

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q1 2014			Q1 2013			YTD FY 2014			YTD FY 2013		
		No. of Policies/ No. of Schemes	No. of Lives Covered	Premium In Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Crores
1	Individual agents	2	134	0.2	2	106	0.0	2	134	0.2	2	106	0.0
2	Corporate Agents-Banks	-	-	-	-	-	-	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	(0.0)	-	(16)	(0.1)	-	-	(0.0)	-	(16)	(0.1)
4	Brokers	20	22,709	2.6	8	7,794	0.8	20	22,709	2.6	8	7,794	0.8
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	58	256,526	82.2	50	366,759	203.2	58	256,526	82.2	50	366,759	203.2
	Total(A)	80	279,369	85.0	60	374,643	203.9	80	279,369	85.0	60	374,643	203.9
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	80	279,369	85.0	60	374,643	203.9	80	279,369	85.0	60	374,643	203.9

Note:

1. Premium means amount of premium received from business acquired by the source
2. No of Policies stand for no. of policies sold
3. No of existing schemes for current quarter is 207