

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.

FORM L-38 : Business Acquisition through different channels (Individuals)

SI.No.	Business Acquisition through different channels (Individuals)								
	Channels	Q4 2012		Q4 2011		Year ended March 2012		Year ended March 2011	
		No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores	No. of Policies	Premium in Rs. Crores
1	Individual agents	100,079	446.4	162,512	551.6	375,428	1,374.8	614,751	2,306.8
2	Corporate Agents-Banks	63,938	401.1	67,884	868.9	183,789	1,131.7	192,550	2,132.6
3	Corporate Agents -Others	17,831	50.4	13,711	56.7	52,964	156.5	51,550	263.8
4	Brokers	18,636	65.2	9,597	60.3	47,300	168.4	71,468	377.3
5	Micro Agents	17,193	0.2	137,196	10.7	321,009	2.8	324,889	25.6
6	Direct Business	8,444	38.0	12,113	26.0	31,072	111.9	43,256	152.0
	Total (A)	226,121	1,001.2	403,013	1,574.3	1,011,562	2,946.2	1,298,464	5,258.2
1	Referral (B)	4,556	39.0	8,170	32.8	17,264	103.2	52,030	163.2
	Grand Total (A+B)	230,677	1,040.2	411,183	1,607.0	1,028,826	3,049.3	1,350,494	5,421.4