

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Sl.No.	Channels	Business Acquisition through different channels (Group)											
		Q1 FY 2012			Q1 FY 2011			YTD 2012			YTD 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	5	23,018	36.1	2	1,231	0.1	5	23,018	36.1	2	1,231	0.1
2	Corporate Agents-Banks												
3	Corporate Agents -Others	1	575	0.1				1	575	0.1			
4	Brokers	3	16,515	3.1	5	4,730	2.3	3	16,515	3.1	5	4,730	2.3
5	Micro Agents												
6	Direct Business	47	555,151	324.0	42	646,870	341.5	47	555,151	324.0	42	646,870	341.5
	<b>Total(A)</b>	56	595,259	363.3	49	652,831	343.9	56	595,259	363.3	49	652,831	343.9
1	Referral (B)												
	<b>Grand Total (A+B)</b>	56	595,259	363.3	49	652,831	343.9	56	595,259	363.3	49	652,831	343.9

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 459