

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

FORM L-38 : Business Acquisition through different channels (Individuals)

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q4 2013		Q4 2012		YTD FY 2013		YTD FY 2012	
		No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores
1	Individual agents	91,705	510.0	100,079	446.4	276,352	1,228.0	375,428	1,374.8
2	Corporate Agents-Banks	67,912	512.4	63,938	401.1	212,327	1,524.2	183,789	1,131.7
3	Corporate Agents -Others	49,204	57.0	17,831	50.4	148,206	136.6	52,964	156.5
4	Brokers	30,835	110.8	18,636	65.2	88,146	280.1	47,300	168.4
5	Micro Agents	50,535	0.4	8,894	0.1	174,094	1.3	127,209	1.0
6	Direct Business	20,327	97.1	21,299	77.1	60,833	250.6	242,136	216.9
	Total (A)	310,518	1,287.7	230,677	1,040.2	959,958	3,420.9	1,028,826	3,049.3
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	310,518	1,287.7	230,677	1,040.2	959,958	3,420.9	1,028,826	3,049.3

Note:

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