

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q4 FY 2019		Q4 FY 2018		YTD FY 2019		YTD FY 2018	
		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	54,245	584.3	55,185	558.2	180,067	1,772.9	201,789	2,148.0
2	Corporate Agents-Banks	141,285	1,423.1	117,183	1,306.4	486,135	4,492.5	393,720	4,416.7
3	Corporate Agents -Others	9,599	74.3	16,624	84.3	32,991	209.9	63,415	240.9
4	Brokers	16,017	63.6	13,529	60.9	43,345	209.6	40,047	178.9
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	28,052	485.6	28,156	373.7	95,276	1,360.7	107,734	1,347.2
7	Web Aggregators	9,631	10.8	3,640	7.8	24,058	31.0	12,192	24.5
8	IMF	250	1.9	72	0.5	459	4.0	218	1.2
9	Online	7,994	19.0	6,085	12.9	30,149	59.5	17,488	44.5
	Total (A)	267,073	2,662.6	240,474	2,404.7	892,480	8,140.0	836,603	8,401.9
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	267,073	2,662.6	240,474	2,404.7	892,480	8,140.0	836,603	8,401.9

Note:

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