

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

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

Business Acquisition through different channels (Individuals)									
SI.No.	Channels	Q3 2014		Q3 2013		YTD FY 2014		YTD FY 2013	
		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	46,696	258.1	67,018	292.3	149,886	696.7	184,647	718.0
2	Corporate Agents-Banks	53,948	505.6	53,916	404.2	152,513	1,255.4	144,415	1,011.8
3	Corporate Agents -Others	49,438	34.7	32,842	31.3	149,666	94.6	99,002	79.7
4	Brokers	7,320	23.5	24,336	73.9	39,786	121.4	57,311	169.3
5	Micro Agents	23,001	0.2	32,655	0.3	53,674	0.6	123,559	0.9
6	Direct Business	8,484	51.2	14,559	60.6	27,802	139.4	40,506	153.5
	Total (A)	188,887	873.2	225,326	862.6	573,327	2,308.1	649,440	2,133.2
1	Referral (B)	-	-	-	-	-	-	-	-
	<b>Grand Total (A+B)</b>	<b>188,887</b>	<b>873.2</b>	<b>225,326</b>	<b>862.6</b>	<b>573,327</b>	<b>2,308.1</b>	<b>649,440</b>	<b>2,133.2</b>

Note:

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