

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 FY 2016			Q2 FY 2015			YTD FY 2016			YTD FY 2015		
		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	6	380	0.5	2	3,111	0.1	8	1,189	0.6	5	4,483	0.6
2	Corporate Agents-Banks	1	17	0.0	-	-	-	2	362	0.0	-	-	-
3	Corporate Agents -Others	-	-	-	-	524	0.0	-	-	-	1	792	0.0
4	Brokers	27	18,759	2.6	20	10,901	1.1	50	28,657	4.4	38	19,490	2.2
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	70	528,794	797.7	61	243,265	246.4	125	790,719	1,132.7	119	457,347	378.1
	Total(A)	104	547,950	800.8	83	257,801	247.6	185	820,927	1,137.7	163	482,112	381.0
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	104	547,950	800.8	83	257,801	247.6	185	820,927	1,137.7	163	482,112	381.0

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 275