

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q4 2013			Q4 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	3	6,080	0.6	5	33,482	87.8	8	7,333	0.8	15	87,093	250.4
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	1	3,748	0.4	5	1,246	261.3	2	3,762	0.4	7	2,655	261.4
4	Brokers	13	12,109	2.8	9	27,366	1.3	30	28,651	4.4	18	101,554	2.5
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	59	107,678	381.5	59	300,521	248.0	180	1,298,958	1,382.4	202	1,660,043	875.2
	Total(A)	76	129,615	385.2	78	362,615	598.4	220	1,338,704	1,388.0	242	1,851,345	1,389.6
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	76	129,615	385.2	78	362,615	598.4	220	1,338,704	1,388.0	242	1,851,345	1,389.6

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 161