

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

SI.No.	Business Acquisition through different channels (Group)												
	Channels	Q2 FY 2015			Q2 FY 2014			YTD FY 2015			YTD FY 2014		
		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	2	3,111	0.1	1	821	0.2	5	4,483	0.6	3	955	0.4
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	-	524	0.0	1	3,477	0.1	1	792	0.0	1	3,477	0.1
4	Brokers	20	10,901	1.1	9	6,533	0.9	38	19,490	2.2	29	29,242	3.5
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	61	243,265	246.4	30	106,306	104.3	119	457,347	378.1	88	362,832	186.5
	Total(A)	83	257,801	248	41	117,137	106	163	482,112	381	121	396,506	191
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	83	257,801	247.6	41	117,137	105.5	163	482,112	381.0	121	396,506	190.5

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 257