

Insurer: ICICI Prudential Life Insurance Co. Ltd.

STATISTICS FOR THE FINANCIAL YEAR ENDED MARCH, 2009 (AUDITED AND FINAL)

NEW BUSINESS PREMIUMS UNDERWRITTEN THROUGH VARIOUS CHANNELS

INDIVIDUAL BUSINESS:

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	1,331,194	3,042	35,649	56.70
2	Corporate Agents	359,124	1,632	11,775	30.41
	a) Banks	222,138	1,190	8,865	22.17
	b) Others*	136,986	442	2,910	8.24
3	Brokers	53,525	127	940	2.36
4	Direct Business	893,832	565	16,550	10.52
	Total Individual Business	2,637,675	5,366	64,914	100.00
(II)	Referral Arrangements**	792,321	331	35,649	6.17

Instruction: The sum of individual and group new business premium i.e., (D13 + D24), should tally with the sum of first year premium and single premium as indicated in Schedule 1 (net of overseas business) of the audited financial statements of the compa

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

** Business procured through leads obtained from referral entities.