

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q1 FY 2020		Q1 FY 2019		YTD FY 2020		YTD FY 2019	
		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	34,757	333.5	34,142	320.9	34,757	333.5	34,142	320.9
2	Corporate Agents-Banks	81,008	793.3	79,922	823.6	81,008	793.3	79,922	823.6
3	Corporate Agents -Others	4,747	37.4	9,797	41.8	4,747	37.4	9,797	41.8
4	Brokers	9,842	43.8	8,561	46.4	9,842	43.8	8,561	46.4
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	17,544	290.5	18,781	238.6	17,544	290.5	18,781	238.6
7	Web Aggregators	8,166	12.1	3,939	7.1	8,166	12.1	3,939	7.1
8	IMF	157	3.0	69	1.5	157	3.0	69	1.5
9	Online	7,110	18.9	6,202	11.5	7,110	18.9	6,202	11.5
	Total (A)	163,331	1,532.4	161,413	1,491	163,331	1,532	161,413	1,491
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	163,331	1,532.4	161,413	1,491.4	163,331	1,532.4	161,413	1,491.4

Note:

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