

INSURER: ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.
STATISTICS FOR THE FINANCIAL YEAR ENDED MARCH, 2010 (AUDITED AND FINAL)
NEW BUSINESS PREMIUMS UNDERWRITTEN THROUGH VARIOUS CHANNELS

GROUP BUSINESS:

SI No.	Type of Channel	No. of Schemes	Premium (Rs crore)	Lives Covered	% of Premium to Total Group Premium
(I) 1	Individual Agents	35	4	13,381	0.32
2	Corporate Agents	4	2	14,152	0.19
	a) Banks	-	-	-	-
	b) Others**	4	2	14,152	0.19
3	Brokers	16	24	10,586	2.15
4	Direct Business	588	1,091	2,026,525	97.33
	Total Group Business	643	1,121	2,064,644	100.00
(II)	Referral Arrangements***	-	-	-	-

** Any entity other than banks but licensed as a corporate agent.

*** Business procured through leads obtained from referral entities.