

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q3 2013			Q3 2012			YTD FY 2013			YTD FY 2012		
		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	213	0.0	1	14,245	66.8	5	1,253	0.2	10	53,611	162.6
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	1	29	0.1	-	1	(0.0)	1	14	0.0	2	1,409	0.1
4	Brokers	5	7,045	0.8	5	26,101	0.7	17	16,542	1.6	9	74,188	1.2
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	32	375,794	242.6	52	570,666	213.2	121	1,191,280	1,000.9	143	1,359,522	627.3
	<b>Total(A)</b>	39	383,081	243.5	58	611,013	280.7	144	1,209,089	1,002.7	164	1,488,730	791.2
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	39	383,081	243.5	58	611,013	280.7	144	1,209,089	1,002.7	164	1,488,730	791.2

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 162