

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

| SI.No. | Business Acquisition through different channels (Individuals) |                 |                       |                 |                       |
|--------|---|-----------------|-----------------------|-----------------|-----------------------|
|        | Channels  | June 30, 2010   |                       | June 30, 2009   |                       |
|        |   | No. of Policies | Premium in Rs. Crores | No. of Policies | Premium in Rs. Crores |
| 1      | Individual agents   | 133,327         | 521.28                | 170,124         | 309.2                 |
| 2      | Corporate Agents-Banks  | 30,348          | 246.24                | 35,607          | 135.0                 |
| 3      | Corporate Agents -Others                                      | 13,454          | 78.42                 | 12,714          | 47.9                  |
| 4      | Brokers   | 25,940          | 125.45                | 21,561          | 38.6                  |
| 5      | Micro Agents  | 104,547         | 0.88                  | 75,611          | 0.6                   |
| 6      | Direct Business   | 10,243          | 33.77                 | 7,608           | 16.7                  |
|        | Total (A)   | 317,859         | 1,006.04              | 323,225         | 547.9                 |
| 1      | Referral (B)  | 17,064          | 56.82                 | 36,807          | 26.9                  |
|        | Grand Total (A+B)   | 334,923         | 1,062.86              | 360,032         | 574.9                 |

Note:

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