,474	2,405	225,022	2,305	836,603	8,402	701,918	6,978
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>240,474</b>	<b>2,405</b>	<b>225,022</b>	<b>2,305</b>	<b>836,603</b>	<b>8,402</b>	<b>701,918</b>	<b>6,978</b>

Note:

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