

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q3 2011			Q3 2010			Nine Months 2011			Nine Months 2010		
		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	-	1,038	1.0	2	1,873	1.3	29	6,647	1.8	32	9,830	3.0
2	Corporate Agents-Banks												
3	Corporate Agents -Others	2	109	1.2	1	13,998	2.1	4	95	1.2	4	14,172	2.1
4	Brokers	1	2,667	1.6	6	6,323	2.1	12	10,273	8.3	13	7,256	11.8
5	Micro Agents												
6	Direct Business	37	670,472	281.6	89	558,709	260.7	445	2,198,854	825.0	486	1,425,065	618.0
	Total(A)	40	674,286	285.5	98	580,903	266.3	490	2,215,869	836.2	535	1,456,323	635.0
1	Referral (B)												
	Grand Total (A+B)	40	674,286	285.5	98	580,903	266.3	490	2,215,869	836.2	535	1,456,323	635.0

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 371