

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q4 FY 2020		Q4 FY 2019		YTD FY 2020		YTD FY 2019	
		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	50,040	478.1	54,245	584.3	169,190	1,724.5	180,067	1,772.9
2	Corporate Agents-Banks	99,678	929.0	141,285	1,423.1	375,993	3,915.5	486,135	4,492.5
3	Corporate Agents -Others	9,271	92.0	9,599	74.3	29,297	279.3	32,991	209.9
4	Brokers	9,635	59.8	16,017	63.6	39,744	208.5	43,345	209.6
5	Micro Agents	-	-	-	-	-	-	-	-
6	Direct Business	22,628	476.5	28,052	485.6	80,505	1,580.6	95,276	1,360.7
7	Web Aggregators	7,679	17.4	9,631	10.8	32,663	60.6	24,058	31.0
8	IMF	120	3.0	250	1.9	565	12.5	459	4.0
9	Online	10,876	27.3	7,994	19.0	37,250	92.7	30,149	59.5
	Total (A)	209,927	2,083	267,073	2,663	765,207	7,874	892,480.0	8,140
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	209,927	2,083	267,073	2,663	765,207	7,874	892,480	8,140

Note:

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