

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.****FORM L-38 : Business Acquisition through different channels (Individuals)**

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q3 2011		Q3 2010		Nine Months 2011		Nine Months 2010	
		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	136,971	530.0	230,295	699.2	452,239	1,755.3	606,022	1,591.9
2	Corporate Agents-Banks	46,855	629.8	50,382	386.3	124,666	1,263.7	136,742	850.8
3	Corporate Agents -Others	11,117	54.8	19,001	92.0	37,839	207.2	50,374	217.6
4	Brokers	7,211	67.6	33,845	133.4	61,871	317.0	85,662	262.8
5	Micro Agents	22,896	1.8	74,040	6.0	187,693	14.9	256,080	21.3
6	Direct Business	8,549	39.3	19,779	57.8	31,143	126.0	46,815	122.5
	Total (A)	233,599	1,323.4	427,342	1,374.8	895,451	3,684.0	1,181,695	3,066.9
1	Referral (B)	8,681	26.2	24,341	63.8	43,860	130.4	82,180	130.9
	<b>Grand Total (A+B)</b>	<b>242,280</b>	<b>1,349.6</b>	<b>451,683</b>	<b>1,438.6</b>	<b>939,311</b>	<b>3,814.4</b>	<b>1,263,875</b>	<b>3,197.9</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