

**ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED**

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

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q1 FY 2015			Q1 FY 2014			YTD FY 2015			YTD FY 2014		
		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	1,372	0.1	2	134	0.2	3	1,372	0.1	2	134	0.2
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	1	268	0.0	-	-	(0.0)	1	268	0.0	-	-	(0.0)
4	Brokers	18	8,589	1.1	20	22,709	2.6	18	8,589	1.1	20	22,709	2.6
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	58	214,082	131.8	58	256,526	82.2	58	214,082	131.8	58	256,526	82.2
	<b>Total(A)</b>	<b>80</b>	<b>224,311</b>	<b>133</b>	<b>80</b>	<b>279,369</b>	<b>85</b>	<b>80</b>	<b>224,311</b>	<b>133</b>	<b>80</b>	<b>279,369</b>	<b>85</b>
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>80</b>	<b>224,311</b>	<b>133.0</b>	<b>80</b>	<b>279,369</b>	<b>85.0</b>	<b>80</b>	<b>224,311</b>	<b>133.0</b>	<b>80</b>	<b>279,369</b>	<b>85.0</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 235