

Insurer: ICICI Prudential Life Insurance Company Limited
STATISTICS FOR THE FINANCIAL YEAR ENDED MARCH, 2008 (AUDITED AND FINAL)
NEW BUSINESS PREMIUMS UNDERWRITTEN THROUGH VARIOUS CHANNELS

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

SI No.	Type of Channel	No. of Schemes	Premium (Rs crore)	Lives Covered	% of Premium to Total Group Premium
(I) 1	Individual Agents	63	7	19,902	1
2	Corporate Agents	10	96	164,813	8
	a) Banks	2	95	149,317	8
	b) Others*	8	0	15,496	0
3	Brokers	17	50	10,376	4
4	Direct Business	406	1,110	871,996	88
	Total Group Business	496	1,262	1,067,087	100
(II)	Referral Arrangements**	1	2	2,052	0

* Any entity other than banks but licensed as a corporate agent.

** Business procured through leads obtained from referral entities.