

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Sl.No.	Channels	Business Acquisition through different channels (Group)											
		Q4 2011			Q4 2010			Year ended March 2011			Year ended March 2010		
		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		441	0.1	3	3,551	0.6	7	7,088	1.8	35	13,381	3.6
2	Corporate Agents-Banks												
3	Corporate Agents -Others		3	0.3	-	(20)	(0.0)	2	98	1.5	4	14,152	2.1
4	Brokers	3	39,555	3.8	3	3,330	12.3	11	49,828	12.1	16	10,586	24.1
5	Micro Agents												
6	Direct Business	83	880,579	759.1	114	601,460	472.9	210	3,079,433	2,424.1	588	2,026,525	1,090.9
	Total(A)	86	920,578	763.3	120	608,321	485.8	230	3,136,447	2,439.5	643	2,064,644	1,120.6
1	Referral (B)												
	Grand Total (A+B)	86	920,578	763.3	120	608,321	485.8	230	3,136,447	2,439.5	643	2,064,644	1,120.6

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 484