

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

| Business Acquisition through different channels (Individuals) | | | | | | | | | |
|---|--------------------------|-----------------|-----------------------|-----------------|-----------------------|-----------------|-----------------------|-----------------|-----------------------|
| Sl.No. | Channels | Q1 FY 2016 | | Q1 FY 2015 | | YTD FY 2016 | | YTD FY 2015 | |
| | | 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 | 23,137 | 171.8 | 25,540 | 158.5 | 23,137 | 171.8 | 25,540 | 158.5 |
| 2 | Corporate Agents-Banks | 53,257 | 550.7 | 44,276 | 392.2 | 53,257 | 550.7 | 44,276 | 392.2 |
| 3 | Corporate Agents -Others | 3,940 | 38.5 | 58,112 | 26.8 | 3,940 | 38.5 | 58,112 | 26.8 |
| 4 | Brokers | 4,922 | 20.2 | 5,445 | 16.8 | 4,922 | 20.2 | 5,445 | 16.8 |
| 5 | Micro Agents | - | - | 8,042 | 0.1 | - | - | 8,042 | 8.8 |
| 6 | Direct Business | 12,169 | 102.6 | 8,906 | 54.8 | 12,169 | 102.6 | 8,906 | 46.1 |
| | Total (A) | 97,425 | 883.7 | 150,321 | 649.2 | 97,425 | 883.7 | 150,321 | 649.2 |
| 1 | Referral (B) | - | - | - | - | - | - | - | - |
| | Grand Total (A+B) | 97,425 | 883.7 | 150,321 | 649.2 | 97,425 | 883.7 | 150,321 | 649.2 |

Note:

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