

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q4 2012			Q4 2011			Year ended March 2012			Year ended March 2011		
		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	5	33,554	87.9		441	0.1	15	88,426	251.7	7	7,088	1.8
2	Corporate Agents-Banks	5	1,131	261.3				-	-	-			
3	Corporate Agents -Others	-	12	0.0		3	0.3	7	4,938	262.0	2	98	1.5
4	Brokers	9	27,605	10.8	3	39,555	3.8	18	104,868	21.3	11	49,828	12.1
5	Micro Agents	-	-	-				-	-	-			
6	Direct Business	59	450,272	564.3	83	880,579	1,599.1	202	2,233,223	1,494.3	210	3,079,433	2,424.1
	<b>Total(A)</b>	<b>78</b>	<b>512,574</b>	<b>924.3</b>	<b>86</b>	<b>920,578</b>	<b>1,603.3</b>	<b>242</b>	<b>2,431,455</b>	<b>2,029.4</b>	<b>230</b>	<b>3,136,447</b>	<b>2,439.5</b>
1	Referral (B)												
	<b>Grand Total (A+B)</b>	<b>78</b>	<b>512,574</b>	<b>924.3</b>	<b>86</b>	<b>920,578</b>	<b>1,603.3</b>	<b>242</b>	<b>2,431,455</b>	<b>2,029.4</b>	<b>230</b>	<b>3,136,447</b>	<b>2,439.5</b>

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 476