

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Sl.No.	Business Acquisition through different channels (Group)												
	Channels	Q4 FY 2015			Q4 FY 2014			YTD FY 2015			YTD FY 2014		
		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	6	2,198	0.3	7	2,615	0.2	14	8,182	0.6	11	3,471	0.6
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	-	(6)	(0.0)	1	4,855	0.4	1	764	(0.0)	2	8,440	0.5
4	Brokers	34	11,335	2.1	22	13,012	3.1	87	35,489	5.4	59	52,840	8.0
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	70	242,505	76.0	78	359,700	72.3	235	876,702	504.9	191	846,558	318.4
	Total(A)	110	256,032	78	108	380,182	76	337	921,137	511	263	911,309	328
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	110	256,032	78.3	108	380,182	76.0	337	921,137	510.9	263	911,309	327.6

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 273