

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q1 FY 2017		Q1 FY 2016		YTD FY 2017		YTD FY 2016	
		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	33,088	250.0	23,137	171.8	33,088	250.0	23,137	171.8
2	Corporate Agents-Banks	64,531	581.8	53,257	550.7	64,531	581.8	53,257	550.7
3	Corporate Agents -Others	8,162	36.1	3,940	38.5	8,162	36.1	3,940	38.5
4	Brokers	8,280	37.4	4,922	20.2	8,280	37.4	4,922	20.2
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	20,573	150.1	12,169	102.6	20,573	150.1	12,169	102.6
	Total (A)	134,634	1,055.4	97,425	883.7	134,634	1,055.4	97,425	883.7
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	134,634	1,055.4	97,425	883.7	134,634	1,055.4	97,425	883.7

Note:

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