

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 FY 2016			Q1 FY 2015			YTD FY 2016			YTD FY 2015		
		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	809	0.1	3	1,372	0.07	2	809	0.1	3	1,372	0.1
2	Corporate Agents-Banks	1	345	0.0	-	-	-	1	345	0.0	-	-	-
3	Corporate Agents -Others	-	-	-	1	268	0.01	-	-	-	1	268	0.0
4	Brokers	23	9,898	1.8	18	8,589	1.12	23	9,898	1.8	18	8,589	1.1
5	Micro Agents	-	-	-	-	-	-	-	-	-	-	-	-
6	Direct Business	55	261,925	335.0	58	214,082	131.78	55	261,925	335.1	58	214,082	131.8
	Total(A)	81	272,977	337.0	80	224,311	132.98	81	272,977	337	80	224,311	133
1	Referral (B)	-	-	-	-	-	-	-	-	-	-	-	-
	Grand Total (A+B)	81	272,977	337.0	80	224,311	132.98	81	272,977	337.1	80	224,311	133.0

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 265