

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q1 FY 2018			Q1 FY 2017			YTD FY 2018			YTD FY 2017		
		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	7	3,748	0.5	7	6,607	0.5	7	3,748	0.5	7	6,607	0.5
2	Corporate Agents-Banks	3	24,214	8.4	1	307	0.1	3	24,214	8.4	1	307	0.1
3	Corporate Agents -Others	2	3,416	0.2	-	-	-	2	3,416	0.2	-	-	-
4	Brokers	163	90,594	25.7	91	48,475	8.8	163	90,594	25.7	91	48,475	8.8
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	127	874,299	177.3	89	564,529	194.0	127	874,299	177.3	89	564,529	194.0
7	Web Aggregators	-	-	-	-	-	-	-	-	-	188	619,918	203.5
8	IMF	-	-	-	-	-	-	-	-	-	-	-	-
9	Online	-	-	-	-	-	-	-	-	-	-	-	-
	Total(A)	302	996,271	212.1	188	619,918	203.5	302	996,271	212.1	188	619,918	203.5
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	302	996,271	212.1	188	619,918	203.5	302	996,271	212.1	188	619,918	203.5

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 772