

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

| Business Acquisition through different channels (Individuals) | | | | | | | | | |
|--|--------------------------|------------------------|------------------------------|------------------------|------------------------------|------------------------|------------------------------|------------------------|------------------------------|
| SI.No. | Channels | Q2 FY 2016 | | Q2 FY 2015 | | YTD FY 2016 | | YTD FY 2015 | |
| | | 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 | 35,315 | 318.9 | 37,093 | 293.7 | 58,452 | 490.7 | 62,633 | 452.1 |
| 2 | Corporate Agents-Banks | 69,024 | 797.3 | 62,801 | 716.1 | 122,281 | 1,348.0 | 107,077 | 1,108.3 |
| 3 | Corporate Agents -Others | 6,925 | 59.0 | 57,112 | 52.8 | 10,865 | 97.5 | 115,224 | 79.7 |
| 4 | Brokers | 7,858 | 31.6 | 7,217 | 31.0 | 12,780 | 51.8 | 12,662 | 47.8 |
| 5 | Micro Agents | - | - | 3,871 | 0.1 | - | - | 11,913 | 0.1 |
| 6 | Direct Business | 15,817 | 146.8 | 11,843 | 101.8 | 27,986 | 249.4 | 20,749 | 156.5 |
| | Total (A) | 134,939 | 1,353.6 | 179,937 | 1,195.4 | 232,364 | 2,237.3 | 330,258 | 1,844.6 |
| 1 | Referral (B) | - | - | - | - | - | - | - | - |
| | Grand Total (A+B) | 134,939 | 1,353.6 | 179,937 | 1,195.4 | 232,364 | 2,237.3 | 330,258 | 1,844.6 |

Note:

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