

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-38 Business Acquisition through different channels (Individuals)

SI No.	Type of Channel	No. of Policies	Premium (Rs crore)	Sum Assured (Rs crore)	% of Premium to Total Individual Premium
(I) 1	Individual Agents	1,700,548	4,529	47,084	64.29
2	Corporate Agents	527,223	1,911	14,813	27.12
	a) Banks	256,027	1,253	10,063	17.79
	b) Others*	271,196	658	4,750	9.33
3	Brokers	26,645	82	403	1.16
4	Direct Business	658,694	523	12,229	7.42
	Total Individual Business	2,913,110	7,044	74,529	100.00
(II)	Referral Arrangements**	580,672	283	10,106	4.02

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

** Business procured through leads obtained from referral entities.