

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

FORM L-37-BUSINESS ACQUISITION THROUGH DIFFERENT CHANNELS (GROUP)

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q4 FY 2018			Q4 FY 2017			YTD FY 2018			YTD FY 2017		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium In Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores
1	Individual agents	11	3,789	1	6	1,339	0	31	13,735	2	27	14,621	2
2	Corporate Agents-Banks	10	46,274	27	5	28,434	9	24	130,104	65	10	45,925	15
3	Corporate Agents -Others	-	1,959	0	-	-	-	4	6,669	0	-	-	-
4	Brokers	243	138,418	24	154	69,706	20	648	344,696	74	436	206,972	43
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	181	494,020	125	117	391,046	227	458	2,573,108	669	343	1,791,614	825
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	445	684,460	176	282	490,525	256	1,165	3,068,312	810	816	2,059,132	885
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	445	684,460	176	282	490,525	256	1,165	3,068,312	810	816	2,059,132	885

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 998