

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q3 FY 2019			Q3 FY 2018			YTD FY 2019			YTD FY 2018		
		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	14	2,33,787	11	9	1,516	0	53	3,09,678	16	20	9,946	1
2	Corporate Agents-Banks	8	91,174	112	7	33,472	17	30	1,92,163	155	14	83,830	38
3	Corporate Agents -Others	3	19,217	18	-	486	0	6	42,201	39	4	4,710	0
4	Brokers	252	2,25,137	22	154	75,416	13	704	4,35,170	61	405	2,06,278	50
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	235	51,43,490	522	79	6,08,019	105	778	1,30,01,119	1,160	277	20,79,088	543
7	Web Aggregators	-	-	-	-	-	-	-	-	-	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	512	57,12,805	685	249	7,18,909	136	1,571	1,39,80,331	1,431	720	23,83,852	633
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	512	57,12,805	685	249	7,18,909	135.7	1,571	1,39,80,331	1,431	720	23,83,852	633.4

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 1181