

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

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

Date :- December 31 ,2011

Business Acquisition through different channels (Individuals)									
Sl.No.	Channels	Q3 FY 2012		Q3 FY 2011		YTD FY 2012		YTD FY 2011	
		No. of Policies	Premium in Crores	No. of Policies	Premium in Crores	No. of Policies	Premium in Crores	No. of Policies	Premium in Crores
1	Individual agents	96,919	350.7	136,971	530.0	275,349	928.5	452,239	1,755.3
2	Corporate Agents-Banks	52,293	360.2	46,855	629.8	119,851	730.6	124,666	1,263.7
3	Corporate Agents -Others	18,406	41.3	11,117	54.8	35,133	106.1	37,839	207.2
4	Brokers	12,072	40.9	7,211	67.6	28,664	103.2	61,871	317.0
5	Micro Agents	36,598	0.4	22,896	0.2	303,816	2.6	187,693	1.5
6	Direct Business	6,888	28.6	8,549	40.9	22,628	74.0	31,143	139.4
	Total (A)	223,176	822.2	233,599	1,323.4	785,441	1,945.0	895,451	3,684.0
1	Referral (B)	(230)	24.3	8,681	26.2	12,708	64.1	43,860	130.4
	Grand Total (A+B)	222,946	846.4	242,280	1,349.6	798,149	2,009.1	939,311	3,814.4

Note:

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