

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

| Business Acquisition through different channels (Individuals) | | | | | | | | | |
|--|--------------------------|------------------------|------------------------------|------------------------|------------------------------|------------------------|------------------------------|------------------------|------------------------------|
| SI.No. | Channels | Q1 2014 | | Q1 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 | 37,867 | 134.3 | 52,959 | 185.1 | 37,867 | 134.3 | 52,959 | 185.1 |
| 2 | Corporate Agents-Banks | 38,236 | 249.5 | 40,461 | 234.9 | 38,236 | 249.5 | 40,461 | 234.9 |
| 3 | Corporate Agents -Others | 54,068 | 19.1 | 38,687 | 18.2 | 54,068 | 19.1 | 38,687 | 18.2 |
| 4 | Brokers | 16,614 | 44.1 | 13,479 | 38.5 | 16,614 | 44.1 | 13,479 | 38.5 |
| 5 | Micro Agents | 17,960 | 0.2 | 55,201 | 0.4 | 17,960 | 0.2 | 55,201 | 0.4 |
| 6 | Direct Business | 9,090 | 32.8 | 12,431 | 40.5 | 9,090 | 32.8 | 12,431 | 40.5 |
| | Total (A) | 173,835 | 480.1 | 213,218 | 517.6 | 173,835 | 480.1 | 213,218 | 517.6 |
| 1 | Referral (B) | - | - | - | - | - | - | - | - |
| | Grand Total (A+B) | 173,835 | 480.1 | 213,218 | 517.6 | 173,835 | 480.1 | 213,218 | 517.6 |

Note:

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