

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q2 FY 2021		Q2 FY 2020		YTD FY 2021		YTD FY 2020	
		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	36,132	412	40,785	423	65,085	662	75,542	757
2	Corporate Agents-Banks	76,175	824	98,441	1,061	1,31,224	1,206	1,79,449	1,855
3	Corporate Agents -Others	8,924	66	6,910	71	14,973	98	11,657	108
4	Brokers	7,262	62	9,808	52	13,101	96	19,650	96
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	17,337	327	19,971	423	30,299	490	37,515	713
7	Web Aggregators	2,788	14	8,538	15	8,189	31	16,704	27
8	IMF	185	12	167	4	370	22	324	7
9	Online	6,959	34	8,984	22	13,475	56	16,094	41
	Total (A)	1,55,762	1,750	1,93,604	2,071	2,76,716	2,662	3,56,935	3,603
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1,55,762	1,750	1,93,604	2,071	2,76,716	2,662	3,56,935	3,603

Note:

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