

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q2 FY 2015		Q2 FY 2014		YTD FY 2015		YTD FY 2014	
		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	37,093	293.7	65,323	304.3	62,633	452.1	103,190	438.6
2	Corporate Agents-Banks	62,801	716.1	60,329	500.2	107,077	1,108.3	98,565	749.8
3	Corporate Agents -Others	57,112	52.8	46,160	40.8	115,224	79.7	100,228	59.9
4	Brokers	7,217	31.0	15,852	53.8	12,662	47.8	32,466	97.9
5	Micro Agents	3,871	0.1	12,713	0.2	11,913	0.1	30,673	0.4
6	Direct Business	11,843	101.8	10,228	55.4	20,749	156.5	19,318	88.3
	Total (A)	179,937	1,195.4	210,605	954.7	330,258	1,844.6	384,440	1,434.8
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	179,937	1,195.4	210,605	954.7	330,258	1,844.6	384,440	1,434.8

Note:

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