

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

| Business Acquisition through different channels (Group) | | | | | | | | | | | | | |
|---|--------------------------|---------------------------------|----------------------|-------------------|---------------------------------|----------------------|-------------------|---------------------------------|----------------------|-------------------|---------------------------------|----------------------|-------------------|
| Sl.No. | Channels | Q3 2014 | | | Q3 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 | (99) | 0.0 | 1 | 213 | 0.0 | 4 | 856 | 0.4 | 5 | 1,253 | 0.2 |
| 2 | Corporate Agents-Banks | - | - | - | - | - | - | - | - | - | - | - | - |
| 3 | Corporate Agents -Others | - | 108 | (0.0) | 1 | 29 | 0.1 | 1 | 3,585 | 0.1 | 1 | 14 | 0.0 |
| 4 | Brokers | 8 | 10,586 | 1.5 | 5 | 7,045 | 0.8 | 37 | 39,828 | 4.9 | 17 | 16,542 | 1.6 |
| 5 | Micro Agents | - | - | - | - | - | - | - | - | - | - | - | - |
| 6 | Direct Business | 25 | 124,026 | 59.7 | 32 | 375,794 | 242.6 | 113 | 486,858 | 246.2 | 121 | 1,191,280 | 1,000.9 |
| | Total(A) | 34 | 134,621 | 61 | 39 | 383,081 | 244 | 155 | 531,127 | 252 | 144 | 1,209,089 | 1,003 |
| 1 | Referral (B) | - | - | - | - | - | - | - | - | - | - | - | - |
| | Grand Total (A+B) | 34 | 134,621 | 61.1 | 39 | 383,081 | 243.5 | 155 | 531,127 | 251.7 | 144 | 1,209,089 | 1,002.7 |

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 185