

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q2 2011		Q2 2010		H1 2011		H1 2010	
		No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs.	No. of Policies	Premium in Rs. Crores
1	Individual agents	181,941	703.95	205,603	583.4	315,268	1,225.23	375,727	892.6
2	Corporate Agents-Banks	47,463	387.61	50,753	329.5	77,811	633.85	86,360	464.5
3	Corporate Agents -Others	13,268	73.94	18,659	77.7	26,722	152.36	31,373	125.6
4	Brokers	28,720	123.96	30,256	90.8	54,660	249.41	51,817	129.4
5	Micro Agents	60,250	0.42	106,429	0.9	164,797	1.31	182,040	1.5
6	Direct Business	12,351	52.90	19,428	48.0	22,594	86.67	27,036	64.7
	Total (A)	343,993	1,342.79	431,128	1,130.4	661,852	2,348.83	754,353	1,678.3
1	Referral (B)	18,115	59.18	21,032	54.0	35,179	116.00	57,839	80.9
	Grand Total (A+B)	362,108	1,401.97	452,160	1,184.4	697,031	2,464.83	812,192	1,759.2

Note:

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