

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 FY 2021			Q2 FY 2020			YTD FY 2021			YTD FY 2020		
		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	97	20,063	3	30	4,736	1	144	32,304	4	47	1,11,402	6
2	Corporate Agents-Banks	46	2,28,713	148	8	4,73,884	186	66	3,10,361	172	16	6,99,639	327
3	Corporate Agents -Others	15	2,65,941	43	2	45,435	22	24	3,23,162	44	2	60,669	36
4	Brokers	540	2,45,559	36	293	9,15,025	65	1,006	4,66,880	76	597	16,26,157	127
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	568	26,64,566	979	278	64,63,445	605	945	52,33,110	1,609	666	1,13,10,291	1,137
7	Web Aggregators	-	7	0	-	-	-	-	24	0	-	-	-
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
10	MFI	2	27,555	0	-	-	-	2	27,555	0	-	-	-
	Total(A)	1,268	34,52,404	1,210	611	79,02,525	879	2,187	63,93,396	1,905	1,328	1,38,08,158	1,633
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1,268	34,52,404	1,210	611	79,02,525	879	2,187	63,93,396	1,905	1,328	1,38,08,158	1,633

Note:

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