

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 2021			Q4 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	33	16,650	2	18	9,892	1	228	58,603	8	91	124,795	8
2	Corporate Agents-Banks	63	1,057,688	346	18	769,752	242	174	1,708,394	706	45	2,090,760	780
3	Corporate Agents -Others	19	740,770	120	11	163,783	45	54	1,518,765	249	23	425,688	109
4	Brokers	720	1,184,577	128	353	907,956	65	2,246	2,472,012	275	1,265	3,181,133	236
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	501	7,952,772	1,367	443	7,880,895	1,773	1,855	19,825,489	4,138	1,590	25,318,297	3,478
7	Web Aggregators	1	91	0	1	53	0	2	187	0	1	53	0
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	1	97	0	-	-	-	1	97	0	-	-	-
10	MFI	-	58,367	2	-	-	-	2	105,438	4	-	-	-
	Total(A)	1,338	11,011,012	1,965	844	9,732,331	2,127	4,562	25,688,985	5,380	3,015	31,140,726	4,611
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	1,338	11,011,012	1,965	844	9,732,331	2,127	4,562	25,688,985	5,380	3,015	31,140,726	4,611

Note:

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