

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Date :- December 31 ,2011

Business Acquisition through different channels (Group)													
SI.No.	Channels	Q3 FY 2012			Q3 FY 2011			YTD FY 2012			YTD FY 2011		
		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	1	14,259	66.8	-	1,038	1.0	10	54,872	163.9	29	6,647	1.8
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	-	12	0.0	2	109	1.2	2	3,807	0.7	4	95	1.2
4	Brokers	5	27,718	5.0	1	2,667	1.6	9	77,263	10.5	12	10,273	8.3
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	52	621,756	280.3	37	670,472	281.6	143	1,782,951	930.0	445	2,198,854	825.0
	Total(A)	58	663,745	352.2	40	674,286	285.5	164	1,918,893	1,105.1	490	2,215,869	836.2
1	Referral (B)												
	Grand Total (A+B)	58	663,745	352.2	40	674,286	285.5	164	1,918,893	1,105.1	490	2,215,869	836.2

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 385