

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 2013			Q1 2012			YTD FY 2013			YTD FY 2012		
		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	2	106	0	5	23,018	36	2	106	0	5	23,018	36
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	-	(16)	(0)	1	575	0	-	(16)	(0)	1	575	0
4	Brokers	8	7,794	1	3	16,515	3	8	7,794	1	3	16,515	3
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	50	366,759	203	47	555,151	324	50	366,759	203	47	555,151	324
	<b>Total(A)</b>	60	374,643	204	56	595,259	363	60	374,643	204	56	595,259	363
1	Referral (B)												
	<b>Grand Total (A+B)</b>	60	374,643	204	56	595,259	363	60	374,643	204	56	595,259	363

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 181