

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

SI.No.	Business Acquisition through different channels (Group)						
		June 30, 2010			June 30, 2009		
	Channels	No. of Policies/ No. of Schemes	No. of Lives Covered	Premium in Rs. Crores	Policies/ No. of	No. of Lives Covered	Premium in Rs. Lakhs
1	Individual agents	2	1,231	0.10	26	4,457	1.06
2	Corporate Agents-Banks	-	-	-	-	-	-
3	Corporate Agents -Others	-	-	-	3	(48)	0.07
4	Brokers	5	4,730	2.32	6	525	0.66
5	Micro Agents						
6	Direct Business	42	646,870	341.49	322	457,588	230.40
	Total(A)	49	652,831	343.92	357	462,522	232.19
1	Referral (B)						
	Grand Total (A+B)	49	652,831	343.92	357	462,522	232.19

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 390