

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 2014			Q2 2013			YTD FY 2014			YTD FY 2013		
		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	821	0.2	2	934	0.2	3	955	0.4	4	1,040	0.2
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	1	3,477	0.1	-	1	0.0	1	3,477	0.1	-	(15)	(0.1)
4	Brokers	9	6,533	0.9	4	1,703	0.1	29	29,242	3.5	12	9,497	0.9
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	30	106,306	104.3	39	448,727	555.0	88	362,832	186.5	89	815,486	758.3
	Total(A)	41	117,137	106	45	451,365	555	121	396,506	191	105	826,008	759
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	41	117,137	105.5	45	451,365	555.3	121	396,506	190.5	105	826,008	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
3. No of existing schemes for current quarter is 195