

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

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

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q3 FY 2015		Q3 FY 2014		YTD FY 2015		YTD FY 2014	
		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	40,133	339.6	46,696	258.1	102,766	791.7	149,886	696.7
2	Corporate Agents-Banks	67,129	780.9	53,948	505.6	174,206	1,889.3	152,513	1,255.4
3	Corporate Agents -Others	6,939	58.3	49,438	34.7	122,163	138.0	149,666	94.6
4	Brokers	6,194	24.4	7,320	23.5	18,856	72.2	39,786	121.4
5	Micro Agents	-	-	23,001	0.2	11,913	0.1	53,674	0.6
6	Direct Business	13,931	105.6	8,484	51.2	34,680	262.1	27,802	139.4
	Total (A)	134,326	1,308.9	188,887	873.2	464,584	3,153.5	573,327	2,308.1
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	134,326	1,308.9	188,887	873.2	464,584	3,153.5	573,327	2,308.1

Note:

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