

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	July to September 2010			July to September 2009			April to September 2010			April to September 2009		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	Policies/ No. of	No. of Lives Covered	Premium in Crores	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	5	4,378	0.6	4	3,500	0.6	7	5,609	0.7	30	7,957	1.7
2	Corporate Agents-Banks												
3	Corporate Agents -Others	-	(14)	(0.0)	-	222	(0.0)	-	(14)	0.0	3	174	0.0
4	Brokers	2	2,876	4.3	1	408	9.0	7	7,606	6.6	7	933	9.7
5	Micro Agents												
6	Direct Business	48	881,512	201.9	75	408,768	126.9	90	1,528,382	543.4	397	866,356	357.3
	Total(A)	55	888,752	206.8	80	412,898	136.5	42	1,541,583	550.7	437	875,420	368.7
1	Referral (B)												
	Grand Total (A+B)	55	888,752	206.8	80	412,898	136.5	42	1,541,583	550.7	437	875,420	368.7

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 390