

ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED

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

Business Acquisition through different channels (Group)													
Sl.No.	Channels	Q2 FY 2012			Q2 FY 2011			YTD FY 2012			YTD FY 2011		
		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	4	17,595	61.0	5	4,378	0.6	9	40,613	97.1	7	5,609	0.7
2	Corporate Agents-Banks												
3	Corporate Agents -Others	1	3,220	0.6	-	(14)	(0.0)	2	3,795	0.7	-	(14)	0.0
4	Brokers	1	33,030	2.4	2	2,876	4.3	4	49,545	5.5	7	7,606	6.6
5	Micro Agents												
6	Direct Business	44	606,044	325.7	48	881,512	201.9	91	1,161,195	649.7	90	1,528,382	543.4
	Total(A)	50	659,889	389.6	55	888,752	206.8	106	1,255,148	752.9	104	1,541,583	550.7
1	Referral (B)												
	Grand Total (A+B)	50	659,889	389.6	55	888,752	206.8	106	1,255,148	752.9	104	1,541,583	550.7

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 404