

ICICI PRUDENTIAL LIFE INSURANCE CO. LTD.**FORM L-38 : Business Acquisition through different channels (Individuals)**

SI.No.	Channels	Business Acquisition through different channels (Individuals)							
		Q1 2013		Q1 2012		YTD FY 2013		YTD FY 2012	
		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	52,959	185.1	79,958	252.7	52,959	185.1	79,958	252.7
2	Corporate Agents-Banks	40,461	234.9	25,374	114.8	40,461	234.9	25,374	114.8
3	Corporate Agents -Others	38,687	18.2	6,804	23.2	38,687	18.2	6,804	23.2
4	Brokers	13,479	38.5	6,244	28.8	13,479	38.5	6,244	28.8
5	Micro Agents	55,201	0.4	46,485	0.4	55,201	0.4	46,485	0.4
6	Direct Business	12,431	40.5	136,097	37.0	12,431	40.5	136,097	37.0
	Total (A)	213,218	517.6	300,962	456.9	213,218	517.6	300,962	456.9
1	Referral (B)	-	-	-	-	-	-	-	-
	Grand Total (A+B)	213,218	517.6	300,962	456.9	213,218	517.6	300,962	456.9