

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q2 2013		Q2 2012		YTD FY 2013		YTD FY 2012	
		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	64,670	240.6	98,472	325.1	117,629	425.7	178,430	577.8
2	Corporate Agents-Banks	50,038	372.7	42,184	255.6	90,499	607.6	67,558	370.5
3	Corporate Agents -Others	27,473	30.2	9,923	41.6	66,160	48.4	16,727	64.7
4	Brokers	19,496	56.9	10,348	33.5	32,975	95.4	16,592	62.3
5	Micro Agents	35,703	0.3	55,561	0.4	90,904	0.7	102,046	0.8
6	Direct Business	13,516	52.4	57,753	49.6	25,947	92.9	193,850	86.6
	Total (A)	210,896	753.0	274,241	705.8	424,114	1,270.6	575,203	1,162.7
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	210,896	753.0	274,241	705.8	424,114	1,270.6	575,203	1,162.7

Note:

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