

**ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**

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

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q1 Fy 2012		Q1 Fy 2011		YTD 2012		YTD 2011	
		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	79,958	252.7	133,327	521.3	79,958	252.7	133,327	521.3
2	Corporate Agents-Banks	25,374	114.8	30,348	246.2	25,374	114.8	30,348	246.2
3	Corporate Agents -Others	6,804	23.2	13,454	78.4	6,804	23.2	13,454	78.4
4	Brokers	6,244	28.8	25,940	125.4	6,244	28.8	25,940	125.4
5	Micro Agents	169,511	1.2	104,547	0.9	169,511	1.2	104,547	0.9
6	Direct Business	5,798	18.1	10,243	33.8	5,798	18.1	10,243	33.8
	Total (A)	293,689	438.8	317,859	1,006.0	293,689	438.8	317,859	1,006.0
1	Referral (B)	7,273	18.1	17,064	56.8	7,273	18.1	17,064	56.8
	Grand Total (A+B)	300,962	456.9	334,923	1,062.9	300,962	456.9	334,923	1,062.9

Note:

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