

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Business Acquisition through different channels (Individuals)										
Sl.No.	Channels	Q4 2011		Q4 2010		Year ended March 2011		Year ended March 2010		
		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	162,512	551.6	255,264	1,058.2	614,751	2,306.8	861,286	2,650.0	
2	Corporate Agents-Banks	67,884	868.9	90,259	484.9	192,550	2,132.6	187,001	1,335.7	
3	Corporate Agents -Others	13,711	56.7	18,360	110.1	51,550	263.8	68,734	327.7	
4	Brokers	9,597	60.3	36,381	181.3	71,468	377.3	122,043	444.0	
5	Micro Agents	137,196	10.7	88,846	7.5	324,889	25.6	344,926	28.8	
6	Direct Business	12,113	26.0	27,730	92.8	43,256	152.0	74,545	215.4	
	Total (A)	403,013	1,574.3	476,840	1,934.8	1,298,464	5,258.2	1,658,535	5,001.7	
1	Referral (B)	8,170	32.8	20,512	80.9	52,030	163.2	102,692	211.9	
	Grand Total (A+B)	411,183	1,607.0	497,352	2,015.7	1,350,494	5,421.4	1,761,227	5,213.6	

Note:

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